

Walking Football Association

Portable defibrillator offer to members

The survival from Cardiac Arrest in the UK is less than 10%. This figure has not changed significantly for over 10 years. Treatment of SCA is very time dependent, with survival falling by 20% per minute post event, and bystander CPR becoming ineffective after 15 minutes.

Something needs to change if we are to save more lives.

The Walking Football Association have agreed a partnership with the 'Live is Life Foundation' charity to help clubs procure a defibrillator, training and support. The offer includes:

Defibrillator choice of the WFA:

ViVest X3 inc carry case = £800 (including grant – normal price £950, photo left)

The ViVest X3 is a modern, lightweight, very easy to use, robust defibrillator with 4-year pads and up to a 5-year battery. Replacement consumables are also cost effective. It is a 150J device as recommended by the Resuscitation Council, and has a video screen showing animated videos on how to use in a rescue, meaning that anyone can use this device, even if a noisy environment; are hard of hearing; or do not speak English as a first language. The device can come in dual language where required (eg Welsh and English). Other defibrillator models available at discounted rates on request.

Add on services:

1. LifePad CPR training device - £30 (normally £50)
2. Video training *free* (customised to the Walking Football Association)
3. Classroom training (2 hours BCLS course) = £199 (normally £250)
4. Zoom on-line training course (single/first session up to 1h – *free* to any WFA accredited club.)

These are all subject to VAT and equipment delivery of £15, unless the club has a VAT exemption certificate. Delivery and invoicing will come via one of our implementation partners.

We do have external defibrillator cabinets available and can quote discounted prices separately. Similarly, trauma kits and other CPR training tools.

Live is Life also have a fundraising platform where clubs can use crowdfunding to raise funds for their defibrillator, or indeed anything they wish.

Ordering details

We will shortly issue you with an order link to place orders directly. Delivery is usually around 7 days. All orders will result in a tree being planted in the National Forest.

Contact details:

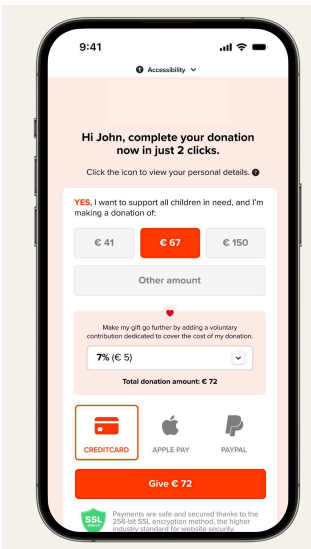
The Live is Life Foundation charity,
3-4 Oaktree Business Park, Swadlincote, Derbyshire, UK, DE11 9DJ



**Supporting
the
National
Forest**

Who are the Live is Life Foundation?

- Every year, more than 250,000 Europeans die from sudden cardiac arrest (SCA) – 60,000 in the UK - because they were not able to receive critical medical care in time.
- Because time is of the essence, it is vital that bystanders perform immediate CPR and have access to nearby automated external defibrillators (AEDs).
- Together we can increase the survival rate to 50%. Right now, most of us are simply not aware of this, and our foundation aims to change this.
- Part of our approach involves working with impactful local partners with solid connections to the community.
- These include professional sports clubs, sports associations, schools, local government and religious institutions.
- We support and educate member organisations on how to inspire, excite and educate their local communities through events and understandable content.
- Once people become aware of the risks associated with SCA and how lives can be saved, it is time to take action.
- We have developed a free-to-use fundraising platform. It is effective and intuitive to use. A campaign can be created in just a few clicks, and people can get started on raising both awareness and funds together with their local community. Our peer-to-peer fundraising approach enables us to reach a large network of people who inspire each other to work on the cause.
- Every year, we aim to organise an online symposium or series of local workshops. This is a great occasion where researchers, scientists, partners, ambulance services, public and interested parties can meet, engage with and empower each other.
- Bringing together our network and the knowledge and expertise they have is one of our fundamental ways of raising awareness and inspiring communities.
- We plan to initiate a European wide research effort to align research and provide reliable information and reporting in the field of sudden cardiac arrest.
- Together with our experts from the advisory board, we will maximise our efforts to raise awareness and activate participation in our projects.



Sample funding page only

Resuscitation is not just Cardiac Arrest.

- We campaign for the removal of VAT on Resuscitation equipment and treatments.
- We campaign and influence policy to make available other therapies such as Naloxone in the treatment of Out of Hospital Cardiac Arrest; Epi-pens for anaphylaxis; and TXA in the emergency treatment of catastrophic bleeding making these therapies more widely available to communities, to save even more lives.
- We also review and give guidance on best practice and the best equipment for any particular task, giving objective and evidence-based guidance, devoid of commercial interest.
- Live is Life supports the 'Resuscitation Ecosystem'[™] and works in partnership with the National Forest.
- Always use the internationally recognised ILCOR green Defibrillator signage – don't confuse people in a rescue.

