How can your club get involved?

- Register your interest by completing the form at www.defibssavelives.org
- Share news of this campaign with club members
- Identify your plan to fundraise for life saving equipment

Opportunities to fundraise

- Identify a planned tournament where part of the entry fees can be used towards purchasing an AED for your club
- Plan a tournament specifically to support AEDs at your club
- Consider opportunities to support your fundraising, this could include specialist tournaments such as:
  - Male Only
  - Female Only
  - Pairs
  - Mixed
- You might also consider whether to make the tournament only open to your members, members and guests or completely open to all.

Club Target

- By discussing with Arrhythmia Alliance, you will be able to set your individual Club Target around the support and AED equipment your club would benefit from. Contact Caroline Holmes at info@defibssavelives.org for further information.

Ways to donate

- Once you have raised the money you can donate it to the Campaign in many ways
- By cheque, made payable to: Arrhythmia Alliance, and sent to PO Box 3697, Stratford upon Avon, Warwickshire, CV37 8YL. The name of the tournament, club and player must be clearly stated on the accompanying paperwork
- Over the phone by calling Arrhythmia Alliance on 01789 450787, again, please state the name of the tournament, club and player
- On line at www.defibssavelives.org
- By TEXT to: 700 70 GALL14
- Arrhythmia Alliance is also able to set up a club specific JustGiving page linked to the Bernard Gallacher Defibrillator Campaign, where individuals as well as the club, can register donated funds.
- Whenever possible, securing an individual’s Gift Aid is very valuable too!

Gift Aid benefit

By registering and either setting up a dedicated ‘JustGiving’ page supporting the Bernard Gallacher Defibrillator Campaign, or by paying funds directly into the central Bernard Gallacher Defibrillator Campaign Just Giving page – www.justgiving.com/bernard-gallacher-defibrillator-campaign

You will be able to benefit in many valuable ways:

(i) Donations made from individual tax payers will have an option to be gift aided, making every £1.00 you raise, increase to £1.25
(ii) Once registered with the campaign and set up, you will be able to use your funds to recommended AEDs at beneficial rates due to the purchasing power of the campaign
(iii) All clubs taking part in fundraising tournaments and activities will be entered into a prize draw for amazing prizes – including tickets for the Ryder Cup!
(iv) You will be entitled to support from Arrhythmia Alliance including: resources, information, press and awareness activities. We can also provide pre-prepared GiftAid forms for the players entering the tournament, simplifying the whole process.

What to do now

Register your tournament or event with Caroline Holmes at info@defibssavelives.org.uk by 1st March 2014

Registration into the campaign via Defibs Save Lives will ensure that the club receives the following –
- Competitive prices for equipment
- Club specific advice
- Training and Awareness
- Ambulance Service Registration
- Ongoing support and advice

It really is as simple as that – Play Golf to help Save Lives

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Know the difference
Make a difference

Difference between a sudden cardiac arrest and a heart attack

Heart attack and sudden cardiac arrest are not the same. However, a person suffering a heart attack has an increased risk of suffering a sudden cardiac arrest. A recent poll conducted by Arrhythmia Alliance found 86% of the UK can not confidently describe the difference.

**HEART ATTACK**

Is caused by a blockage in the artery that supplies blood to the heart. The affected heart muscle then begins to die due to lack of oxygen.

Symptoms include ‘crushing’ chest pain, which can spread to the arms and jaw. The person usually remains awake and alert.

**SUDDEN CARDIAC ARREST**

Sudden cardiac arrest (SCA) is a condition in which the heart stops beating suddenly and unexpectedly due to a malfunction in the heart’s electrical system. The malfunction that causes SCA is a life-threatening abnormal heart rhythm; an arrhythmia. The most common arrhythmia is ventricular fibrillation (VF).

Should someone suffer a sudden cardiac arrest they require immediate treatment with CPR and an AED to restart their heart. Without early intervention, an individual has just a 5% chance of surviving sudden cardiac arrest. This increases to 50% or more when CPR and an AED are used together.

If someone collapses, follow these simple steps...

1. **DANGER:** Ensure the area is safe before you approach the patient. If it is not safe or you are not sure, call 999 and wait for help to arrive.

2. **RESPONSE:** Confirm that the patient is unresponsive. Try to talk to the patient and shake their shoulders.

3. **SHOUT:** If the patient does not respond, shout for help, call 999 and send for an AED.

4. **AIRWAY AND BREATHING:** Look, listen and feel to see if the patient is breathing. Ensure their airway is open and clear.

5. **CPR:** If the patient is not breathing, begin CPR (chest compressions).

6. **DEFIBRILLATION:** If an AED is available, follow the voice prompts of the device until emergency services arrive.

Tel: 01789 450787  e: info@defibssavelives.org

www.defibssavelives.org

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