

November 20, 2014

Subject: Automated External Defibrillators

Dear Sir or Madam:

With the changing needs of our city and its residents The Fort McMurray Fire Department has launched a new and exciting program with which we hope to reduce the number of deaths from sudden cardiac arrest in the Regional Municipality of Wood Buffalo. The Public Access to Defibrillation (PAD) initiative is a progressive movement towards getting victims of a sudden cardiac arrest life saving help before trained medical personnel arrive.

An Automated External Defibrillator (AED) is a machine that can monitor heart rhythms and can tell if the heart has stopped beating effectively. If required, the machine can then deliver an electric shock to the heart. If administered promptly and efficiently this shock can restart the heart. This can improve the chances of survival by up to fifty percent. When a sudden cardiac arrest occurs, it is recommended that the shock be administered within five minutes of the arrest. Every minute that passes post-arrest without defibrillation will reduce the chances of survival by another ten percent. AED access in public locations can greatly decrease the time it takes to administer the first and most crucial defibrillation attempts. An AED makes it possible for even non-medical personal to safely and effectively restore heart rhythms and life.

This initiative is comprised of four commitments. Firstly, that AED's will be strategically placed throughout our community in high traffic areas and in easily accessible locations. Secondly, that staff at these facilities will be trained in the proper usage and operation of these machines on a continuous basis. Thirdly, these machines will be maintained and replaced when necessary. Fourthly, post incident examination and re-alignment.

The Fort McMurray Fire Department recognizes your business/organization as an important service to our community, and therefore is seeking a monetary donation in order to make as many AED's, along with the proper training, available to the residents of Fort McMurray. This could potentially save a friend, family member, or yourself. AED's have been proven to save lives, please help with your donation demonstrating that your organization is as committed to the safety of our residents as we are.

We look forward to hearing from you and making this vision a reality.

Regards,

Lana Harding
AED Committee
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