



October, 2014

To: Curling Centres affiliated with the Canadian Curling Association:

Earlier this year the **National Heart and Stroke** program launched a program in association with the federal government that allows all recreational facilities to apply for a **free AED (Defibrillator) unit**. This now qualifies for affiliated Canadian curling rinks. If your club already has one defibrillator then it's not a bad idea to receive a second one at no cost!

The Heart and Stroke Foundation of Canada endorses the use of AEDs, stating: "Up to 40,000 cardiac arrests occur each year in Canada. That's one cardiac arrest every 12 minutes. Without rapid and appropriate treatment, most of these cardiac arrests will result in death. Thousands of lives could be saved through public access to automated external defibrillators."

Further, they report studies showing that "When an AED and CPR are immediately available, the chance of survival from sudden cardiac arrest is substantially improved. Combined with CPR, the use of an AED may increase the likelihood of survival by 75% or more".

BERRN Consulting/ AED4LIFE.ca is a chosen distribution partner for the National Heart and Stroke AED Campaign. BERRN Consulting Ltd is a dedicated automated external defibrillator (AED) distributor. BERRN Consulting Ltd are licensed by Health Canada for AED distribution in Canada, and an authorized distributor for the National Heart and Stroke AED Program across Canada and is a friend of the Canadian Curling Association.

"Working in partnership with the Canadian Curling Association and its provincial / territorial member associations, we would be striving to save lives by enabling faster, improved cardiac emergency response and treatment, through the sales, distribution, and training of use of AEDs, and First Aid and CPR training across Canada."

Any questions at all please contact **Russell King**, President at rking@aed4life.ca or **905 869-8288**.

Steps to apply for your free AED unit:

- 1) Open the application attached in this email.
- 2) On the application, you need to answer the location information, question #1 and then move to question #7 because this is not an arena application.
- 3) Once completed, scan each document, or save it as a separate file (we would suggest that you save the file with the name of the facility) and email the application to PAD@hsf.ca or print the completed forms and fax to: (780) 454-1593. If the applications are scanned and emailed, you can also send a copy of the completed application to rking@aed4life.ca. BERRN can follow up with Heart and Stroke National AED Program and advise you of the status of your application.
- 4) When you have been approved, please remember to put BERRN Consulting/AED4LIFE as your preferred distribution partner. Please make sure to copy rking@aed4life.ca on your application so we can be sure to follow up with Heart & Stroke on your behalf.

The National Heart and Stroke AED Program Details

Recreational Facility (Including curling clubs) Applications are now being accepted.

Through the nationally – funded AED program, you will receive at no cost:

- 1) One (1) AED and carrying case
- 2) Two (2) sets of adult electrode pads

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- 3) One (1) set of pediatric (infant/child) electrode pads
- 4) One (1) safety kit (mask, gloves, scissors, razor)
- 5) One (1) installed battery
- 6) One (1) wall mounted display cabinet with signage
- 7) Free CPR/AED training for up to ten (10) individuals per device (e.g. frequent facility users, employees)
- 8) Ten (10) Family & Friends CPR Anytime Kit,
- 9) Ten (10) Heart and Stroke Foundation Heartsaver AED manuals to assist in future CPR/AED information sessions
- 10) Ten (10) – E-Learning Heartsaver keys • AED Toolkit manual

What would your club be responsible for?

Register your AED with the local EMS system or provincial registry within your province. Once a PAD program is in place, the curling club will be responsible for general maintenance and upkeep of the AED. This includes doing provincial or manufacturer recommended checks of the unit, changing AED pads and batteries according to the expiration dates, updating units through the distributor according to HSF guidelines, and maintaining current information with the Heart and Stroke Foundation of Canada.

What costs can a club expect to incur to maintain the unit?

The units are relatively inexpensive to maintain. There are three main costs they will need to prepare for:

- 1) Replacement of AED Pads: This is generally done every two-five years. You will need to replace both adult sets of pads. The cost ranges from \$75.00/set to \$190.00/set (depending upon the model purchased). If you have used the AED pads, you will need to replace the set that was used.
- 2) Replacement of the AED battery: The AED battery will need to be replaced every two to five years or 200 shocks. The cost for a new battery ranges from \$90.00 to \$180.00 (depending upon the unit supplied).

When will we know if we have been chosen to receive the PAD program?

The National Heart and Stroke Foundation will notify the recipients as soon as the application has been approved. HSF will work with the Federal Government to send out any media advisories to announce the program and the placement of AEDs. The Federal Government and/or Heart and Stroke may request photo opportunities at the placement sites. Note, not all that apply will be approved.

Their website, www.AED4life.ca, provides clients with complete product information, and easy on-line purchasing of AED supplies. In aligning with BERRN Consulting Ltd., Canadian Curling Association is partnering with a sales, distribution and training company that will successfully deliver on all of your clients' requirements for Public Access Defibrillators. BERRN Consulting Ltd currently carries ZOLL, Philips and Physio AED units.

Thanks you, should you have questions or require further information, please do not hesitate to contact me.



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