



SANTA BARBARA COUNTY FIRE DEPARTMENT

ERIC L. PETERSON
FIRE CHIEF

4410 Cathedral Oaks Road, Santa Barbara, CA 93110

NEWS RELEASE

FOR IMMEDIATE RELEASE

PULSEPOINT APP NOW AVAILABLE TO SANTA BARBARA COUNTY

Mobile app empowers CPR-trained users and off-duty professionals to provide help immediately after cardiac arrest.

SANTA BARBARA, CA. June 22, 2015 – To aid cardiac arrest victims quickly, The PulsePoint mobile app will be made available to individuals throughout Santa Barbara County beginning Thursday, June 25. This free app, which is available for both android and iPhones, is aimed at average citizens and off-duty professionals trained in CPR. The app alerts registered users when a sudden cardiac arrest occurs in a public place in their immediate vicinity. Informed at the same time as emergency responders, users are given detailed instructions, including the location of automatic external defibrillators (AEDs) nearby.

Cardiac arrest is the leading cause of death outside of hospitals in the U.S. Cardiac arrest is responsible for more than 1,000 deaths a day and 424,000 a year. Effective CPR administered immediately after a cardiac arrest can potentially double or triple the victim's chance of survival, but less than half of victims receive that immediate help. Connected with the Santa Barbara County Emergency 911 Dispatch Center, the PulsePoint app alerts CPR-trained bystanders when a sudden cardiac arrest occurs in a safe public place within their immediate vicinity. Users will be able to quickly find the victim and begin CPR immediately rather than idly waiting for EMS to arrive. The app also gives detailed instructions and locations of nearby automatic external defibrillators (AEDs).

“Pulsepoint has been made available to the citizens of Santa Barbara County through a generous grant from the Aware & Prepare Initiative” said Eric Peterson, Santa Barbara County Fire Chief. “We are very excited to launch this life-saving app in Santa Barbara County”.

A joint press conference with all participating agencies announcing the official launch of PulsePoint will be held at Santa Barbara County Fire Department Headquarters on Thursday, June 25 at 3:30 pm. (4410 Cathedral Oaks Rd. Santa Barbara, Ca.)

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