

Subject: Victoria Square
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Putting health at heart of the centre

VICTORIA Square, Belfast's newest retail destination has teamed up with Hooker Rugby's Have a Heart campaign in association with HeartSine Technologies with the placement of a smaritain PAD defibrillator in the centre which can be used in the event of Sudden Cardiac Arrest (SCA). The move comes after local business HeartSine Technologies announced that it intends to place the smaritain PAD defibrillator in as many public places as possible. Each year in Northern Ireland there are approximately 13,000 deaths related to coronary heart problems. Around 3,000 of these are premature due to SCA. Therefore public access to the smaritain PAD defibrillator, a piece of lifesaving equipment is extremely important. Sally Smyth, deputy centre manager of Victoria

Square, said: "Our customers' health and safety is of great importance to us and we know that the first few minutes after a cardiac arrest are vital to that person's chances of survival. Treatment needs to be provided within that time and this defibrillator will increase the chances of treatment being provided quickly to save a life. All of Victoria Square's security and customer service staff will be professionally trained to use the new defibrillator to enable us to provide a high level of care for our visitors." The HeartSine smaritain PAD defibrillators are portable, lightweight and user friendly which is essential for any type of user involved in its use. Early defibrillation is considered by many experts to be the most important factor for return and survival of patients.



LIFE SAVER: Simon Best joined Caroline Harvey, Hooker Rugby magazine Sally Smyth, Victoria Square, and Nuala Tohil, HeartSine at Belfast's Victoria Square