



NEWS RELEASE

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FOR IMMEDIATE RELEASE

June 1, 2018

“CONFIRE and Area Fire Departments Bring Lifesaving Technology to San Bernardino County via PulsePoint, a 9-1-1 Integrated Mobile App”

PulsePoint Respond empowers CPR-trained citizens and off-duty professionals to provide critical assistance to cardiac arrest victims

Rialto, CA – Today, CONFIRE and area Fire Departments joined the PulsePoint Foundation to extend life-saving technology in San Bernardino County via the PulsePoint Respond app. The event was held at Rialto Fitness & Aquatic Center and was highlighted by messages from Chief McHargue and Chief Grayson. The speakers detailed the benefits of the mobile app, which alerts CPR-trained citizens of cardiac events in their vicinity so they may administer aid.

The app also notifies users of the closest available Automated External Defibrillator (AED). Early application of bystander CPR and rapid defibrillation from an AED have proven to be crucial in improving a person’s chance of surviving sudden cardiac arrest. PulsePoint is not limited to emergency responders or those with official CPR certification, as it can be used by anyone who has been trained in CPR.

“Bringing PulsePoint and the AED registry to the region significantly strengthens the Chain of Survival in our community,” said Mike Bell, CONFIRE Director. “It gives our residents and visitors the ability to know when a cardiac arrest is occurring close by, locate AEDs in the area, and perform potentially lifesaving CPR while our personnel respond to the scene.” Throughout the year, we process nearly 132,000, including more than hundreds of cardiac arrest events.

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"By directly alerting those who are qualified and nearby, possibly in the business next door or on the floor above, PulsePoint is able to put the right people in the right place at the right time," said Richard Price, President of the California-based 501(c)(3) nonprofit PulsePoint Foundation. The latest AHA guidelines, published in Circulation, state that such community programs could increase bystander CPR to the roughly 326,000 cardiac arrests that happen outside the hospital each year.

"The project expands PulsePoint coverage to the over 2,000,000 residents in our region," said Bell. "The local system will also be supported by large numbers of existing PulsePoint users already living and traveling within San Bernardino County."

Participating agencies include the following fire jurisdictions: Apple Valley, Big Bear, Colton, Loma Linda, Montclair, Rancho Cucamonga, Redlands, Rialto, Running Springs, San Bernardino County and San Manuel.

The free PulsePoint app is available for iPhone and Android and can be downloaded FREE from the iTunes Store and Google Play.

About CONFIRE

The joint powers authority known as CONFIRE is the communications and dispatch hub for numerous fire agencies within San Bernardino County. The center answered nearly 400,000 9-1-1 and other emergency and non-emergency phone calls (about 1000 per day) and dispatched emergency personnel to almost 132,000 incidents.

In 2012, CONFIRE was recognized as an Accredited Center of Excellence by the International Academies of Emergency Dispatch. In September 2015, their accreditation was renewed for another three years, and remains one of only 16 accredited centers in California and one of 160 worldwide.

CONFIRE is a vital resource during large scale incidents which require employees to keep multiple agencies in contact with each other and deploy coordinated resources where needed.

About the PulsePoint Foundation

PulsePoint is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Through the use of location-aware mobile devices, PulsePoint is building applications that work with local public safety agencies to improve communications with citizens, empowering them to help reduce the millions of annual deaths from sudden cardiac arrest (SCA). Deployment of the PulsePoint app can significantly strengthen the "chain of survival" by improving bystander response to cardiac arrest victims and increasing the chance that lifesaving steps will be taken prior to the arrival of emergency medical services (EMS). PulsePoint is built and maintained by volunteer engineers at Workday. CTIA Wireless Foundation is a key sponsor and advocate of PulsePoint, providing industry and financial support. Learn more at www.pulsepoint.org or join the conversation at Facebook and Twitter. The free app is available for download on iTunes and Google Play.

About Sudden Cardiac Arrest

Although a heart attack can lead to sudden cardiac arrest (SCA), the two are not the same. SCA is when the heart malfunctions and suddenly stops beating unexpectedly, whereas a heart attack is when blood flow to the heart is blocked, but the heart continues to beat. Each year, more than 420,000 out-of-hospital cardiac arrests occur, making it the leading cause of death in the United States. Survival rates nationally for SCA are less than eight percent, but delivery of CPR can sustain life until paramedics arrive by maintaining vital blood flow to the heart and brain. However, only about a third of SCA victims receive bystander CPR. Without CPR, brain damage or death can occur in minutes. The average EMS response time is nine minutes, even in urban settings; after 10 minutes there is little chance of successful resuscitation. The American Heart Association estimates that effective bystander CPR, provided immediately after SCA, can double or triple a person's chance of survival.

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