



## Is Your AED Stuck?

#NoStickerForLife  
#CallPushShock  
*Social Media Campaign*

1. As you travel throughout your community and state, look for local AEDs and check if a **TRAINED RESPONDER ONLY** sticker is affixed to the device or cabinet.

2. Take a photo of the AED and post to your social channels.

- Briefly describe AED location and presence of sticker or not
- Tag the location of the AED
- Add #NoStickerForLife and #CallPushShock
- Tag Parent Heart Watch and we can re-post/share
  - Facebook: @phwsca
  - Instagram: @phwsca
  - Twitter: @PHWorg



On my usual walk through campus of the California Institute of Technology I observed AEDs with a "trained responder only" sticker, which we know deters bystanders from using it in a cardiac emergency. I wrote to the university president, advising him how this is contrary to the quick response needed for a sudden cardiac arrest victim. On my next walk, the sticker was gone! #NoStickerForLife #CallPushShock @ParentHeartWatch

### FACEBOOK/INSTAGRAM/TWITTER suggested post content if you find an AED with a sticker:

AEDs are the primary life-saving tool for a sudden cardiac arrest victim and were intentionally designed for the public to use, although they are only deployed in ~3% of cardiac emergencies, in part because of deterrents like these stickers. Remove stickers from your community AEDs cabinets so lives are not endangered by a delayed response. #NoStickerForLife

AEDs were designed for anyone to use, with audio-visual instructions a 12-year-old can follow. An AED will not deliver a shock unless it's needed, so a bystander can't hurt someone—only help. Yet, public confidence to use an AED is staggeringly low, which is exacerbated by stickers like the one. #NoStickerForLife #CallPushShock

The Cardiac Arrest Survival Act protects individuals and businesses to use AEDs to save lives without fear of legal threats. That's why these stickers only deter bystanders from acting immediately to use the nearest AED on an SCA victim, which could increase their survival from 10% to 90%. #NoStickerForLife #CallPushShock

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AEDs are designed for anyone to use, with audio-visual instructions studies show a 12-year-old can perform. You can't hurt the victim, yet, public confidence is staggeringly low, made worse by stickers like these. #NoStickerForLife #CallPushShock

The Cardiac Arrest Survival Act protects individuals and businesses so AEDs can be used to save lives without fear of legal action. These stickers deter bystanders from acting immediately to affect a 90% survival rate. #NoStickerForLife #CallPushShock