



Live Well. Health Matters.

PUBLIC SERVICE ANNOUNCEMENT

Media contact: Susan Burden, CEO 310.374.3426, ext. 110
Susan.Burden@bchd.org

FOR IMMEDIATE RELEASE

**BEACH CITIES HEALTH DISTRICT INSTALLS
AUTOMATIC EXTERNAL DEFIBRILLATORS ON ITS CAMPUS,
ENCOURAGES OTHER BUSINESSES TO FOLLOW SUIT**

REDONDO BEACH, CA (July 28, 2009) – Beach Cities Health District today announced the installation of two automatic external defibrillators (AEDs) in the Beach Cities Health Center campus, 514 North Prospect Avenue, Redondo Beach. BCHD encourages local cities, organizations and businesses to place AEDs in public areas.

Sudden Cardiac Arrest (SCA) can happen to anyone, including athletes of any age, at any time – often without warning. A person is at slightly greater risk for experiencing sudden cardiac arrest during and shortly after vigorous exercise.

“AEDs are easy to use and can save lives,” says Dr. Lisa Santora, chief medical officer of BCHD. “The American Heart Association strongly supports placing automated external defibrillators (AEDs) in public and private areas where people gather, especially those who are at-risk for heart attacks.” Dr. Santora is providing medical oversight for public access to the BCHD defibrillation (PAD) program, which is in conjunction with the Redondo Beach Fire Department.

The defibrillators are designed for minimally trained laypersons to use in cardiac emergencies. The devices are about the size of a lunch box and provide loud voice prompts and screen displays to guide the user step-by-step. To further ensure safety, BCHD has provided CPR/AED training for all staff and designated volunteers. All building tenants have received instructions in the proper use of the AED.

All AEDs purchased by BCHD are provided by Superior Life Support, Inc., which provides quality products, safety education and training. They distribute Philips Automatic External Defibrillator (AED) equipment and supplies. In addition, Superior Life Support is an Authorized Training Site with the American Heart Association and provides CPR/AED training for health care professionals as well as the general public. Visit www.superiorlifesupport.com for details.

Beach Cities Health District is a public agency dedicated to enhancing individual and community health through preventive health programs in the cities of Hermosa Beach, Manhattan Beach and Redondo Beach. Among its many services are the Center for Health and Fitness, a full-service gym; AdventurePlex, a health and fitness center for youth; emotional and logistical support to older adults and the disabled; health classes and screenings; school health programs and more. Visit www.bchd.org for details.