

# lifeline

Every minute is a lifetime

PUBLIC ACCESS DEFIBRILLATOR

[www.LifelinePAD.ca](http://www.LifelinePAD.ca)

## **PRESS RELEASE**

(FOR IMMEDIATE RELEASE)

On behalf of the Lifeline, Public Access Defibrillator Program, I am pleased to report that a Lifeline Public Access Defibrillator was used on Friday April 13, 2007 to successfully resuscitate an individual that collapsed while playing recreational hockey in the District of Nipissing.

It is fitting that the NBPPA can kick off National Volunteer Week with such a tremendous announcement.

Lifeline is an exciting and unique partnership between The North Bay Professional Paramedics Association and the District of Nipissing Social Services Administration Board.

The project, entitled "Lifeline - Every Minute is a Lifetime", places public access defibrillators (PADs) in community centres and high traffic areas in the Nipissing District. Since February 2005, 17 locations have been equipped under the Lifeline Project with the grateful assistance of several local sponsors, The Heart & Stroke Foundation of Ontario and the Heart and Stroke Chase McEachern Tribute Fund.

Not only does the project place a PAD on the site, it also includes training the employees on its use and DNSSAB and local EMS take care of long term maintenance of the units.

The installation of the PADs, purchased through a local company, HeartZAP Services Inc, includes a 2 stage alarm process. The PADs are mounted in a metal cabinet and when the cabinet door is opened, an audible alarm and red light are activated. The alarm is two fold, as it warns others that there is a medical emergency in the vicinity and it deters vandalism. Once the PAD unit is removed from the case, a second alarm is activated at the True Steel alarm monitoring station and the Emergency Services are contacted immediately. The NBPPA still advises the public to call 911 in an emergency, which provides additional information to the responding emergency personnel including the exact location of the patient.

The Lifeline project is unique in that it is the first PAD project that relies solely on fundraising. Other PAD projects, such as those located in Ottawa, Toronto and Calgary, are city funded.

For further information please contact Jean Guy Belzile, 474-2151 ext 316.



Marc Picard  
Chairman  
Lifeline



*When all is said and done, every minute is a lifetime, and every Lifeline is an opportunity to help others, and yourself.*

**NBPPA ( Lifeline )**

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North Bay Professional  
**NBPPA**  
Paramedics Association