Stop the Bleed: How to Implement the Program

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 throughout 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](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
Tips and Tricks


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<th>Checklist</th>
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<tr>
<td><strong>Ideally</strong></td>
<td><strong>Reality</strong></td>
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<tr>
<td>- Select a champion to attend national training course</td>
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<td>- Administration buy in</td>
<td>- Purchase a kit</td>
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<td>- Develop Business Plan</td>
<td>- Hold a course back at home to increase training pool</td>
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<td>- Budget</td>
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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