

Additional Information

Promoting a Public Access Defibrillation (PAD) Program



Fighting Heart Disease and Stroke

Promotion Within the PAD Program Facility

Once a PAD program has been established in a facility, it's important to make sure that anyone regularly on the premises knows about it. They also need to know how to alert the trained rescuers in the event of a cardiac emergency.

Ideally PAD program information will be communicated through group meetings within the facility. This allows the AED to be demonstrated, the program to be explained and emergency action to be taken by those not trained to use the AED described. Providing this information in writing for future reference is important, too.

Including an article about the PAD program in internal publications is a good way to spread the word. Interviews with someone saved in a similar program and one of the trained rescuers can make this more interesting.

Promotion Outside the PAD Program Facility

After establishing a PAD program, credit for taking this important step can be taken with clients, customers, vendors and the outside community as a whole.

Company or facility publications distributed outside the organization should include articles about the program and the commitment to provide access to emergency care when needed. Again, interviews with someone saved in a PAD program and one of the trained responders may make this appealing.

Depending on the size and presence of the facility in the community, local newspapers and/or other media may be interested in the PAD program. News releases highlighting the facility's commitment to providing access to emergency care can be distributed with follow-up calls made to key media representatives.

A sample news release is included in the right folder pocket.

