The premise of self-aid/buddy aid that we teach to law enforcement has extended into the civilian world and we have now been educating the public most recently about the “Stop the Bleed” campaign that has taken us into schools and the public and private sectors and to date we have trained approximately 550 people in these potentially lifesaving skills. Our Trauma outreach has focused on training more non-medical people on tourniquet application, bleeding control with wound packing and pressure and overall safety consciousness both during and after civilian casualty events. This education and training remains useful for mass casualty events as well as more common major traumatic injuries the public sustains that can require care at a Trauma Center. Outreach should be influenced by registry data or current local or national trends identified in Trauma care. “Stop the Bleed” is a national initiative that has an immediate role for inclusion to all Trauma Center’s outreach plans. We developed a 30-40 minute powerpoint presentation that encompasses several aspects of public education; what and why “Stop the Bleed”, domains of learning, technical aspects of hemorrhage control, review of resources and graphic pictures representing common injuries seen and that need to be dealt with and personal safety. The emotional as well as practical aspects of civilian engagement are also addressed. The powerpoint presentation is modified depending on the audience; high school and college students vs. public/private sector adults are shown and lectured to differently but the overall message is the same as is the hands on experience. The powerpoint presentation is followed by hands on learning simulation that allows active participation on the appropriate use and application of multiple types of tourniquets as well as an open wound simulation allowing for wound packing and hemorrhage compression. We allow for a moderately stressful environment to have participants utilize what they have learned with low light and a noisy “stressful” environment.

We also have local news media attention which then allows for other schools and businesses to see what is being offered and contact us for future training. The hospital PR team works closely with us as well and we have developed a program DVD to leave at each training site so they can continue to educate and train other participants that did not attend our presentation and training. Sites also are given information about medical resources/products that they can purchase on their own, we assist in that as well based on personal experience/uses and assist in the location for access to equipment; we do an analysis of area safety as well to complete the more global education and safety discussion.

We are proud that to date we have trained approximately 550 people and several thousands more to come; about 10,000 to be exact, for the Dept. of Corrections for the State of Arizona as well as personnel at Phoenix Sky Harbor Airport.