

NEW SIGNS TO ENCOURAGE AUTOMATED EXTERNAL DEFIBRILLATOR USE BY THE LAY PUBLIC

Christopher M. Smith, Michael C. Colquhoun, Marc Samuels, Mark Hodson,
Sarah Mitchell, Sara Askew, Judy O'Sullivan



Defibrillator

Fig 1: Current Location Sign

INTRODUCTION

- Automated External Defibrillator (AED) use by lay people improves survival rates from out-of-hospital cardiac arrest (OHCA)
- Public-access AED are used in just **2.4%** OHCA cases in England and Wales
- Current signage (Fig 1) designed without input from members of the public
- Poor understanding of existing signage might be a barrier to use

OUR AIM

- **To develop a new location sign and an associated information poster that better indicates the location and function of an AED**

METHODS

- Two online surveys
- Total 4010 respondents

Online survey July 2015

- 1895 respondents
- Developed the design of both signs
- Choice from four new location signs

Online survey December 2015

- 2115 respondents
- Optimised design of location sign
- Choice of best image/word combination

Expert review

- Optimised educational messages for the information poster

Defibrillator Heart Restarter

Anyone can use it
No training necessary



For an unconscious person
NOT breathing normally



Fig 3: New Information Poster



Fig 2: New Location Sign

RESULTS

First survey

- 47.9% understood what current sign (Fig 1) indicated
- 'Heart Restart' (39.8%) best understood: Public Access Defibrillator (28.7%), Defibrillator (14.0%) & AED (2.2%)
- An early version of Fig 2 was the most popular (56.0%) of four new design options

Second survey

- 83.5% preferred stylised 'heart trace' over 'lightning bolt'
- 'Defibrillator - Heart Restarter' (29.4%) was the most popular of five wording options

DISCUSSION

- Information poster (Fig 3) designed after the location sign (Fig 2) was finalised
- Our ultimate aim is to empower the public to use AED
- Continued efforts to increase availability, visibility and public awareness of AED are vital to increase use

Dissemination

- Signs launch on websites **May 2017**
- Written information pack to interested parties
- 500 free copies to each NHS Ambulance Trust
- Peer-reviewed publication
- Media coverage

