SaveStation: Not just a cabinet, leveraging an opportunity.

TIME

When Every Second Matters

When sudden cardiac arrest strikes, every second matters. Without rapid and appropriate treatment, most cardiac arrests will result in death. "For every one minute delay in defibrillation, the survival rate of a cardiac arrest victim decreases by 7-10%. After more than 12 minutes, the survival rate is less than 5%. The use of an AED combined with CPR can increase the likelihood of survival by 75% or more. 1"

We are therefore highly dependent on the public to step in, use an AED and perform CPR before medical help arrives.

THE PROBLEM

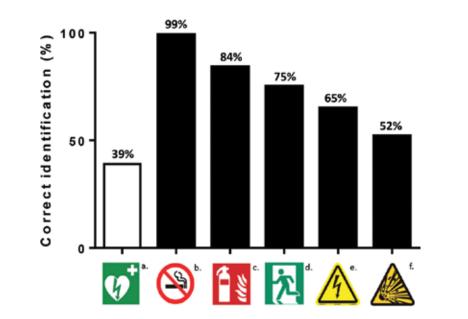
Lack of Awareness, Access & Education

There is a wide-spread lack of awareness, access and education about AEDs and the importance of bystander CPR. In most public places, when an AED is installed, there are often only a small percentage of staff trained to use the device. A wide range of cabinets exists, different shapes, sizes, colours, and some still indicate they are for 'Trained Responders Only'.

There is currently NO visual standard for AEDs in public places.

THE RESEARCH

Studies have found that there is a public knowledge gap surrounding when and how to use an AED, in addition to finding that AED signage is not adequate to alert, inform or guide the public use of an AED.



"There is limited public recognition and understanding of the ILCOR AED sign2"

"The survey demonstrated a clear preference for the 'heart-trace' rather than the 'lightening bolt' graphic. The heart-trace was seen as less intimidating or frightening...the 'lightening bolt' symbol might actually inhibit potential users...3"

Iversen, Løfgren 3. New signs to encourage the use of Automated External Defibrillators by the lay public. Resuscitation, May 2017.

2019 SURVEY

College students were tasked with assessing the general publics familiarity with AEDs, their knowledge of where to find one, and their willingness to use it. Visitors to AED-equipped shopping malls, community recreation centres and hockey arenas were asked to complete a survey. Research was conducted over several days in the last week of September and first week of October, 2019. Four hundred and ten surveys were completed by individuals 18 years and older. source: savestation.ca/research-statistics

50% unsure of where to find an AED

would hesitate to use an AED on a stranger

30% would look for the colour red to locate an AED

thought the likelihood of survival from CPR only was in the range of 50-80% when actual likelihood is only 2%

assumed you would 500 need to be trained or over 18 to use an AED on a patient

MORE THAN A CABINET

Educational Videos

Every SaveStation comes with a very powerful video series that is designed to educate and empower people to take action in an emergency. These videos are free to use and share with everyone.

Add-On Modules

SaveStation cabinets provide the ability to hold additional lifesaving equipment by using the modular system. Safety supplies that can be made available to the public include but not limited to: Naloxone, Bleeding Control Kit, First Aid Kit, Epi-Pen, etc.



Marketing Materials

SaveStation provides a full line of marketing materials that can be custom branded, to help promote the need for more AEDs within our communities.

COMMON QUESTIONS & RESPONSES

What about the cabinets that already exist?

The SaveStation red topper is modular and can be attached to any white cabinet already installed. Sticker packages are also available to re-brand to SaveStation and indicate 'public access.'

How does the cost differ?

SaveStation indoor models are very comparable to existing white cabinets.

Can anyone buy SaveStation?

SaveStation operates on an open distribution model - cabinets are available to any supplier to sell.

What if I need a different language/colour?

SaveStation cabinets are available in English, French and Bilingual. SaveStation also offers a green version for European countries.

Can I still promote my company name?

SaveStation has ensured that there is space available for the Distributor and/or Sponsor to include their logo and contact information.

Why SaveStation?

SaveStation is an easy-to-remember name that indicates to the end user the purpose of the cabinet - more so than just the term defibrillator or AED that many in the public are not familiar with. It's a catchy term that can resonate with all ages.



Save Station Programs

SaveStation Schools

SaveStation School programs create a consistent visual standard throughout every school. The SaveStation school program focuses on educating every student, staff and teacher when and how to use an AED. Corporate funding provides additional annual training for every teacher, every year. Further education to every parent and caregiver within the community at large via a variety of social mediums.

Pilot programs in progress at:

McMaster University, Hamilton, ON Georgian College, Barrie, ON Simcoe County District School Board, Barrie, ON

SaveStation Neighbourhood Program

SaveStation offers a neighbourhood program to help neighbours come together to invest in a life-saving defibrillator for their own street.

Commemorative Program

SaveStation offers a commemorative program to honour loved ones with a SaveStation placement. A plaque is mounted alongside the SaveStation.

SaveStation offers sponsorship opportunities that allow organizations to demonstrate their corporate social responsibility. Corporate sponsors who are interested in contributing to the health and safety of a community receive recognition for the placement.

Save Station Crowdfunding

SaveStation offers an easy-to-use crowdfunding platform that allows people to collectively work together to raise funds to place a SaveStation in their community.

THE SOLUTION

A Universal Standard

Standardizing the visual treatment of AED cabinets will contribute to greater awareness faster bystander response times, and increased use of an AED in an emergency. SaveStation offers a full range of multi-purpose cabinets for every AED on the market - indoor and out.

SaveStation is for every AED, everywhere!

SaveStation is more than an AED cabinet, it's a public awareness program that is providing critical education about CPR and how to use an AED. With less than 10 minutes to save a life, we need the public to feel confident to take action in an emergency.







indoor/outdoor

visual unity



standard signage













visit: savestation.ca

