

Start **BC**  
Me Up



St. John Ambulance  
SAVING LIVES  
at work, home and play



WHEN  
TO USE?

## COMMUNITY DEFIBRILLATOR

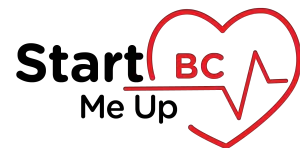
Use this life-saving device to help  
when you see someone is suffering  
from sudden cardiac arrest.



Start **BC**  
Me Up

EMPOWER OUR COMMUNITIES TO SAVE LIVES!

# Empower British Columbians to save more lives from **sudden cardiac arrest**



# OUR GOAL

Place **1000 Publicly Accessible Automatic External Defibrillators** across British Columbia with a lifesaving companion app for everyone.



A photograph of a man lying on his back on a grassy field. He is wearing a blue and white plaid shirt. A person wearing a blue and white checkered shirt is leaning over him, with their hand resting on the man's chest. The background is a blurred green field.

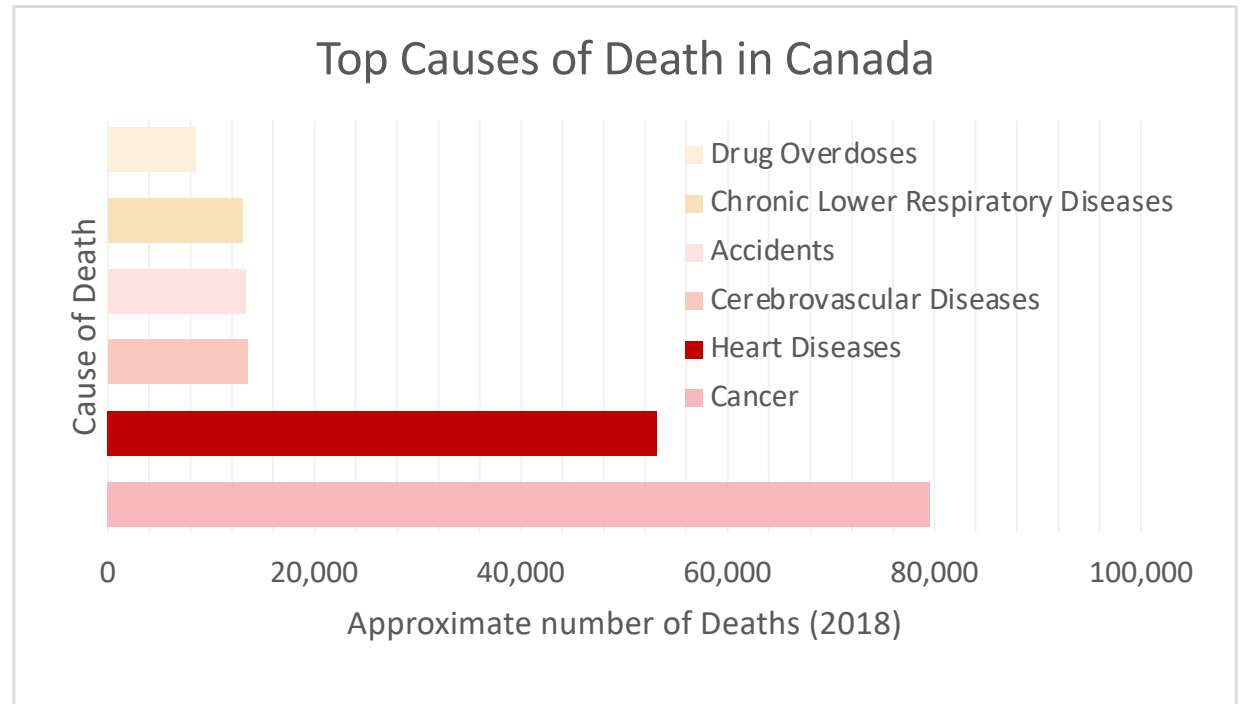
**SUDDEN CARDIAC ARREST**  
**CAN HAPPEN TO ANYONE ANYWHERE AT ANYTIME**

Access to an Automated External Defibrillator could mean the difference between life and death.



# HEART DISEASE

The second leading cause of death in Canada



Up to **40,000** Canadians die each year from **sudden cardiac arrest**.



## Out-of-hospital **Cardiac Arrest**

Each year in British Columbia, more than **6,000 cardiac arrests occur outside of a hospital setting** and require BC Emergency Health Services response.

In BC, survival to hospital discharge for out-of-hospital cardiac arrest ranges **between 8.6% and 16.0%**.



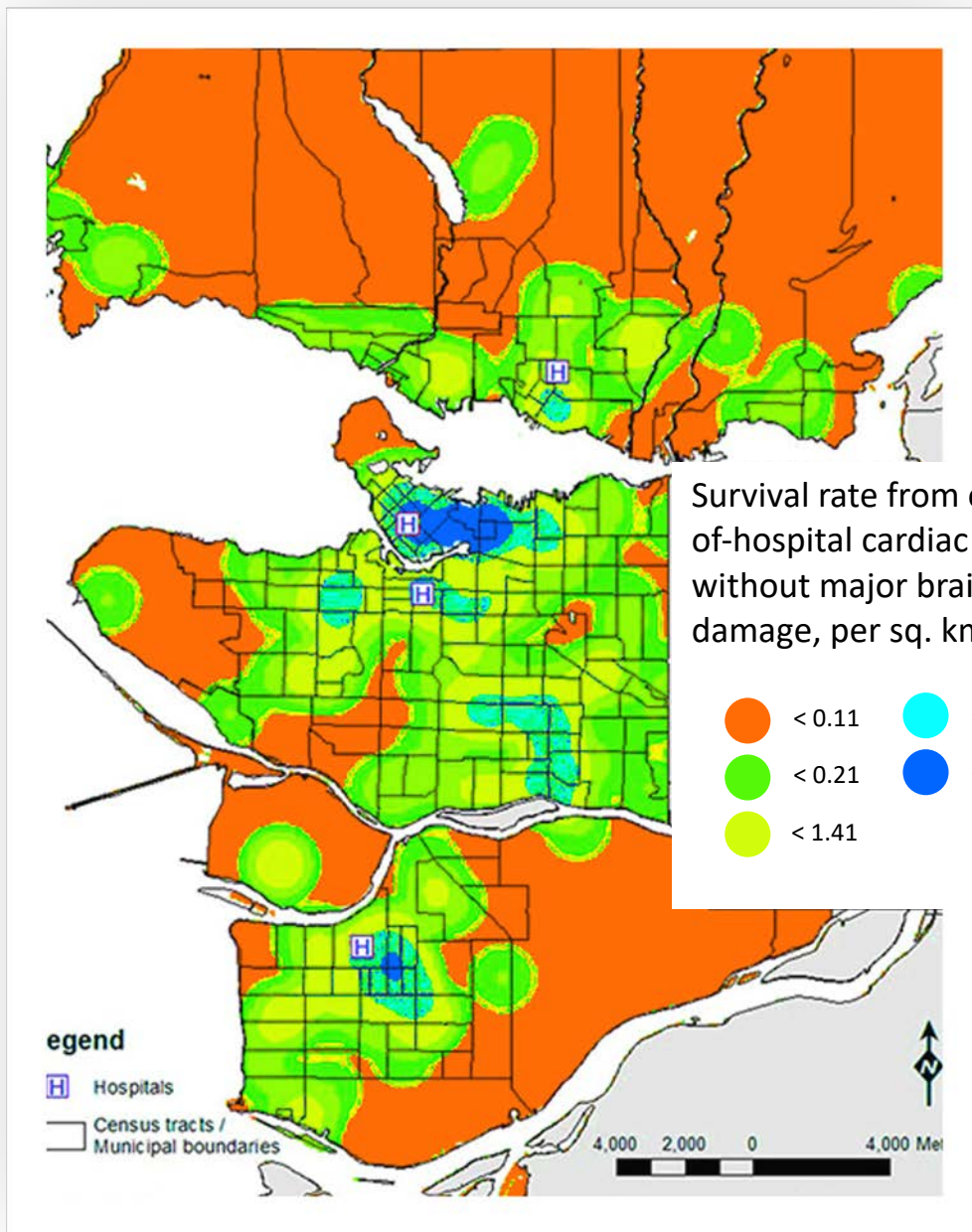
## Out-of-hospital **Cardiac Arrest**

- In 2016/2017, there were 6,166 cardiac arrest events and of those, 3,022 were treated by paramedics.
- 82% of all cardiac arrest events occurred in metro/urban areas
- Fraser region had the highest number of cardiac arrest events, followed by Vancouver Coastal.



## EVERY MOMENT COUNTS

- During a sudden cardiac arrest, it only takes **3 to 5 minutes for brain damage to occur**
- After 12 minutes without treatment, **the survival rate is less than 5%**



## ARE WE SAFE?

People who had cardiac arrest where a hospital is further than 2.7 kilometres away had lower survival rates.

A map of metro Vancouver showing percentage of people who survive out-of-hospital cardiac arrest without major brain damage.

<https://www.med.ubc.ca/news/ubc-maps-cardiac-arrest-across-metro-vancouver/>



Bystander **CPR** and **AED** use while waiting for paramedics to arrive dramatically increases the chance of survival.



## OUT-OF-HOSPITAL SURVIVAL RATES

**↓10%** Chance of survival drops up to **10%** every minute without CPR and AED action  
per minute

UP TO **75%**



with CPR + AED



The Start Me Up BC campaign will  
give **bystanders like you** the  
ability to save a life

Play video: [https://youtu.be/XHExL\\_3oa5k](https://youtu.be/XHExL_3oa5k)

# Publicly Accessible AEDs

## Saving Lives in **Canada**

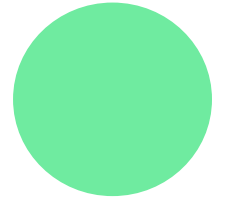
- **Manitoba** is the first province that mandates that AEDs be installed in high-traffic public places, such as gyms, arenas, community centres, major shopping malls, schools and airports.
- In 2018, a motion (M-124) was passed to equip all **RCMP** vehicles with AEDs. Additionally, some cities across Canada require police forces to equip police cruisers with AEDs.
- The **Toronto** Paramedic Services' Safe City program maintains over 1,500 AEDs in public spaces, including at each of their 69 subway stations.



# Publicly Accessible AEDs

## Saving Lives **worldwide**

- In **Boston, USA**, three bystanders saved the life of someone suffering a sudden cardiac arrest at the Boston North transit station. They were able to do this because an AED was placed at the station by the Massachusetts Bay Transportation Authority. Boston was the first state to install AEDs on commuter trains and stations after a fatal cardiac arrest incident occurred in 2009.
- Since installed AEDs in train stations, bus terminals, and employee facilities, NJ Transit in **New Jersey** has saved six lives from sudden cardiac arrest with an AED.



# Publicly Accessible AEDs

## Saving Lives **worldwide**

- After a passenger died on a Metra commuter train in **Chicago**, transit officials installed AEDs on all trains.
- **California's** Metrolink made AEDs required on-board certain commuter trains not long after a man collapsed and died on an LA-bound train just last year.
- This October, it was announced that AEDs will be installed at all subway stations in **Beijing**.



## Equip public places with **AEDs** Empower Bystanders to **Save Lives**

“*This campaign addresses the serious gap in our public emergency preparedness platform. “Start Me Up BC” is about making sure anyone can easily locate and use an AED.*”



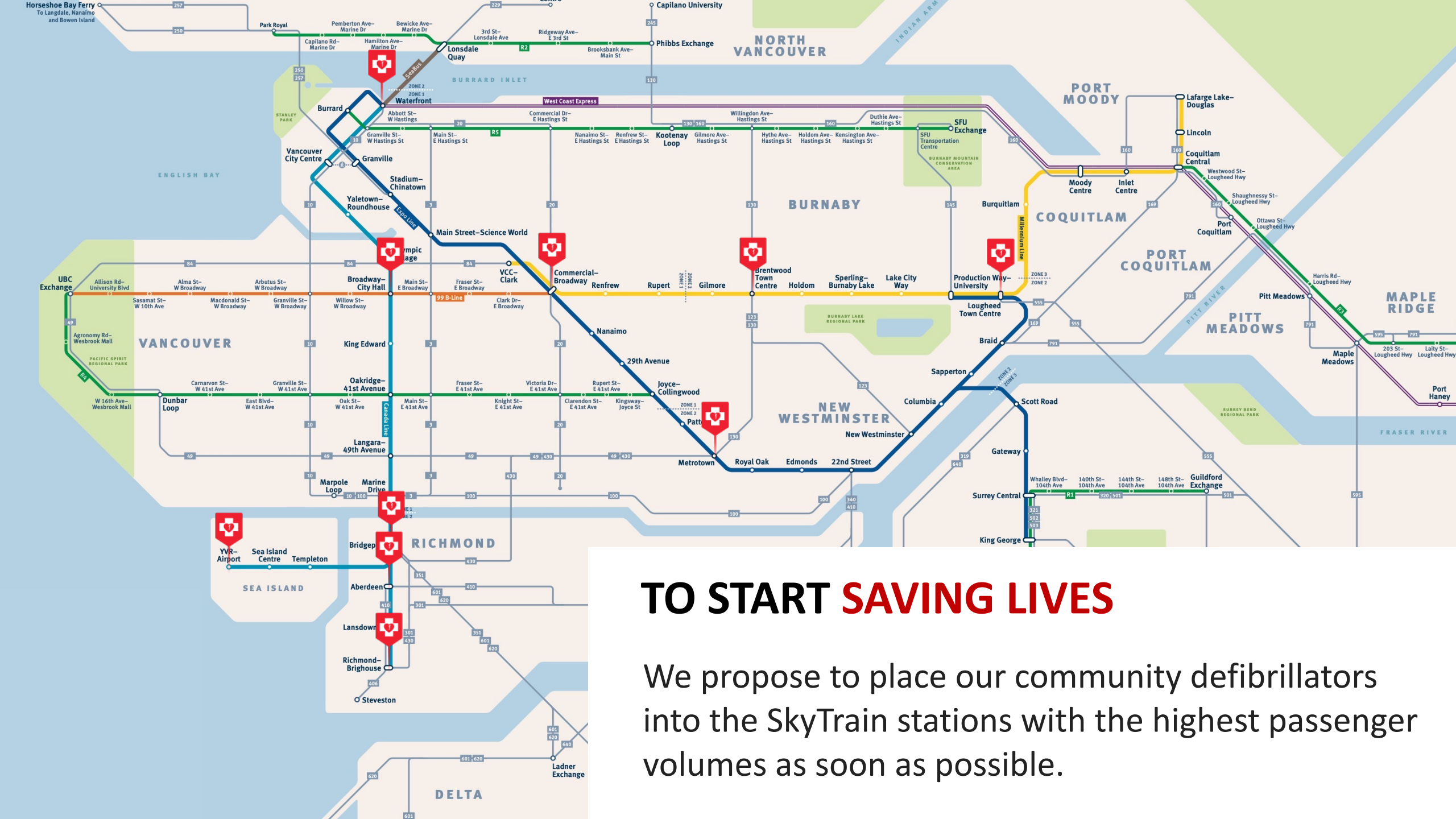


# Busiest shopping mall in Canada by Annual Visitor Count 2019 Study

Rank	Shopping Centre	City/Province	(millions)
1	CF Toronto Eaton Centre	Toronto ON	52.3
2	West Edmonton Mall	Edmonton AB	30
3	Metropolis at Metrotown	Burnaby BC	28.1
4	CF Rideau Centre	Ottawa ON	24
5	Square One	Mississauga ON	23
6	CF Pacific Centre	Vancouver BC	23
7	Scarborough Town Centre	Toronto ON	22
8	Montreal Eaton Centre	Montreal QC	21.5
9	Yorkdale Shopping Centre	Toronto ON	18
10	CF Richmond Centre	Richmond BC	17.9

*Note: Montreal Eaton Centre, currently under major renovation, could see substantially higher numbers in 2020.*

*Source: Retail Council of Canada Canadian Shopping Centre Study 2019*



# TO START **SAVING LIVES**

We propose to place our community defibrillators into the SkyTrain stations with the highest passenger volumes as soon as possible.

# Proposed Starting Locations

**Metrotown - Expo Line**

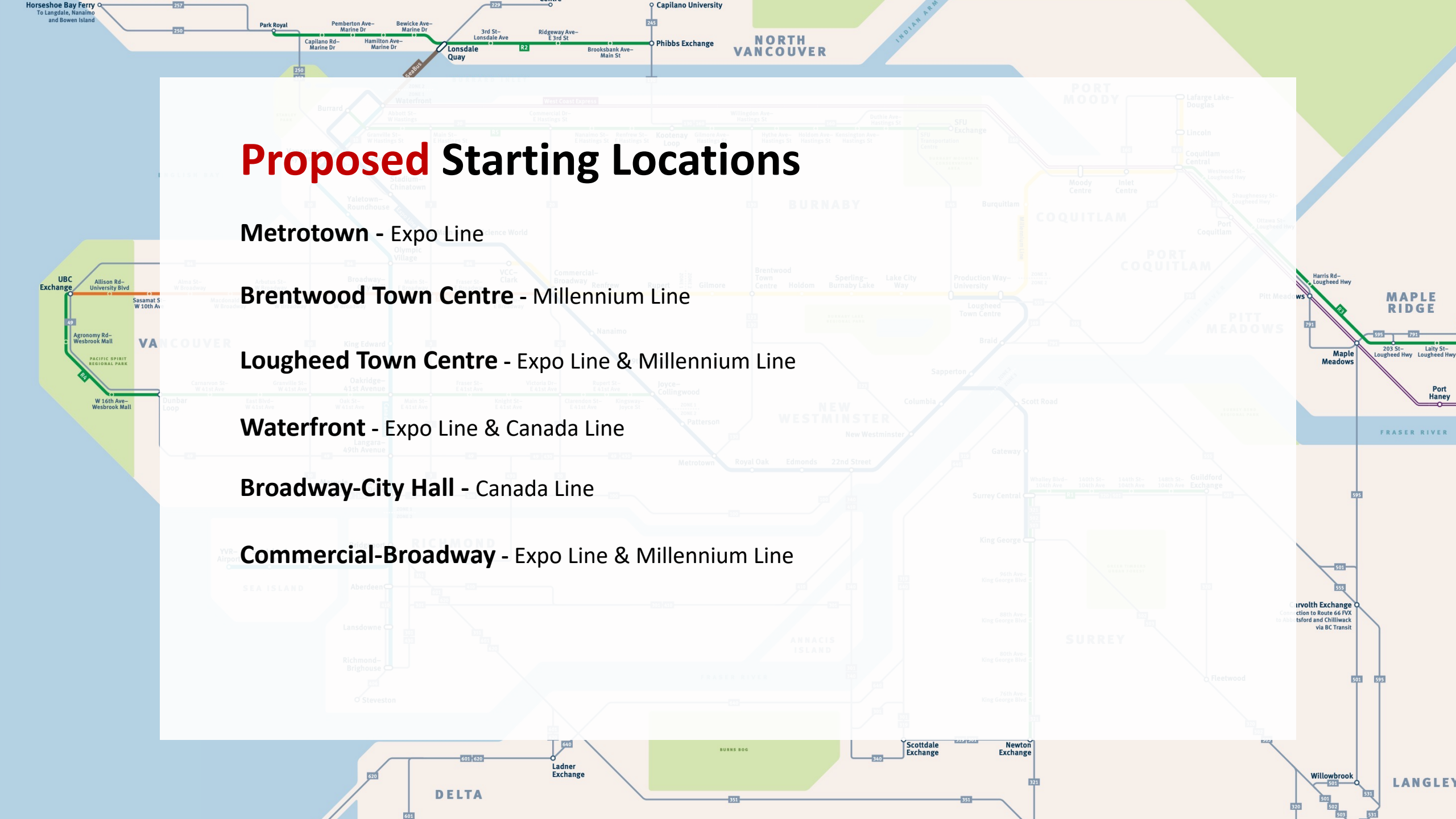
**Brentwood Town Centre - Millennium Line**

**Lougheed Town Centre - Expo Line & Millennium Line**

**Waterfront - Expo Line & Canada Line**

**Broadway-City Hall - Canada Line**

**Commercial-Broadway - Expo Line & Millennium Line**



# Confirmed Starting Locations

**YVR Airport - Canada Line**

**Templeton - Canada Line**

**Bridgeport - Canada Line (installed)**

**Aberdeen - Canada Line**

**Lansdowne - Canada Line**

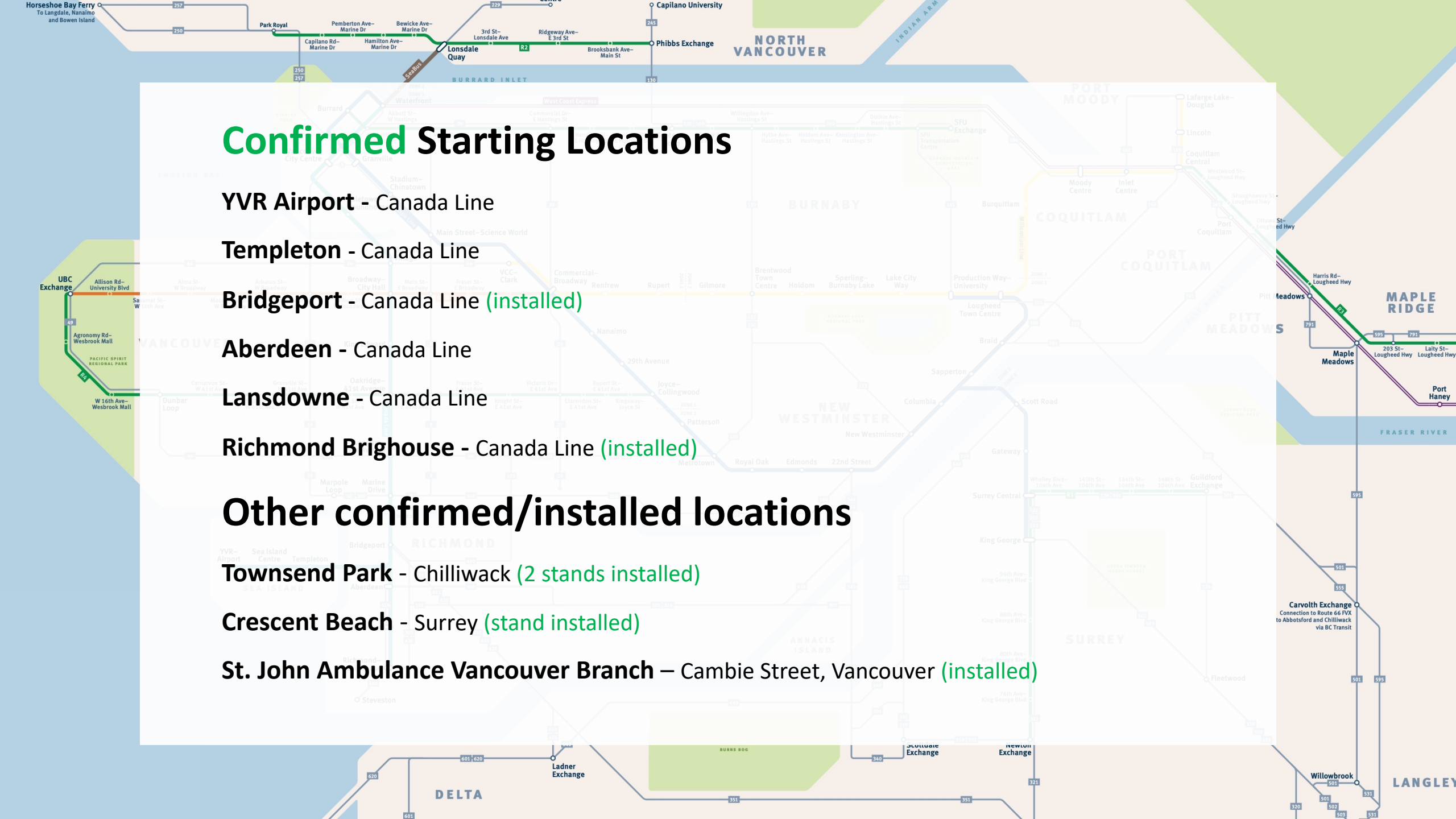
**Richmond Brighthouse - Canada Line (installed)**

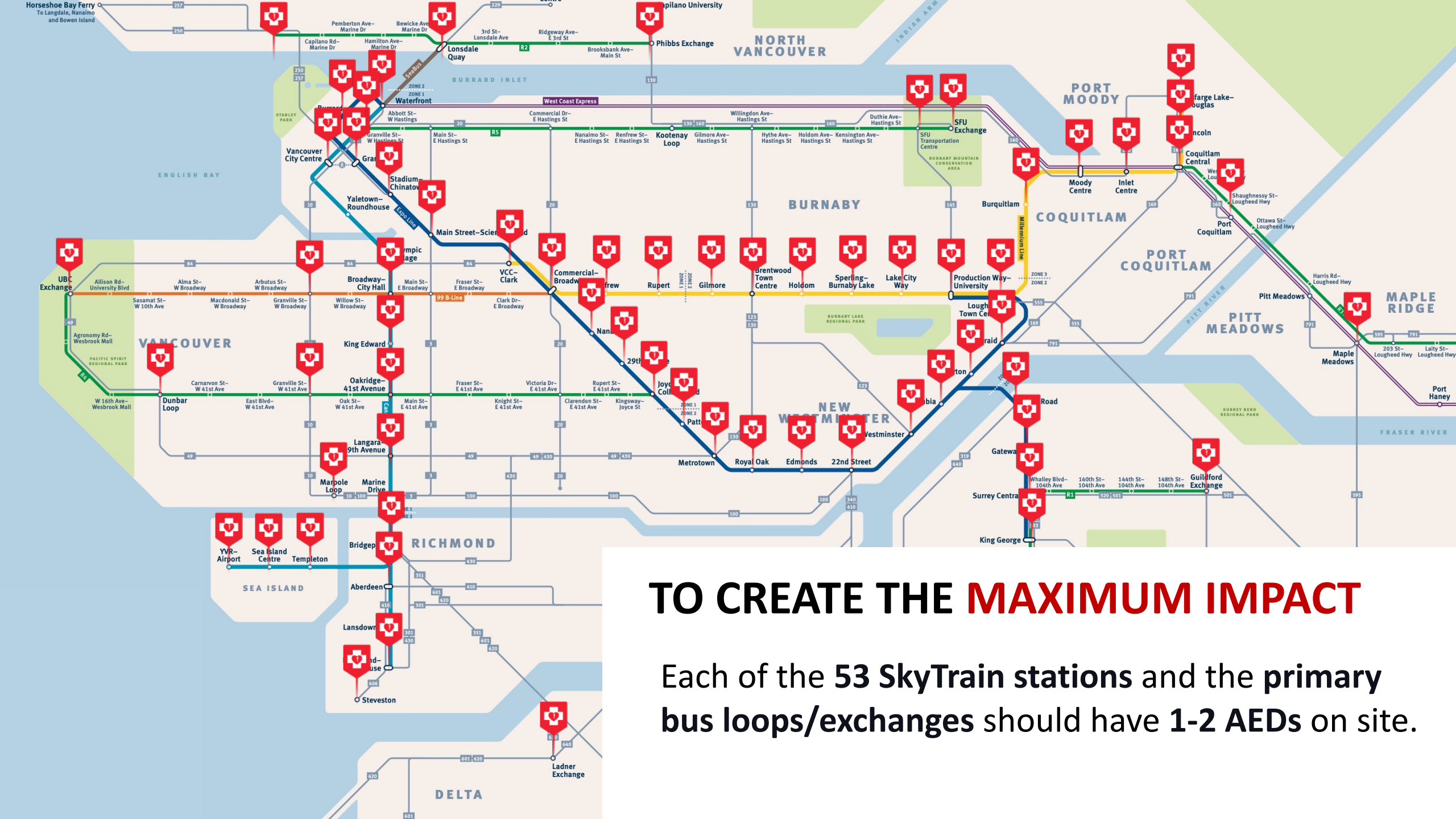
# Other confirmed/installed locations

**Townsend Park - Chilliwack (2 stands installed)**

**Crescent Beach - Surrey (stand installed)**

**St. John Ambulance Vancouver Branch – Cambie Street, Vancouver (installed)**





# TO CREATE THE **MAXIMUM IMPACT**

Each of the 53 SkyTrain stations and the primary bus loops/exchanges should have 1-2 AEDs on site.



## St. John Ambulance **Community Defibrillator**

- Highly visible and weatherproof station
- Stand is made of 80% recycled ABS plastic and manufactured in BC
- AED cabinet with an audible alarm, photo control & lighting
- Easy-to-use AED with a simple step-by-step guide



## ALL IN ONE SOLUTION

**PREMIUM**  
**\$7,500\***

AED Options	Philips HeartStart OnSite ZOLL AED Plus (+\$100*) ZOLL AED 3 (+\$600*)
First Aid Kit	WorkSafeBC Level 1 Kit & Naloxone Kits
AED Cabinet	<b>AIVIA 320</b> Key Features: Audible Alarm LED status screen Fan & Heating Photo Control Monitoring 4G Alarm
Power Supply	24V DC Power Supply
Weatherproof	Indoor & Outdoor
Monitoring	First 2 Year Included Annual fee will apply after 2 years
Additional Options	Customized Brand Messages with extra cost



\*Advertised prices may change without prior notice.



## Opioid Crisis in British Columbia

- Since the public health emergency was declared, **over 7700 people have died from an overdose in B.C.** (Government of BC)
- Deaths due to drug toxicity are the leading cause of unnatural death in B.C. (2021, B.C. Coroners Service)
- Over 1700 people in British Columbia died of an overdose in 2020. (Government of British Columbia)
- So far in 2021, from January to September, over 1500 people in British Columbia have died of an overdose. This is a 24 per cent jump from the same period in 2020. (B.C. Coroners Service)
- B.C.'s death rate for overdose stands at just over 39 for every 100,000 residents, nearly double the rate in 2016 when the public health emergency was first declared. (September 2021, B.C. Coroners Service)



## Naloxone Kit & First-aid Kit

- All our stands include an easily accessible Naloxone kit and a first-aid kit
- When Naloxone is administered, it can reverse slowed breathing due to an overdose within 3 to 5 minutes.

## Naloxone Training from St. John Ambulance

- The Naloxone kit is an easy-to-use tool to reverse an overdose with Naloxone, through the methods of both nasal spray and injection.
- With basic naloxone and first-aid training from St. John Ambulance, a bystander is more likely to use this kit to save a life from an overdose.



# “Start Me Up BC” Companion App

Release Spring 2021



AEDs

Provides location of the nearest AEDs.



Medical Data

Stores all your medical & emergency contact information.



SOS

Sends out SOS to SJA first responder community and 2 of your emergency contacts. Gives location! One of over 200,000 SJA BC & Yukon first responders may be near by to assist.



# “Start Me Up BC” Companion App

Release Spring 2021



Hospitals

Provides location of nearest hospitals and gives turn by turn directions.



First Aid

Knowing first aid can make all the difference during an emergency and potentially even save lives. Our advice will help you deal with a range of common accidents and conditions, but in an emergency, always dial 911.

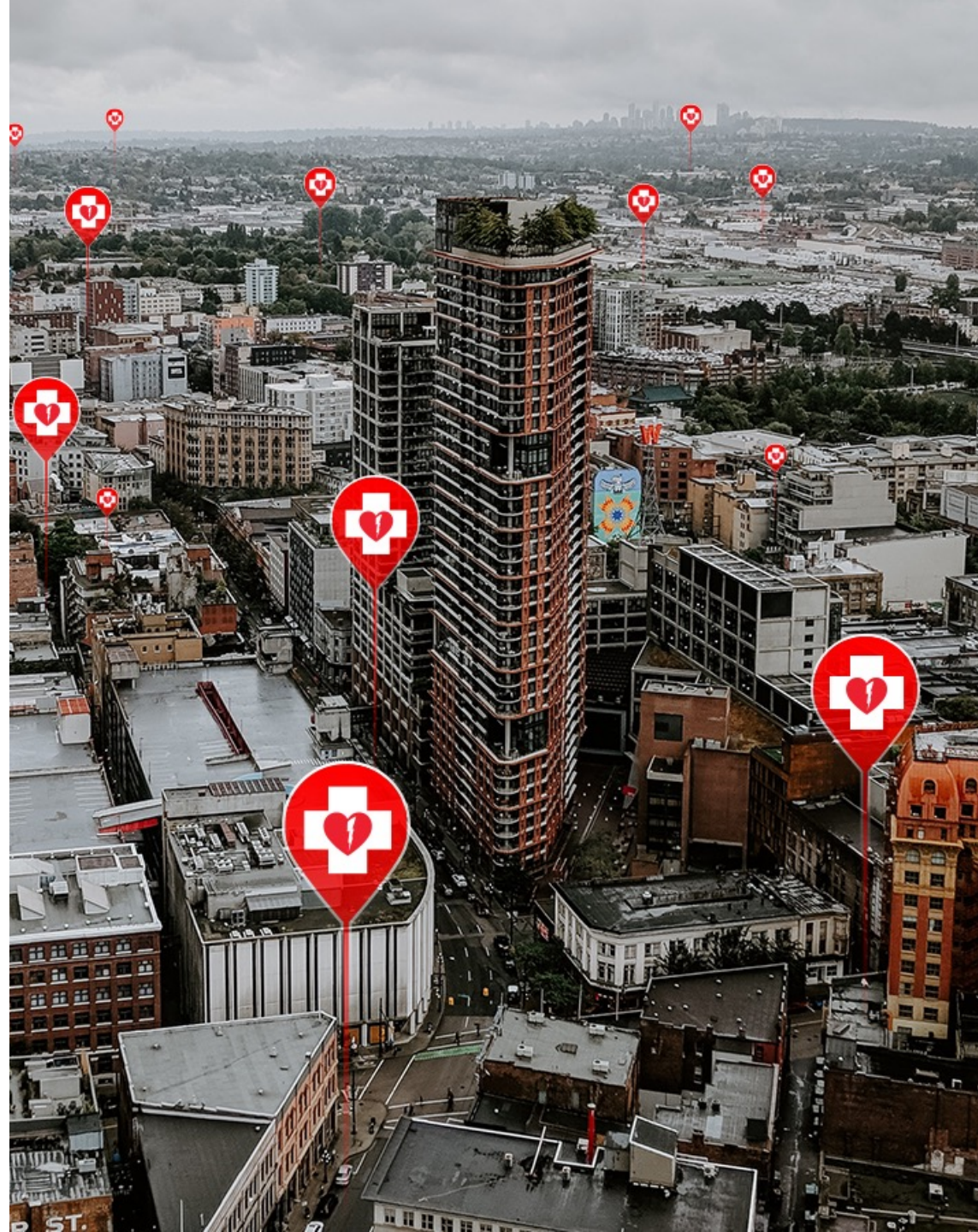


911

Calls 911 within the app.

As the voice of emergency preparedness and first aid in Canada, St. John Ambulance designed the “Start Me Up BC” movement to bring everyone across the province together to help make AED’s available.

We hope you will join the Start Me Up BC movement and work with us to develop a plan to place our AED stands at transit hubs to empower your everyday transit riders and employees.



## Partner with us

With your generous support, we can deploy more Start Me Up community defibrillator stations and make AEDs more accessible to BC residents and visitors.

Help us empower our communities to save lives!

