NEWS RELEASE

Suffolk
VIRGINIA
It's a good time to be in Suffolk

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SUFFOLK FIRE & RESCUE SHARES THE LOVE ON VALENTINE'S DAY WITH DEBUT OF PULSEPOINT APP

SUFFOLK, VA (February 13, 2020) Suffolk Fire & Rescue has joined with PulsePoint to help increase the survival rates of cardiac arrest victims, and they chose Valentine's Day to debut their partnership with our citizens so that they can help ***share the love***!

PulsePoint is a free mobile app that alerts citizens trained in hands-only cardiopulmonary resuscitation (CPR) when someone in a nearby public place suffers sudden cardiac arrest (SCA), a life-threatening emergency that occurs when the heart unexpectedly stops beating. Although a heart attack can lead to sudden cardiac arrest (SCA), the two are not the same, as a heart attack is when blood flow to the heart is blocked, but the heart continues to beat. Delivery of CPR can sustain life until first responders arrive by maintaining vital blood flow to the heart and brain. Survival depends on the quick actions of people nearby to call 911, start CPR and, if available, use an AED (automated external defibrillator).

Public safety communications centers send alerts through the app at the same time they dispatch first responders to the scene. The app is not activated for residential addresses. Further, the app also notifies users of the closest available AED and provides real-time feed of fire and EMS emergency calls.

"Sudden cardiac arrest is one of the leading causes of death in the United States, affecting more than 350,000 people each year," said Chief Mike Barakey of Suffolk Fire & Rescue. "This cutting-edge technology can save lives by alerting people who can start CPR before an ambulance arrives. With sudden cardiac arrest, seconds count. Get the app and help save a life."

Anyone with a smartphone can download the free PulsePoint Respond app through the Google Play Store and Apple App Store. Once the app is installed, select the agency serving the area where you live or work to receive alerts. Users may follow more than one agency. PulsePoint is currently active in more than 2,500 cities across the country. The American Heart Association estimates that effective bystander CPR, provided immediately after sudden cardiac arrest, can double or triple a person's chance of survival. There are more than 3,300 cities now connected to PulsePoint and more than 1.4 million app subscribers.

"By directly alerting CPR-trained citizens nearby, maybe in the business next door or on the floor above, PulsePoint's aim is to put the right people in the right place at the right time," said Richard Price, president of the PulsePoint Foundation.

About the PulsePoint Foundation
PulsePoint is a 501(c)(3) public non-profit foundation based in the San Francisco Bay Area. Through the use of location-aware mobile devices, PulsePoint is building applications that work with local public safety agencies to improve communications with citizens and professional emergency responders, increase civic engagement and encourage the community to help reduce the millions of annual deaths from sudden cardiac arrest. Learn more at pulsepoint.org or join the conversation on Facebook and Twitter. The free app is available for download on the App Store and Google Play.

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