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TRAUMA CENTERS
THERE WHEN IT COUNTS

Stop the Bleed: How to Implement the Program

Shock Trauma @shocktrauma · 7 Nov 2017
Our Stop the Bleed team at Cantland Yards today teaching @Carolina administrators bleeding control techniques. #stoptheflow #bleedingcontrol

Habeeba Park, Jason Tully and MD Committee Trauma

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ADVOCACY • FINANCE • OPERATIONS

Presentation Team

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Webinar Setup

- Please be sure to call into the Conference Line for sound:
 - Toll Free 1 (866) 901-6455
 - Access Code # 246-598-903
- The registration includes one phone line and one web access per hospital. Additional web access or phone lines will incur a \$50 charge per line.

Instructions and Faculty

- Check your email for handouts
- All attendees are muted by default
- About audio web conferencing
 - Use “Question” tab in the control panel to submit a question. All questions will be answered at the end.

Disclosures

- No financial interest or other relationships with commercial entities.

Evaluations !!!

Please go to the following link
to complete your evaluation
on Survey Monkey:

https://www.surveymonkey.com/r/STB_2018

- In order to receive **CEs/CMEs**, you must complete an evaluation and include your contact information. Otherwise, all evaluations will be anonymous.

Objectives

- To provide the hospital with tools to overcome the stumbling blocks of launching a Stop the Bleed Program
- To identify resources and potential funding for supplies.
- To identify approaches to receive hospital buy in to launch the program.
- Upon completion of the program participants will have a plan for implementing STB training in their community.

Polling Question 1

Are you currently holding Stop the Bleed classes?

- a. Yes
- b. No
- c. No, but in the planning phase

Polling Question 2

What is your current role?

- a. TMD
- b. EMS Liaison
- c. TPM
- d. Injury Prevention Professional
- e. Other

Overcoming the Stumbling Blocks

- Staffing
- Marketing
- Liability/Legal Issues
- Resources/Training Supplies
- Funding
- Administration





Staffing

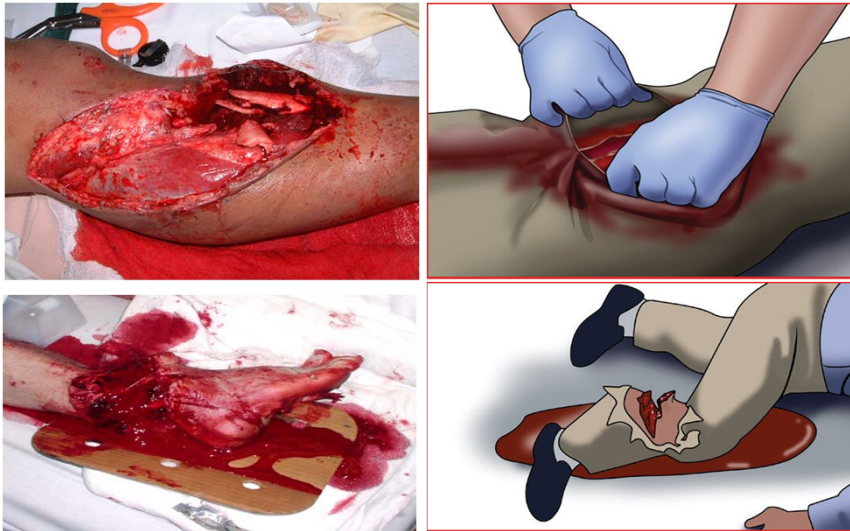
- Train the trainer for hospital staff
- Be strategic about trainings (twice a month for staff training and one a month for community training on site at the medical center)
- Offer classes to have trainers verified
- Use your community partnerships to roll out training, the low hanging fruit
- Associate with local EMS and law enforcement
- Find champions
- Develop an organized method to schedule classes (ACS Committee on Trauma)

Marketing



- Partner with medical centers media relations departments
- Utilize social media
- Earned media opportunities
- Coordinate a large scale training-state or county officials (County Executive, Mayor, State Legislators, Governor)—media will come!
- “If it bleeds it leads”—utilize the opportunity
- Develop press releases
- Advertising materials on bleedingcontrol.com

Marketing Methods



Liability/Legal Issues

Covered by Good Samaritan Law like CPR



Resources/Training Supplies

- First take care of your house
 - Kits near AED's in medical centers
 - duty belts of police/security
 - response bags of rapid assessment teams
- Get creative – sell as items within hospital gift shops
- Grant funding for training kits
- Grants to provide kits to local schools where training was done



Resources/Training Supplies

- Strategic plan for training
 - integration into medical curriculum
 - large venues
 - sporting arenas
 - music venues
 - Schools/community centers
 - partner with local health departments, train school nurses
- Develop region-wide or state-wide coalitions specific to Stop the Bleed



Resources/Training Supplies

- Resource options
 - Various companies
- Military tools
- Clothing items as packing materials
- Homemade/improvised items



Funding

- Grants- private or through local health departments.
- Crime Prevention and management grants
- Partner with local law enforcement agencies
- Use of disaster preparedness funds
- Utilize economies of scale to negotiate price of kits
- Insurance company foundations
- Philanthropy

Administration Buy In

- Collaborate with trauma centers through out state to coordinate efforts and reduce redundancies
- Training to medical school dean, president of university and CEO of medical center
- Training of local/state legislative leadership

Logistics of holding a course

- Teacher student ratio 1:8
- Kits
- Mannikins
- Location for didactic (auditorium setting) and hands on (tables)
- Training materials
- <https://www.bleedingcontrol.org>

Tips and Tricks

- Partner with military or law enforcement to combine active shooter training with Stop the Bleed training
- High school science programs or healthcare focus classes
- Reach out to universities pre-health programs
- Integrating EMS/first responders as instructor pool
- Collaborate with disaster preparedness efforts – focus training with local CERT teams
- Find champions
- Evaluations
- Utilize current events to instill the need for action
- <http://foxbaltimore.com/news/local/trauma-surgeons-host-stop-the-bleeding-training-event>

Tips and Tricks

www.mdcot.org

www.bleedingcontrol.org

<http://www.umm.edu/programs/shock-trauma/health/stop-the-bleed-campaign>

<http://www.baltimoresun.com/health/bs-md-ci-stop-the-bleed-20170809-story.html>

<https://www.parklandhospital.com/phhs/news-and-updates/parkland-trauma-team-helps-stop-the-bleed-813.aspx>

<http://keranews.org/post/stop-bleed-how-bystanders-can-help-paramedics-arrive>



Checklist

Ideally	Reality
<input type="checkbox"/> Select a champion to attend national training course	<input type="checkbox"/> Select a champion to attend national training course
<input type="checkbox"/> Administration buy in	<input type="checkbox"/> Purchase a kit
<input type="checkbox"/> Develop Business Plan <ul style="list-style-type: none"> <input type="checkbox"/> Budget <input type="checkbox"/> Marketing Plan <input type="checkbox"/> Equipment <input type="checkbox"/> Staffing 	<input type="checkbox"/> Hold a course back at home to increase training pool
<input type="checkbox"/> Identify community groups to train	<input type="checkbox"/> Hold first training
<input type="checkbox"/> Purchase a kit	<input type="checkbox"/> Evaluate training and make necessary changes
<input type="checkbox"/> Hold a course back at home to increase training pool	<input type="checkbox"/> Hold second training
<input type="checkbox"/> Hold first training	<input type="checkbox"/> Identify community groups to train
<input type="checkbox"/> Evaluate training and make necessary changes	<input type="checkbox"/> Develop Business Plan <ul style="list-style-type: none"> <input type="checkbox"/> Budget <input type="checkbox"/> Marketing Plan <input type="checkbox"/> Equipment <input type="checkbox"/> Staffing
<input type="checkbox"/> Hold second training	<input type="checkbox"/> Administration buy in



Questions

- Use “Question” tab in the control panel to submit a question or if audio pin is used “Raise your hand” to ask a question.

Upcoming Webinars

- 2.21.18 State Advocacy- *Registration now open*
- 3.22.18 Research