



St. John Ambulance Saint-Jean

SAVING LIVES SAUVER DES VIES  
at work, home and play au travail, à la maison et dans les loisirs

## MEDIA RELEASE

### **This #HeartMonth, Keep the Beat Alive! Learn about the Chain of Survival with St. John Ambulance**

**Ottawa, ON, February 4, 2019** – February is “Heart Month”. St. John Ambulance wants everyone to be ready to step in and help save the life of a person suffering a cardiac event. Cardio Pulmonary Resuscitation (CPR) and Automatic External Defibrillation (AED) are 2 key links to ensure the best survival outcome in the Chain of Survival:

**Immediate Recognition:** Many people wait for hours after the onset of symptoms to seek medical intervention, often mistaking what they are feeling for something less serious, or unable to recognize signs of danger. The longer a person waits to get medical intervention the more damage will occur. If you suspect that you or someone else has suffered a heart attack call 9-1-1 immediately.

**Early CPR:** If a person collapses from a cardiac event begin CPR immediately. If you are uncomfortable administering breaths, perform hands-only CPR ensuring a firm, steady rhythm to keep blood circulating.

**Rapid Defibrillation:** If you have access to an AED, administer a shock if advised. This shock will momentarily stop the heart allowing the heart’s own pacemaker to reset and return to a normal rhythm.

**Effective Life Support:** Emergency Medical Services personnel are equipped with important tools and medications to stabilize cardiac patients until they get to the hospital. This advanced care minimizes the damage done to the heart and its peripheral systems.

**Post-Cardiac Arrest Care:** You’ve survived the heart attack! Now it’s time to work with your cardiologist to ensure you never experience this again. Medication, exercise, dietary and lifestyle changes are all options your healthcare team will explore to ensure your long term healthy living.

According to the Public Health Agency, every minute that passes without medical assistance reduces an individual’s chances of surviving a cardiac event by up to 10%. Early administration of CPR and AED drastically improves the odds of a casualty surviving to the hospital.

Register for CPR and AED training, as well as other lifesaving techniques, at your local St. John Ambulance, or visit [www.sja.ca](http://www.sja.ca).

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Charitable Registration No.: 89903 4730 RR0001 No d'Enr. d'Org. de Bienfaisance : 89903 4730 RR0001

[sja.ca](http://sja.ca)

St. John Ambulance is an international humanitarian organization and is a foundation of the Order of St. John  
Ambulance Saint-Jean est un organisme humanitaire international et une fondation de l'Ordre de Saint-Jean





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## **ST. JOHN AMBULANCE**

St. John Ambulance is an international humanitarian organization and is a foundation of the Order of St. John. As Canada's standard for excellence in First Aid and CPR services, St. John Ambulance offers innovative programs, ensuring Canadians receive the best quality training. Revenue generated from First Aid/CPR and Mental Health First Aid training supports St. John Ambulance's charitable work. To learn more, please visit [www.sja.ca](http://www.sja.ca).

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