The Safe States Alliance is a national non-profit organization and professional association whose mission is to strengthen the practice of injury and violence prevention.

www.safestates.org
Spectrum of policy and advocacy

- Institutional
  - Hospital System
- City
  - County
- State
  - Federal
POLICY: Big P or Little p

- Legislation
- Regulations
- Taxes
- Public Budgets

- Worksite policies/ investments
- NGO policies
- Individual Schools
- Norms and standards
Go to www.menti.com and use the code 318556

Where do you stand with policy/advocacy efforts?

- Institutional
- Community (city/county)
- State
- Federal
Advocacy

**noun**

Advocacy | ˈadvə-kə-sē |

Definition of advocacy

the act or process of supporting a cause or proposal [POLICY] : the act or process of advocating

Not to be confused with lobbying!
Education vs Advocacy

Education

Give factual information (no value judgments or legislative action)

- Inviting a legislative staff person to attend a program event
- Develop and sharing a fact sheet about your program that includes a program description, goals, current budget, people served, accomplishments, etc.

Advocacy

Communicating with policymakers and the general public about specific issues (conveys a value without taking a position)

- Inviting elected officials to a forum to discuss youth violence
- Developing a publication that describes the problem of childhood injuries and provides recommendations for policymakers
What is Lobbying?

Direct Lobbying
- A communication directly with legislator or staff
- On specific legislation
- That reflects the organization’s view on the legislation

Grassroots Lobbying
- A communication to the public (Includes tweets, advertisements and speeches)
- On specific legislation
- That reflects the organization’s view on the legislation, and
- Includes a call to action
What is NOT lobbying

- Public Outreach/Education Materials
- Non-partisan Analysis
- Technical Advice/Assistance
KEEP CALM AND ADVOCATE ON
Advocating for Hospital-Based Injury & Violence Prevention

Disseminating a community based hemorrhage control training course

Dr. Courtney Edwards DNP, MPH, RN, CCRN, CEN, TCRN, NEA-BC
• 2012, Sandy Hook Elementary School shooting
  • Dr. Lenworth Jacobs: policies to enhance survivability in mass casualty events
• Joint Committee to Create a National Policy to Enhance Survivability from Intentional Mass-Casualty and Active Shooter Events
  • April 2, 2013
    • Coordination of care between law enforcement and medical teams
    • THREAT (Threat suppression, Hemorrhage control, Rapid extrication to safety, Assessment by medical providers, and Transport to definitive care)
  • July 11, 2013
    • Hemorrhage control as a continuum of care
    • Battlefield medicine to civilian medicine
    • “Stop the Bleed” campaign
    • Enhance public resilience as a priority for domestic preparedness

Historical Perspective
• To disseminate a hemorrhage control training program to community members across the globe
• Immediate Responders ... Not Bystanders
• 90% physically able to provide emergency first aid

• 92% would assist an unknown person who was bleeding after being involved in a car crash

• 82% indicated they would be interested in attending a local 2-hour class on bleeding control techniques

B-Con as a Community Initiative
• Trauma Center Association of American (2017) survey of member organizations demonstrated extreme variability in the coordination and implementation of a bleeding control program

  • 30% of member organizations not participating in the “Stop the Bleed” campaign

  • Impact of fidelity and rigor on diffusion of innovation as intended

Assess Need for Change in Practice
National Call to Action

42% increase in trauma related all manner deaths in Dallas Co; age-adjusted rate of 16% increase

Leadership (physician, nursing, division, hospital) support as a lead trauma center

Parkland community as student focus with initial program development

Budget: personnel, supplies ($1091/training kit)

Marketing

Business Plan – Setting the Stage
Purpose of the implementation guide is to provide instructors with comprehensive information, tools and resources to implement a B-Con Course.

Provides general guidelines regarding course organization, training development plan, course implementation, stakeholder engagement, and suggestions for regional and state initiatives.

- Communication channel
- Translation of injury prevention innovations

Implementation Guide
Critical Course Elements

Eligible Students and Instructors

Faculty Requirements

Needed Equipment and Supplies

Course Plan and Schedules

Fees

Requirements for Successful Completion

Post Course Training Data

Security of Course Materials

Implementation Checklist

Specific Examples

Implementation Guide
Program Outcomes
- Post Course Evaluation Form
- Over 5,000 participants trained with over 50 instructors
- Annual program report

2018 Program Outcomes
Rees-Jones Trauma Center Staff at Parkland Hospital

Since 2017, 54 patients have presented to the Rees-Jones Trauma Center with a tourniquet already in place.
Stop the Bleed
A Community Initiative

Cassandra Trummel MSN, RN, TCRN
University Medical Center of Southern Nevada
Our Community-Clark County, NV

- 2.2 million residents (3 million statewide)
- 16.26% increase in population between 2010 and 2019
- 40 million visitors a year
- Southern Nevada Trauma System
  - 1 Level 1 Adult Trauma Hospital
  - 1 Level 2 Adult Trauma Hospital
  - 1 Level 3 Adult Trauma Hospital
  - 1 Level 2 Pediatric Trauma Hospital
University Medical Center of Southern Nevada (UMC)

- Level 1 Adult and Level 2 Pediatric Trauma Hospital
- UMC Trauma Data
  - 32% increase in the number of trauma patients treated between 2015 and 2018
  - 37% increase in the number of traumatically injured patients admitted between 2015 and 2018
  - 9% increase in the number of penetrating injuries seen between 2015 and 2018
  - 14% increase in trauma related mortality from 2015 to 2018, but a 14% DECREASE in trauma related mortality from 2017-2018
- Top 3 Mechanisms of Injury:
  - Falls
  - MVC
  - Penetrating Injuries
Stop the Bleed and Southern Nevada Timeline

- **May 2017**
  - Stop the Bleed introduced to UMC Trauma Program
  - Call for volunteer instructors went hospital wide
  - 2 training kits purchased

- **June 2017**
  - 22 instructors trained
  - First lay-person class held (Search and Rescue organization)
  - 59 persons trained
Stop the Bleed and Southern Nevada Timeline

- **July-August 2017**
  - Continued to offer train-the-trainer classes (0 volunteers)

- **September 2017**
  - Realized the necessity of partnering with trusted community organizations
  - Met with multiple community organizations to discuss Stop the Bleed
    - Multi-Assault Counter Terrorism Action Capabilities (MACTAC) officers
    - Clark County Fire Department Chief and Assistant Chief
    - Director of Emergency Management, Clark County School District
  - This was going to be the start of something GREAT!
October 1, 2017

- Roughly 22,000 attend the Route 91 Harvest Music Festival
- At 10:05pm, shooting begins from Mandalay Bay Hotel and Casino across the street
- By 10:15 the shooting had stopped
- 58 people had been killed, with another roughly 500 injured
- UMC treats 104 patients, including 4 that had tourniquets applied prior to arrival
- This was the catalyst for Stop the Bleed in Southern Nevada
Stop the Bleed and Southern Nevada
Picking up the Pieces

- Donations following 10/1 allowed for the purchase of 10 more kits (total of 20 arms)
- A train the trainer class of 37 was taught on 10/7
- Requests from organizations for Stop the Bleed classes begin
- Another 16 trainers were taught by 10/29
- By 10/31, we had 87 instructors trained and 75 lay people taught
- We had no idea how big this would get.....
The bar chart shows the number of people trained from 2017 to 2019, with the highest number in 2018.

The pie chart illustrates the distribution of organizations trained:
- Clark County School District
- Nightclubs
- Hotels/Casinos
- Government Organizations
- Hospitals/Clinics
- Other
- Entertainment Venues
- Churches
- Public Classes
- Senior Centers
- Girl/Boy Scouts
Stop the Bleed and Southern Nevada Advocacy

- NV Energy awarded UMC a grant for $25,000 to place Stop the Bleed Trauma Kits in all Clark County School District High Schools after training.
- A gaming corporation donated tourniquets to the Clark County School District after taking Stop the Bleed.
- Clark County School District is now requiring all faculty to be trained in Stop the Bleed (5th largest school district in the country with 360 schools).
- They are currently looking into bleeding control kits for all schools.
  - Many individual schools have already placed kits throughout their campuses.
- Multiple hotels/casinos now have bleeding control kits.
- Many security guards now carry tourniquets on their belts during shift.
Stop the Bleed and Southern Nevada Tourniquets

- Tourniquet use has increased in Southern Nevada (UMC data only)

![Prehospital Tourniquet Application](chart.png)
Stop the Bleed and Southern Nevada
What’s Next?

- On 4/11, Stop the Bleed was taught at the Nevada State Legislature in Carson City
- Next Legislative Session, introduce a bill that will require Stop the Bleed kits in all public buildings
- May 2019 is Stop the Bleed month
- Pre and Post Survey
- Continue training and advocating for the addition of Stop the Bleed kits throughout the community
Working with Policy Makers

Sue Prentiss, BA, NRP
American Trauma Society
City Councilor – Former Mayor – Lebanon, NH
This is talk is about strategy not prevention
Council or Capital

- All politics are local
- The issue will dictate the venue and the timing
Atlanta City Council could approve electric scooter regulations Monday
Buckle up for new fight in old battle over adult seat belt use in N.H.
Educate Yourself
KNOW....which is more important??
Outside Lobbying - Advocacy

- Mobilize your forces/voices
- Know your one sentence – make sure everyone else does
- Stay on script
- Use evidence whenever – wherever you can
- Handwritten notes – every time
Follow Up – Last Man Standing

- Present
- Persist
- Political