

Project Heartbeat

"The Juno Beach Police Department is proud to introduce "Project Heartbeat," the latest program designed to provide the highest level of safety and service to the Juno Beach community. "Project Heartbeat" is a new initiative designed to promote the deployment of Automatic External Defibrillators (AEDs) throughout our community. This life saving technology is critically important for the survival of persons suffering from sudden cardiac arrest.

Our goal is to branch out to our community partners in order to promote a "Heart Safe Community." Our community partners, include local schools, churches, retail shops, grocery stores, banks, businesses, condominium associations, homeowner associations, and so forth. As part of this community partnership, we will offer free training in the deployment and use of the AED equipment.

We can accomplish far more as a community than as individuals. I look forward to working with you to make Juno Beach a "Heart Safe Community." To learn more about participating in this community-wide project, please call the Juno Beach Police Department at 561-626-2100.

Respectfully,

*Chief Brian J. Smith
Juno Beach Police Department*

COMMUNITY PARTNERSHIP



Helping the Town of Juno Beach to be a "Heart Safe Community"



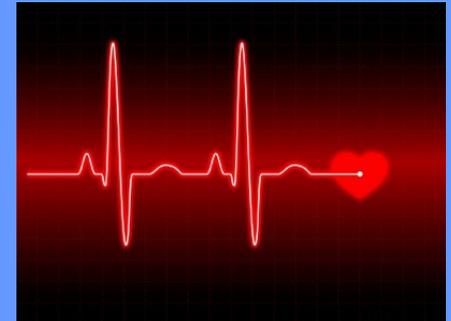
Bring defibrillation to your home and workplace. It's really quite easy—and affordable. We can help you launch your own public access defibrillation program.

**Project Heartbeat
561-248-5340**

JUNO BEACH POLICE DEPARTMENT PRESENTS



PROJECT



HEARTBEAT



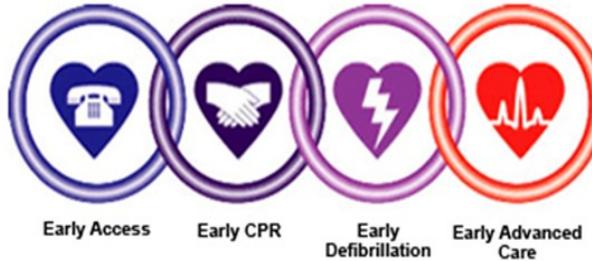
CHAIN OF SURVIVAL SUDDEN CARDIAC ARREST

According to the American Heart Association, sudden cardiac arrest (SCA) is a leading cause of death in the United States. SCA can happen to anyone at any time, without any known heart disease or other risk factors. The condition occurs when electrical impulses in the heart become rapid or chaotic, which causes the heart to suddenly stop beating.

Signs that Someone has Suffered a Sudden Cardiac Arrest:

- Sudden collapse
- Loss of consciousness
- No breathing
- Loss of pulse

Chain of Survival



For any sudden cardiac arrest victim, receiving the Chain of Survival vastly increases the chances of recovery.



The training focuses on the “three Rs”:

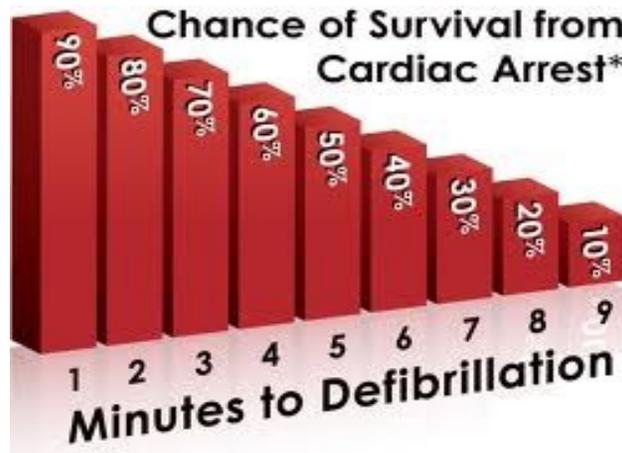
- **R**eact to a suspected Sudden Cardiac Arrest victim
- **R**ing 911 immediately
- Have the confidence to **R**eview and perform early CPR

**REACT
RING
REVIVE**



Putting AEDs in public places saves lives — and we need your help!

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The Juno Beach Police Department wants its residents to "**Take the Three Rs to Heart**" with the "Project Heartbeat" community training program. Research shows that saving lives can be achieved by providing CPR and defibrillation (first shock) as soon as possible after a victim collapses from sudden cardiac arrest.

The public can play a major role in performing both of these life saving actions; bystander CPR, and if they have access to an AED (Automated External Defibrillator), defibrillation before paramedic arrival. Providing CPR to a SCA victim can **double** or even **triple** their chances of survival.