

For AED programs to be a success, the challenge to be solved is: How do you get Bystanders involved?

The Merriam-Webster dictionary defines a Bystander as;

- ✓ a person who is standing near, but not taking part in what is happening
- ✓ one present but not taking part in a situation or event
- ✓ a chance spectator

For an AED program, we define a Bystander as “a person, not formally trained to use an AED or give CPR; or someone who has forgotten those skills.”

Bystanders often don't get involved because they are concerned about;

- ✓ Law suits
- ✓ Communicable diseases
- ✓ AED usage or CPR are very complicated
- ✓ Not being certified
- ✓ Making it worse or doing something wrong
- ✓ Not knowing how to do CPR or use an AED
- ✓ Being afraid
- ✓ The paramedics are coming soon



**Bystanders will not likely ever take a full length, certified course.
We believe when people are waiting that they become a “Captive Audience”
and they will watch free, short videos to fill their time.**

There are many places that people are forced to wait such as:

- ✓ An airport, bus, subway or train station
- ✓ A shopping mall
- ✓ Schools
- ✓ Before or after a sports game or practice
- ✓ In a hospital waiting room
- ✓ In a lunchroom at work
- ✓ While filling a prescription at a pharmacy

People with “**TIME TO WAIT**” get bored and look for something to occupy their time. A strategically placed **AED Smart® Station** will educate Bystanders which will increase their willingness to use an AED when it is needed. Challenge solved!



“Viewers retain 95% of a message when they watch it in a video”

– *Wordstream.com*



TRAIN YOUR COMMUNITY!

