



PS-18

Public-private partnership encourages defibrillator use

The city of Minneapolis, Minnesota (383,000), is partnering with a local manufacturer of defibrillators to encourage local businesses to obtain the life-saving devices. In May 2004 the city council passed a resolution endorsing the company and encouraging all local businesses, sporting complexes, and public entities to purchase and make defibrillators accessible to the public. Minneapolis businesses pay just \$1,985 for a defibrillator from the company, a considerable saving from the \$3,100 list price. The company also offers training at a discounted price of \$995 for the first 10 trainees. The fire department has developed literature on the effects of early access to defibrillators and how they can save lives. The department is also discussing the program with school administrators, businesses, and neighborhood associations. In exchange for letting the public and the business community know about the defibrillators, the company pays the fire department \$150 for every device and \$250 for every training package sold.

Charlotte Holt
EMS Chief

Minnesota Fire Department
25 37th Avenue NE
Minneapolis, MN 55321

612/370-3834
E-mail: Charlotte.holt@ci.minneapolis.mn.us
Web site:
www.ci.minneapolis.mn.us/fire/

