

DEFIB HERO



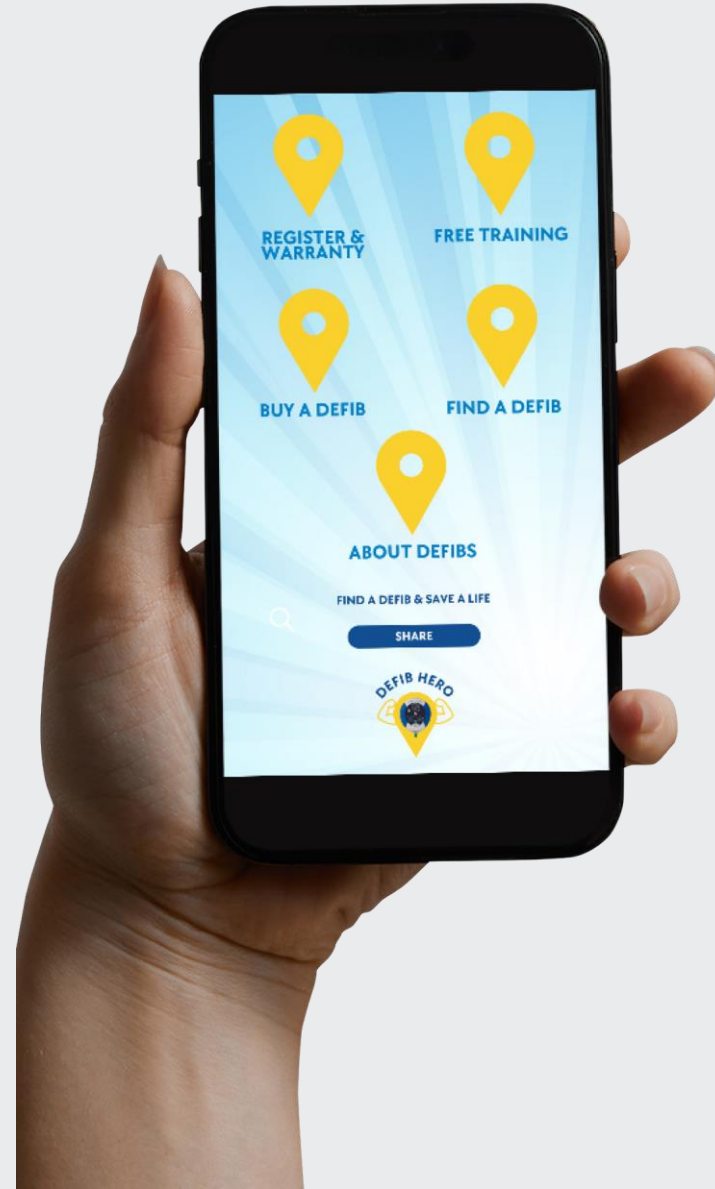
Defib Location Mapping & Training

DEFIB HERO COMMUNITY PROGRAM

Protecting Communities, One Life at a Time

Defib Hero is a world first community Heart Smart program that combines key lifesaving elements learnt from pilot programs across Australia.

The program benchmarks against best practice standards set by Seattle USA to reduce heart related deaths in your community.



DEFIB HERO PROGRAM



The Defib Hero program is based on a month-long campaign launched by Guy Leech (Founder of Heart180) in your community.

It will include a tailored media program including:

- Encouraging all local AED's to be registered on the App
- Promote completion of the free online training,
- Promote the community to know where their closest AED is situated
- Make it easy to purchase quality, affordable AED where required

We work with all key local groups including council, schools, emergency services, businesses, community and service groups.

The program is a concerted group effort that culminates in a detailed report on heart health status of the community.

The program is designed to be monitored and implemented over a 5-year period.

The Defib Hero program will provide councils with the ability to be well prepared for any heart incident providing peace of mind for their community.



AUST PILOT PROGRAM

In Dec 2022 we ran a pilot program in the coastal town down the south coast of Sydney – Shoalhaven.



Here were the findings:

Total AEDs Identified:	We identified a total of 22 AEDs within the community
Battery Status:	Unfortunately, six of these AEDs had flat batteries
Warranty Status:	Four AEDs were found to be out of warranty
Availability After 5 PM:	A significant concern was that approximately 80% of the AEDs were not available or accessible after 5 PM
AED Training:	Only 5% of the community members were trained in the operation of AEDs.
Comfort Level:	Alarming, over 80% of the surveyed individuals expressed feeling very uncomfortable about coming to the aid of someone in need.

DEFIB HERO - BUNDABERG DEC 2023



**Stats from
first initiative:**

AED's registered on app		36
New outdoor units		30
High school online CPR training		5
Corporate sponsorship		2

MEDIA RESULTS

TOTAL REACH - 2.2 million +

The media campaign was targeted via radio, tv & socials across a 30-day campaign.



See below the breakdown:

RADIO



CAMPAIGN NUMBERS - 126 commercials x 30sec/15 sec

BONUS - 25 x Bonus Mon-Fri 30sec Commercials – Additional bonus community allocation was allocated based on additional spot availability.

REACH - This campaign will reach **46,900** listeners in the target demographic an average of **12.7** times each

TOTAL - 595,630

TV



CAMPAIGN NUMBERS - 150 x 30 sec/15 sec spots with 1,599,400 impacts over a 30-day period across the wide bay region on 7 and 7 mate.

BONUS - bonus and social media allocation which will be realized throughout the campaign period.

REACH - 1,599,400 impacts

SOCIALS



We ran a social media campaign targeting people business owners that were interested in sport.

FACEBOOK/INSTAGRAM

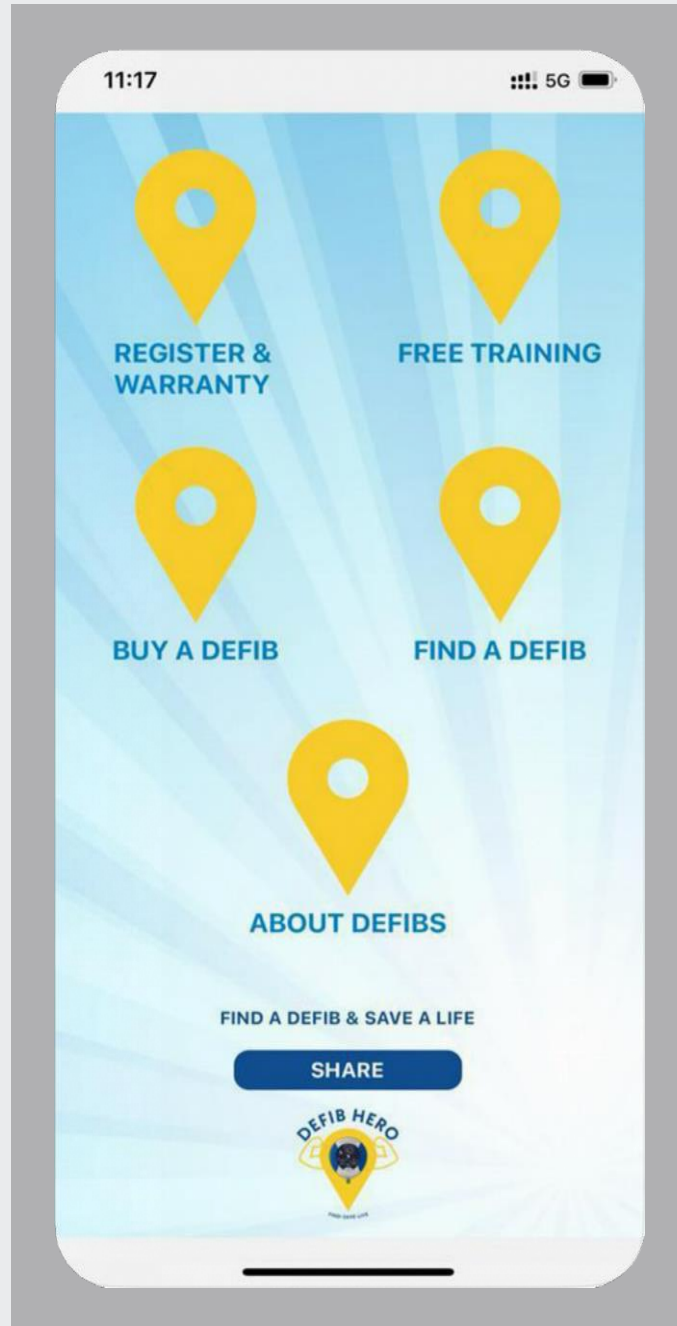
REACH - 40,000

TARGET AREA - Bundaberg, Qld

AGE - 30+

INTERESTS - Sports Clubs, Business Owners.

APP FEATURES



APP FEATURES

11:18 5G

REGISTRATION & WARRANTY

SIMPLY FILL IN THE BELOW REGISTRATION INFORMATION AND YOUR DEFIBS WARRANTY DETAILS & WE'LL DO THE REST.

Owner Name

Email

Phone

Defib Make/Model

Defib Address

Defib Postcode

Time of Day the Defib Is accessible

Purchase Date

Battery/Pad Expiry Date

Warranty Expiry Date

Register



APP FEATURES

