


Today's
Golfer
DRIVE
FOR DEFIBS
IN ASSOCIATION WITH  MOTOCADDY®



JOIN OUR CAMPAIGN TO SAVE LIVES

You can't put a price on someone's life. We need your help to make sure every golf club in the UK has at least one public access defibrillator on site...

Asudden cardiac arrest is the leading cause for premature deaths in the UK. There are more than 30,000 out-of-hospital cardiac arrests in the UK every year, but not enough golf clubs – or golfers – are equipped to help save a person's life on the course.

That's why we've joined forces with Motocaddy – whose electric trolleys and app can pinpoint all defibrillator locations – to launch 'Drive for Defibs' and make every golf club in the UK heart safe.

OUR PROMISE TO YOU

We are committed to building an army of lifesavers on the golf course. We won't stop until every golf club has installed at least one defibrillator on site and registered it with The Circuit, a new centralised network which connects defibrillators to NHS ambulance services for easy access in case of emergencies. With your help, we can save lives. For more information on how you can make a difference, visit www.todaysgolfer.co.uk/drive-for-defibs

TAKE CHARGE, GET CONNECTED

Cardiac arrests can affect anyone at any time. It strikes without warning and claims a life every five minutes in the UK. Often there's little time to react and even less time to think, which is why having a defibrillator nearby is so important.

For defibrillation to be successful, it needs to be deployed within a few minutes following a cardiac arrest, which can be especially tricky on the golf course. The British Heart Foundation claims that a victim's chance of survival falls by around 10 percent with every minute that defibrillation is delayed. Only rarely are the emergency services able to provide defibrillation quickly enough, which is why we want to build an army of lifesavers who are able to carry out CPR and use an automated external defibrillator (AED) to save a life.

But we need your help to do it. Only a third of golf clubs currently have a

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defibrillator registered with The Circuit, a new centralised network which connects defibrillators to NHS ambulance services for easy access in case of emergencies.

"If the emergency services don't know where a defibrillator is, they can't direct someone at the scene to retrieve it while waiting for the ambulance to arrive," explains Clive Setter of HeartSafe, one of the leading suppliers of AEDs.

"Currently defibrillators are being used in less than one in 10 out-of-hospital cardiac arrests but the stats show that if you receive defibrillation quickly enough alongside CPR, your chance of survival increases by up to 70 percent. That's why we need to act now before it is too late."

Although defibrillators are not yet compulsory in public spaces, HeartSafe are supporting our Drive for Defibs campaign because golf courses are the fifth-most likely place for people to suffer from sudden cardiac arrest.

They are now urging every golf club to install and register a minimum of two AEDs on site – one outside the clubhouse, and one at the

BECOME A DEFIBRILLATOR GUARDIAN

Current estimates suggest that there are tens of thousands of unknown defibrillators in the UK which, if registered, could help to save hundreds of lives. To register your device, visit www.thecircuit.uk

furthest point on the course – to help minimise response times.

"Every second counts when someone has a sudden cardiac arrest, so the proximity of defibrillators could be the difference between life and death," says Clive.

"Golf courses are extremely large, but a lot of clubs tend to keep the defibrillator locked away inside the clubhouse. That isn't much good if the club is closed and a cardiac arrest

occurs on the course, is it? Defibrillators need to be seen and are best stored outside in a secure cabinet so they can be fetched at any time by members, visitors or passers-by.



TG EXCLUSIVE OFFER

HeartSafe provide a whole range of AED packages which are designed to supply golf clubs with all the tools required to keep every golf course heart safe. They are offering every golf club in the UK a special package of life-saving

equipment which includes a HeartSine Samaritan PAD 350P/360P/500P with an upgraded 10-year warranty and a customisable HeartSafe G4 cabinet, also with a 10-year warranty, for £1,999 - £2,144. The offer includes a

free spare 'Pad Pak cartridge' and resuscitation kit, a USB instructional video and 3 x online training licences to undertake a certificated course in basic life support and CPR. For more information, visit www.heartsafe.org.uk



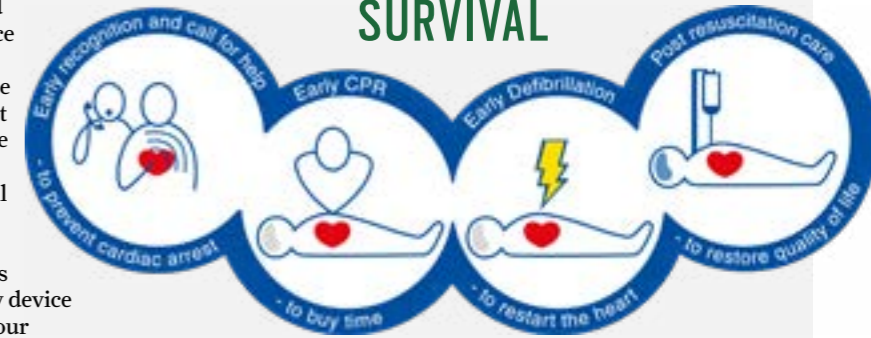
HOW TO PICK THE RIGHT DEFIBRILLATOR FOR YOUR CLUB

HeartSafe,
the official
supplier of
Drive For
Defibs

When someone collapses from a sudden cardiac arrest, time is of the essence but not all defibrillators are created equal. After attaching the electro pads to a patient's chest during the process of 'The Chain of Survival', a defibrillator will analyse and search to establish if there is an arrhythmia (bad heart rhythm) which is shockable. But what few people realise is that only 50 percent of adults have a shockable

arrhythmia, which is why HeartSafe considers the HeartSine Samaritan 500P to be the most appropriate – and innovative – device available for rescuers with little or no training. If it does not recognise a shockable arrhythmia, it will advise the user how to carry out accurate CPR. It is currently the only device that can ensure your compressions are in fact effective – and specific – to each individual.

CHAIN OF SURVIVAL



USER FRIENDLY

Visual and voice prompts guide the user through the entire process. The single-use electro pads have a charging time of just eight seconds and HeartSine will replace them free of charge after use.

HEARTSAFE G4 DIGITAL LOCK CABINET

Designed to store any defibrillator in a secure, waterproof and temperature-controlled environment, the HeartSafe G4 cabinet can be easily secured on the outside of your clubhouse or halfway house. The stainless-steel cabinet is fitted with an automatic LED light for easy location and comes with a digital electronic lock which can be set in locked or unlocked mode.

WORLD FIRST

The HeartSine Samaritan 500P with CPR adviser offers real-time feedback on the force and rate of compressions by advising the user to 'push harder, faster or slower'.

WHAT THEY SAY

Voted as the UK's No.1 public access defibrillator by HeartSafe, the HeartSine Samaritan 500P is made in Britain and is the most advanced defibrillator with ICG technology, especially designed for public use by lay people with little or no training. It is the smallest, most durable AED with the highest moisture

protection rating on the market and comes with a hard carry case and resuscitation kit. It is also the only model to offer real-time accurate CPR feedback. As part of HeartSine's 'Forward Hearts Campaign' a second defibrillator will be donated to your club if a life is saved as a result of using a HeartSine defibrillator.

FIVE WAYS YOU AND YOUR CLUB CAN JOIN OUR CAMPAIGN AND HELP FUND THE INSTALLATION OF A DEFIBRILLATOR...

HOST A DEFIB OPEN

This was one of the inspirations behind starting our Drive for Defibs campaign. Maryport Golf Club in Cumbria came up with the brilliant idea of hosting a Defib Open last September and the event was so successful that it helped to pay for the installation of a defibrillator. Your club can do the same by contacting local businesses about sponsoring a hole or the whole day. Some brands may even be willing to supply the prizes for a longest drive or nearest to the pin competition.

SIGN UP FOR A GOLF MARATHON

If you've never taken on the Longest Day Golf Challenge, now is your chance. Simply club together a team of four and select a course and date to play 72 holes in 24 hours. You can easily set-up a Just Giving page and ask for sponsorship from friends and family. Last August, Emma Clark, Ross Turley, Blair McCubbin and Steven Kirkpatrick raised £2,185 after playing four rounds in one day. They used the money to purchase a public access defibrillator in Dumfries.

ASK FOR A GRANT

If you don't ask, you don't get. Middlesbrough Golf Club are now the beneficiaries of a defibrillator and storage cabinet thanks to the generosity of a local charity. Although the club had one defibrillator in the clubhouse, they wanted a second one on the course to cut response times in the event of a cardiac arrest. The South Cleveland Heart Fund obliged and donated the defibrillator as a thank you to the club and their members for their support over the years.

START A MAJOR CH'SHIP SWEEPSTAKE

This is possibly the easiest way to generate some quick cash. For example, if you can sell all 156 names in the hat ahead of the US PGA at £5 a pop, you can make £780 minus the cost of the winner's first prize. Repeat that for the US Open and The Open and a defibrillator will almost pay for itself. You can make up the shortfall by adding a 'defib levy' on membership renewals or by asking golfers for donations if they land in a specific lake or bunker on the course.

RUN A SILENT AUCTION

Golfers are always trying to outdo each other, so why not consider running a silent auction or raffle after a big competition? You'll be amazed at what people are willing to part with and how much others are willing to pay for an old golf club or a piece of memorabilia. If you know a famous golfer or celebrity, now is the time to call in a favour.

BECOME A LIFESAVER TODAY

Your club needs a Drive for Defibs ambassador. Speak to the secretary or manager about joining our campaign.

Write to TG

Please let us know if your club is on board so we can feature them in the magazine. Email drivefordefibs@todaysgolfer.co.uk and we'll support you in the best way we can.

Decide how you are going to raise money

Visit www.heartsafe.org.uk to pick the best package for your club. Read our tips above to help fund and register your defibrillator.



SPARK A CHANGE AT YOUR GOLF CLUB TODAY

Chapel-en-le-Frith in Derbyshire has become the first golf club to officially support our Drive for Defibs campaign after launching a new 'cardiac arrest response strategy' to help protect the health and safety of its members and visitors on the course.

The strategy, which has been praised by the East Midlands Ambulance Service, aims to encourage immediate first aid, in the form of CPR, and speedy access to a defibrillator to anyone suffering a cardiac

arrest on the course.

David Higginbottom, director of Chapel-en-le-Frith, told us: "Now every golfer is greeted with a sign on each tee which gives instructions on what to do in case of an emergency.

"We've also got a dedicated medical phone which flashes when it rings and alerts staff to deliver the defibrillator. At the moment, we've got one defibrillator in the clubhouse but the plan is to install two more on the course."

To assist the emergency services, the club has registered with the 'What3Words' app which provides the precise location of any casualty on the course. They are now about to roll out CPR training sessions to all members and Higginbottom is encouraging other golf clubs to do the same.

"What we're doing is not exclusive. We want to share our processes with other golf clubs so they can educate their golfers on how to save someone's life."

