

Part 1

Emergency University: CPR/AED Training for Success *SCA Survival is Dependent on Proper Preparation AND Response*

In the mid-1990's, a private California-based emergency care training and consulting company, Emergency University (EU), broke the mold and changed the focus from traditional "CPR class attendance" to truly preparing ordinary people for a **planned, organized and practiced** response to a sudden cardiac arrest (SCA) event. Combining interactive online modules with instructor-led, hands-on skills practice and validation, EU pioneered applying, newly emerging "blended training" to CPR/AED learning. Along with the appropriate and applicable principles of medical science and resuscitation experience, EU's innovative emergency response training also integrated the proven effective tenets of adult learning and behavioral science. The results of EU's pioneering training efforts and related SCA Response Program management services have been most impressive.

When a sudden cardiac arrest occurs in a workplace or community gathering location, the principle factors that determine whether the victim will survive to continue a loving, productive life are:

1. The victim's personal biology/prior state of health
2. The timing of the SCA event (i.e., witnessed or unwitnessed collapse)
3. The quality and availability of EMS services and emergency medical facilities
4. A properly maintained, 'rescue ready' AED at the location of the collapse
5. Properly trained, supported and motivated onsite people who respond and provide prompt and appropriate life supporting actions.

Obviously, initial responders to a medical emergency have no control over most of the critical factors for SCA survival: a victim's health and genetics, the timing of an SCA event, the availability and readiness of an AED, nor the moment by moment status of their community's EMS System resources. But the likely **response** and **actions** of those who witness or detect an SCA victim can be dramatically improved by the process and methods used to train and support them.

Sadly in the vast majority of out-of-hospital SCA events, CPR was not performed nor was an available AED used by those who either witnessed the event or were first to respond to the victim...even though many of the potential responders had traditional CPR/AED "certification cards" in their wallets. For most of the elite group of current SCA survivors, when immediate CPR was administered and/or an onsite AED utilized, it's was almost always by a health or safety professional that responded or just happened to be there. Luck alone should not be the strategy for a successful SCA outcome.

Despite the fact that performing CPR and using an AED are relatively simple, whether or not trained coworkers, family members and/or other "bystanders" will **actually respond and perform appropriately** is most dependent on how well they are **prepared** to do so. Despite the expenditure of immense fiscal, physical and emotional capital over the past 40 years, the response rate to sudden cardiac arrest events (i.e., immediate life supporting actions provided

by trained or untrained onsite people) – and the subsequent SCA survival rate – have remained appallingly low.

Sudden cardiac arrest response rate is the significant measure of success of an AED program. If there is no SCA response by the “first detectors” of and onsite responders to a victim’s collapse, this person will rarely survive. Nationwide, the average SCA response rate for providing CPR and delivering an AED shock prior to the arrival of EMS is 2-10%*. Certainly there need to be more trained people and there should be far more AEDs available for their use. But as evidenced by the growing number of SCA events where trained people did not respond or use an AED, simply having a current CPR certification card and an available AED are clearly not enough.

For more than 20 years the staff and leadership of Emergency University have not accepted the status-quo and have worked to change this longstanding deficiency in SCA response. In serving the emergency medical preparedness needs of numerous Fortune 500 companies, several large government agencies, countless small businesses and many local institutions, EU has achieved a measure of success and growing recognition unparalleled in the emergency care/resuscitation industry. The cornerstone of its SCA Response program accomplishments has been the provision of its “Blended CPR/AED Training” programs and EU’s unique emergency care teaching philosophy and methodology. *(Part 2 to be continued in the next issue of “Keep it Beating”).*

For more information how Emergency University can work with your SCAA Chapter or training enterprise achieve its goals, or contact info@emergencyuniversity.com or call 866-233-4357.

**US Dept. of Education Report: Evaluation of Evidence-Based Practices in Online Learning 2010 September