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**Global
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King County, Seattle, WA – Community AED & CPR

Shockingly Simple – Restart a Heart campaign in King County, WA

THE CHALLENGE

It is well documented that quick action with an Automated External Defibrillator (AED) can save lives, however it is challenging to encourage residents and members of the business community to purchase and register AEDs with EMS authorities. The Shockingly Simple – Restart a Heart Campaign is a marketing/media campaign designed to engage with business leaders and large employers to increase AED awareness, persuade businesses and large organizations to purchase AEDs for their worksite/marketplace, and register them with the King County PAD Registry. The campaign was designed to boost the region's efforts to increase the number of AEDs in the community, improve the ability to locate and use them during cardiac arrest and increase registration. AED registration allows 911 dispatchers to refer a caller to the nearest AED when needed. Registration is also required by WA RCW 70.54.310.)

THE RESULT

The Shockingly Simple – Restart a Heart Campaign was launched in June 2012 with a distinctive logo and tagline, new web pages, media coverage, participation in high visibility sporting events, an informational toolkit and a promotional display which was used at public events. Registered AEDs were tagged with a highly visible "I am Registered" sticker in order to assist the community in locating non-registered AEDs. Fire departments were encouraged to allow fire inspectors to identify unregistered AEDs as a part of their routine inspections. Promotional materials were given to municipalities within King County to promote the Shockingly Simple campaign at public events in their communities. The campaign resulted in 13 media stories, 8 stories in association newsletters, 550 Prezi views on Vimeo in the first 3 months, and 22,136 website views in the first year, with a high of 3,348 views in June, the month of the campaign launch. Seventy different businesses registered 256 new AEDs in the months following the campaign launch. The King County PAD Registry currently contains the location of over 3,000 AEDs.

BIGGEST OBSTACLE TO IMPLEMENTATION

Public awareness campaigns can be costly and the message can be difficult to sustain. The cost of media buys is expensive, therefore we tried to acquire as much 'earned media' as possible by staging media events of interest. Participation in community events and staffing displays is labor intensive. Use of volunteers is encouraged.

SHOCKINGLYSIMPLE
— ECG — RESTART A HEART — ECG —