



## GoodSAM Sample E-Newsletter Copy

**Subject line:** GoodSAM: Help keep them alive, while paramedics arrive

**Copy:**

Cardiac arrest is often unexpected and affects up to 9,000 people in NSW every year. For every minute a patient doesn't get chest compressions, also known as Cardio-Pulmonary Resuscitation (CPR), their chances of survival fall by 7-10%.

That's where GoodSAM comes in, an app that helps save lives by empowering the community to respond quickly when someone nearby goes into cardiac arrest.

CPR is easy and safe. You don't need a formal qualification, and a NSW Ambulance Emergency Medical Call Taker will be on the phone to help you.

If you are willing and able to perform CPR and are 18 or older, you can sign up to receive GoodSAM alerts when someone needs help.

**How GoodSAM works:**

- Up to three GoodSAM volunteers receive an alert, and an ambulance is dispatched.
- As a GoodSAM volunteer, you choose whether to accept or reject the alert.
- If you accept the alert, the app tells you where to find the patient and the location of any nearby Automated External Defibrillators (AEDs), which you can collect on your way.
- Go to the patient and start CPR until paramedics arrive and take over.

**Signing up is easy.** Register as a volunteer, download the app, and sign in.

Can you help to save a life? Every minute counts. [Sign up to GoodSAM today.](#)

For more information about volunteering with GoodSAM, visit [NSW Ambulance – GoodSAM](#)