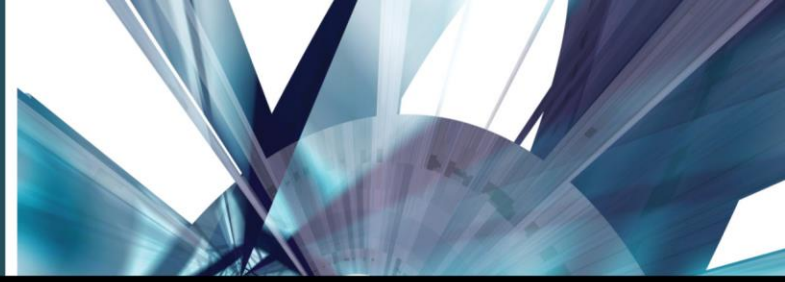


PEOPLE | PROPERTY | REPUTATION

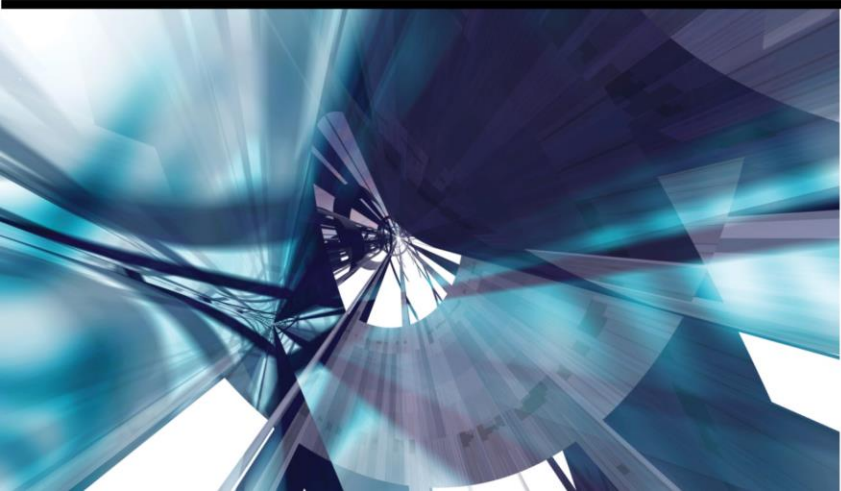


Shock to the Heart!

The ABC's of AED's



Jen Horstmann, David Wright, & Komilla John



Scope of Presentation

- What is an AED?
- But we sell groceries! Why have a program?
- What's the liability? Know your laws and regulations!
- How to implement an AED program at your supermarket.
- Success Stories
- Q & A

What is an AED?



- AED= Automated External Defibrillator
- Lightweight, portable device that delivers an electric shock through the chest to the heart.
- The device is used in conjunction with CPR and requires minimal training to use.
- The shock can stop an irregular rhythm and allow a normal rhythm to resume in a heart in a cardiac arrest.
- Sudden cardiac arrest is an abrupt loss of heart function and if not treated within minutes, it quickly leads to death. A victim's chance of survival decreases by 7 to 10 percent for every minute that passes without defibrillation.

What is Sudden Cardiac Arrest?

- SCA is an “**electrical**” problem, where an arrhythmia prevents the heart from pumping blood to the brain and vital organs. There is an immediate cessation of the heart. In most cases, there are no warning signs or symptoms.
- A heart attack is a “**plumbing**” problem caused by one or more blockages in the heart’s blood vessels, preventing proper flow, and the heart muscle dies.
- When someone collapses from SCA, immediate cardiopulmonary resuscitation (CPR) and use of an automated external defibrillator (AED) is essential for any chance of recovery.



SCA – The Deadly Facts



- One of leading causes of death in the US.
- At least 250,000 suffer SCA each year.
- Affects people of all ages and ethnic backgrounds:
 - SCA accounts for 75% of all cardiac disease deaths in persons aged 35-44 years.
 - SCA accounts for 64% percent of all cardiac arrests among whites, 62% percent among African Americans, and 54% among Hispanics.
- **95% will die before reaching a hospital without defibrillation.**

But we sell groceries! Why have AED's?

- Sudden cardiac arrests and heart attacks can happen to anyone at anytime!
- We serve our communities and it is important to be equipped to handle situations that may arise in our stores.



What Is Your Liability?

- The Cardiac Arrest Survival Act (Federal Law 106-505 signed by President Clinton in 2000) encourages placement of AEDs and provides AED users and acquirers with liability protection.
- Each state in the US has Good Samaritan laws that exempt anyone who renders emergency treatment with an AED from liability.



What Is Your Liability?

- Good Samaritan laws typically ask organizations with AED programs to meet three types of requirements: medical direction, user training, and record keeping/tracking. These requirements provide a framework to ensure that an AED program is well managed.
- No company has ever been found at fault in a wrongful death suit involving an AED.



ASSET

PEOPLE | PROPERTY | REPUTATION

PROTECTION



A Tale of Two Programs

Schnucks[®]

Wakefern
FOOD CORP.[®]

The Beginning

- Fresh/Grocery Warehouses, Bakery Plant, and Corporate Offices have had AED's for 10 years.
- Decision was made in May 2012 to implement AED's in all stores and all facilities.
- Safety department took ownership of the program. Involved key players for a successful implementation.
- CPR/AED training handled internally.



Purchasing of AED's

- Safety was responsible for researching AED vendors and deciding on the type of AED.
- Involved Procurement to assist with pricing.
- Bundled necessary items:
 - Cabinet
 - AED Unit
 - Pediatric pads
 - Additional adult pads
 - Rescue kit
 - Carrying case



Training

- Safety department teammates became Red Cross instructors.
- Purchased necessary equipment for training. (manikins, breathing barriers, practice AED unit, cleaning supplies, etc...)
- Started training Managers on Duty in July 2012.
- American Red Cross training- 2 year certification.
- Track certifications and units on an internal system.



**American
Red Cross**

Implementation

- AED units were distributed to stores in order of how many managers were trained.
- Fully implemented program (training and units) by January 2013.
- Units are placed by our service desk or between the service desk and pharmacy in an unlocked area. Cabinets are alarmed but never locked.
- Communication and general training to all teammates on what and where the AED is located.

Maintenance of Program

- Training: retrain all managers on duty (approx. 1000 teammates) every 2 years and keep updated tracking of the first responders.
- In-Store AED checklist created for managers.
- Cardiac Science maintenance program.
 - Replacement of pads and/or batteries
- After-event checklist created for managers.

Summary

- Fully implemented AED's in all stores, facilities, and corporate offices by January 2013.
- In-house training with Safety department.
- 2 Events
 - Customer- 7.16.2013
 - Teammate- 8.21.2013
- March 13th: Receiving the Red Cross LifeSaver Organization Award in St. Louis.



The Wakefern Story

Saving Lives for 15 years



the **fresh** grocer

Chapter One - The Beginning

- The program began in the Spring of 1999.
- The first Wakefern AED was installed in the Elizabeth, NJ Grocery warehouse.
- All warehouses and administrative buildings currently have AEDs.
- That's 347 AEDs
- Currently over 2,000 associates are trained in basic CPR/AED

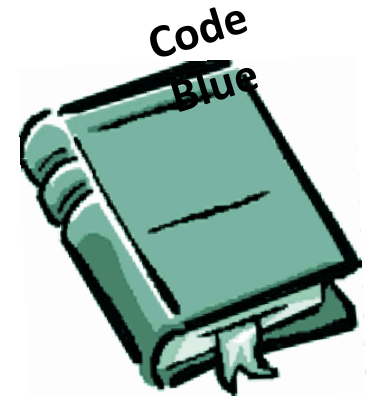


Chapter Two - Start Up

- Obtained the commitment of top management for the program and funding.
- Resourced an equipment supplier and training vendor who provided the required medical oversight.
- Began by training top management...from the company President, Chairman of the Board on down.
- Opened training to all associates – over 2,800 trained enterprise-wide to date.
- Chose AHA Heartsaver AED training – 2 year certification cycle.

Code Blue

- Worked with our trainer to develop Code Blue-our standardized SCA response protocol:
 - Assigns supervisory responsibility.
 - Step by step response supporting the Chain of Survival.
 - Protocol for after the response.
 - Replacement supplies ordering information.
 - AED Inspection criteria and checklist.
 - How to conduct a practice drill.
- Code Blue reviewed at each training event and distributed to every store.



95 Events
73 People saved!

77 customers
7 Associates
5 warehouse associates
6 vendor Associates





61 Males

30 Females



Oldest: Female - 100 years

Youngest: Female - 34 years

**SCA does not discriminate regardless of
age or gender!**

Chain of Survival Award

- Each AED event is fully reported and documented.
- All participants and the role they played are identified.
- Each Chain of Survivor hero is recognized at an awards ceremony held on location.
- Each Chain of Survivor hero receives a red crystal Tiffany Heart to remind them of their role in the event.



Some Chain of Survival Stories

