

MOVE WITHOUT PAIN

Better outcomes – More often.

What are the benefits of Kinetic Therapy?

We have created a unique method of prescribing and designing orthotics called The Kinetic Method. This process has just been granted a patent in Australia in recognition of its innovative approach.

What makes Kinetic Orthotics different?

The principle of Kinetic Orthotics and their application is to optimize the individual's functional efficiency. This is done by designing the Kinetic Orthotics using the Kinetic protocols that we have refined over 20 years of clinical research and development.

How do I learn to prescribe Kinetic Orthotics effectively?

We have developed a world first, online professional course in biomechanics and orthotic therapy underpinned by the Kinetic Method. This educational program was the outcome of a collaborative project with Queensland University of Technology.

Go to www.kineticlearningcentre.com for more information.

Leaders in evidenced based orthotic therapy utilising New Patented technology.



THE NEED FOR DEFIBRILLATORS AT ALL SPORTING CLUBS

ANDREW WHITE OUTLINES THE SERIOUS EMERGENCIES THAT CAN OCCUR IN LOCAL SPORT AND HOW IMPORTANT DEFIBRILLATORS ARE FOR EVERY SPORTING CLUB AROUND AUSTRALIA.



THE NEED FOR DEFIBRILLATORS

Every year we see far too many Australians die as a result of sudden cardiac arrest (SCA) at sporting events. The key to saving lives rest essentially with the education of our greater sporting community and governing bodies to recognise the vital role that defibrillators and cardio pulmonary resuscitation (CPR) play in preventing premature death.

Many victims are in the prime of their lives, young, apparently fit and healthy and without warning they suddenly collapse due to the onset of a lethal cardiac arrhythmia. SCA is caused by a sudden disruption to the heart's electrical component, hypertrophic

cardiomyopathy (HCM) being one of the leading causes along with blockage of the coronary arteries (heart attack). It does not discriminate and can affect all ages, gender and it's not just the competitors at risk, it can happen to officials and spectators alike.

Thankfully, victims of a cardiac arrest can be saved if early intervention is at hand. The key to survival ultimately depends upon how well bystanders react to this critical emergency.

There have been numerous studies aimed at developing a strategy for improving cardiac arrest outcomes. In 1992, The American Heart Association adopted *the*

Chain of Survival, which was developed by Mary M Newman in 1988. The concept was recommended by the Australian Resuscitation Council shortly afterwards and is proven to dramatically increase patient survival outcomes following cardiac arrest.

The Chain of Survival recommends;

- Early bystander recognition of the event.
- Call 000 for immediate assistance.
- Commence CPR immediately.
- Locate and apply AED to the patient.
- Advanced life support is applied.
- Transport to hospital.

Many of the calls outs I attended during my 24-year career as a Mobile Intensive Care Paramedic were due to sudden cardiac arrest. It soon became glaringly obvious that the *chain of survival* worked. Mostly the patients who survived did so because they had

received early CPR and or early defibrillation.

In 2010, I felt compelled to establish the not for profit foundation *Defib for Life* following the death of more than 10 young athletes in Victoria alone that year. The common theme with each of these young patients was that they did not receive defibrillation within the crucial first 10 minutes of their collapse.

On further research, I discovered that Australia was falling behind other first world countries in regards to Public Access Defibrillator Programs (PADP), in particular at sporting venues. Even though many international sporting bodies already had either legislation or policy in place to mandate defibrillators, very few existed in Australia, apart from a few of the major venues that held regular international events like the Melbourne Cricket Ground and Rod Laver Arena.

A recent Ambulance Victoria study (2015) found that patients who suffered a cardiac arrest in a public place were 62% more likely to survive if a non-medical professional or bystander was the first person to defibrillate them. The key to improved outcomes relies heavily on being able to find people willing to help. With a 46% improvement in bystander initiated CPR over the last decade, the Ambulance Victoria statistics are so inspiring that other states and territory's must take note.

As a result of Ambulance Victoria's findings, combined with a growing number of lives being saved at sporting venues, the Victorian Government's Sport and Recreation department is intending to roll out 1,000 defibrillators across the state in early 2016. This program will see defibrillators and training packages awarded to grass roots community clubs. A program of this magnitude is the first of

its kind in Australia and one that we hope to see replicated across all the States and Territories in the coming years.

Another precursor to the government's 1,000 Defib program was a movement by Defib For Life to educate the community on the importance of early defibrillation to save lives. To date, Defib For Life have successfully implemented over 2,500 defibrillators and have trained over 30,000 club members to react to a cardiac emergency. This program is now helping to save lives at sporting venues right across our country.

Many sporting clubs struggle for funding at the best of times and when first contacted, most feel that purchasing a defibrillator is well beyond their club's financial means. Equipped with this information, Defib For Life was able to develop numerous pathways to help raise funds for clubs to purchase defibrillators.



THE NEED FOR DEFIBRILLATORS

Partnerships were being forged between co-located clubs. Leagues, local sponsors and councils were collaborating to provide funds. A number of grants became available through sports and health departments and one of Australia's larger corporate banks recognised an opportunity to fund community defibrillators via its network of community friendly branches.

Having a rescue ready defibrillator and trained members who are able to provide essential support until professionals arrive, is not a luxury but a necessity.

It is time that legislation is written by governments to mandate defibrillators at sporting events and public venues. There are a number of leading sporting bodies and public organisations who have already recognised their obligation to provide safer facilities and have written occupational health and safety policies to ensure a defibrillator is present prior to the commencement of an event.

Tragically and without doubt there will be further lives lost before government legislation succeeds. If your club can afford to install a defibrillator, I

recommend you do so as soon as possible.

It is a simple concept. Defibrillators are safe and easy to use by laypersons and the more we have out there, the more lives will be saved.

ABOUT THE AUTHOR

Andrew White is the founder of *Defib for Life* with 24-years' experience as a Victorian Mobile Intensive Care Paramedic. Andrew has presented as a keynote speaker and is an advocate for legislation to be mandated to include defibrillators at sports and other public venues across Australia.



SMA Online Store



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Together with our partner, Victor Sports, Sports Medicine Australia has opened an online store to purchase strapping tape and first aid supplies at special wholesale prices. There is an extensive range of tape in various sizes and quantities, as well as featuring new products from time to time.

If you need some new on-field equipment or your club needs to replenish the first aid kit, visit www.smaonlinestore.com.au



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