

## Canadian Red Cross Fact Sheet

- A human heart can cease beating within four minutes after breathing stops.
- Permanent brain damage can occur within four to six minutes after breathing stops.
- The survival rates of individuals suffering cardiac arrest decrease by approximately 7 – 10% every minute that defibrillation is delayed.
- **The use of an Automated External Defibrillator (AED) can save the lives of 30% or more of those who suffer cardiac arrest. When defibrillation is delayed, survival rates decrease to approximately 50% at 5 minutes. The earlier defibrillation occurs, the better the prognosis.**
- More than a third of Canadian deaths each year are attributed to coronary disease, which makes it the leading cause of death in Canada.
- In most Canadian cities, the average ambulance response time is eight to twelve minutes.
- **Injuries are the leading cause of death for Canadians between the ages of 1 and 44, and kill more children under the age of 19 than all other causes of death combined.**
- Each year there are over 2 million Canadians injured unintentionally. This translates into the statistic of 6,000 unintentional injuries per day or 250 per hour of each day.
- Each year, injuries leave 47,000 Canadians either partially or totally disabled.
- **For an injured victim, immediate first aid can make the difference between complete recovery and permanent disability.**
- These injuries cost the Canadian economy more than \$8.7 billion each year.
- Research shows that, on average, every injury in Canada costs \$4,000 in direct and indirect costs.
- **Research shows that Canadians who have first aid training can reduce their own personal injuries by as much as 30%.**
- The cause of 90% of injuries is predictable and preventable.
- The Canadian Red Cross trains over 318,000 Canadians in first aid and CPR each year, enabling them to prevent injuries, and think, recognize and react appropriately in emergency situations.