



iHELP Public Access Defibrillators

SUMMARY

- 1.1 East Midlands Ambulance Service (EMAS) has entered into a partnership arrangement with iHELP, a commercial organisation, to increase the number of public access defibrillators (PADs) in the city. iHELP units are approximately 2.3m tall and house a display screen on both sides which shows advertising material. On the side of the unit is a keypad which gives access to an automatic defibrillator. If/when someone suffers a cardiac arrest, the 999 call taker would be aware if the patient was close to an iHelp unit and would give the caller the access code to open the compartment and get the defibrillator. At the same time, instructions on how to use the defibrillator would appear on the iHELP units display screens.
- 1.2 Senior Officers from EMAS and the Vivid Out of Home Media company will attend the board meeting to brief members on how this scheme could benefit residents of Derby.

RECOMMENDATION

- 2.1 To consider and comment on the proposals for establishing iHELP defibrillators in the city.

REASONS FOR RECOMMENDATION

- 3.1 This item falls within the remit of the Adults and Public Health Board which has a statutory responsibility for scrutinising NHS health services. This presentation enables the board to understand how iHELP is expected to operate in the city and potential benefits it will provide to Derby residents.

SUPPORTING INFORMATION

- 4.1 East Midlands Ambulance Service (EMAS) has entered into a partnership arrangement with iHELP, a commercial organisation, to increase the number of public access defibrillators (PADs) as well as generate sustainable revenue to cover the cost of a fully managed and maintained network of PADs. Put simply, defibrillators would be housed in units approx. 2.3m tall, which run on-screen information; these would be located throughout towns and cities across the East Midlands. The installation and management of units is funded entirely from the revenue generated by National Brand Sponsorship which will be displayed on each unit.
- 4.2 Each unit will house an EMAS approved fully automatic defibrillator and would be sited in an EMAS approved location. The units themselves require planning permission, which would require local authority approval. The arrangement is self-funding and would expect to generate rental income for the local authority as well as further revenues to fund an additional deployment/network of defibrillators in places where there is no media value for national brands – such as more rural areas and hard to reach areas.
- 4.3 iHELP's aim is to make the East Midlands the first 'Heart Safe' region in the UK, with a fully managed and maintained network of PAD's, all linked to the EMAS 999 Emergency Operations Centre.
- 4.4 To deliver iHELP within the city area would require buy in from the Adults and Public Health Scrutiny Board as well as support from the Council Cabinet and the Planning Teams.

iHELP requires space in high footfall locations throughout the city and large towns within the city to generate sustainable media revenues to deploy the fully managed and maintained life-saving, health focussed network.

OTHER OPTIONS CONSIDERED

- 5.1 None

This report has been approved by the following officers:

Legal officer	N/A
Financial officer	N/A
Human Resources officer	N/A
Service Director(s)	N/A
Other(s)	Philip O'Brien – Statutory Scrutiny Officer SDCCG

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Background papers: List of appendices:	None Appendix 1 – Implications Appendix 2 – SDCCG Consultation and Engagement plan
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Appendix 1

IMPLICATIONS

Financial and Value for Money

- 1.1 None arising from this report

Legal

- 2.1 The Local Authority (Overview and Scrutiny Committees Health Scrutiny Functions) Regulations 2002 gives health scrutiny committees powers to review any matter relating to the planning, provision and operation of health services.

Personnel

- 3.1 None arising from this report

Equalities Impact

- 4.1 None arising from this report

Health and Safety

- 5.1 None arising from this report

Environmental Sustainability

- 6.1 None arising from this report

Asset Management

- 7.1 None arising from this report

Risk Management

- 8.1 None arising from this report

Corporate objectives and priorities for change

9.1 Our aim is to work together so that Derby and its people will enjoy a thriving sustainable economy, good health and well-being and an active cultural life.