



*SOCIETY OF TRAUMA NURSES*

# Stop The Bleed

Advocating For Policy Change





**STOP**  
**THE BLEED**<sup>SM</sup>



**SAVE A LIFE**



# Objectives

- Participants will be able to identify one best practice related to Stop the Bleed instruction
- Participants will be able to identify the steps to plan an advocacy event related to bleeding control public training



# Stop The Bleed Background

- Uncontrolled bleeding is the number one cause of preventable death from trauma.
- Accidents and injuries can occur secondary to firearms or other unintentional injury causes, leading to uncontrolled hemorrhage in public places, in homes and at schools.
- The “Stop the Bleed” campaign was initiated by a federal interagency workgroup convened by the national Security Council staff, Department of Homeland Security in 2016.



# Stop The Bleed Background

- In the U.S., more than 33,000 gun deaths were logged in 2014, with more than 81,000 firearm related injuries nationally (CDC).
- Active shooter events have occurred in 40 out of 50 states and the District of Columbia.
- Military medical advances and research based bleeding control strategies identified during Afghanistan and Iraq wars translated to civilian trauma and injury benefits to reduce preventable deaths from uncontrolled bleeding.



# Stop the Bleed Partners



# Stop the Bleed Basics



# Basic Concepts

- BCON lecture
- Tourniquet single skill station
- Wound packing single skill station
  
- 1 hour minimum completion time – may take longer



# Equipment needed

- PPE
- Hemorrhage control devices
  - Tourniquet
  - Gauze rolls
  - Hemostatic training gauze
- Manikin or wound-packing model
- AV support



## Program Growth

### United States

Instructors: **15,332**

Trained: **124,350**

### World

Instructors: **16,160**

Trained: **133,113**

American College of Surgeons, Stop the Bleed 2018 Progress Report retrieved from [https://www.bleedingcontrol.org/~media/bleedingcontrol/files/2018\\_stb\\_progressreport.ashx](https://www.bleedingcontrol.org/~media/bleedingcontrol/files/2018_stb_progressreport.ashx)



# Instructor Training Tips



# Learner Audience Examples/Class locations

- **External:**

- Schools (Elementary, Middle, High schools)
- College and University staff
- Community groups
- Elected officials
- EMS
- Churches
- Scouting organizations
- Labor unions, Trade Unions
- Social Clubs
- Shopping centers/Mall staff
- Airports (TSA Agents, baggage/maintenance)
- Law Enforcement Officers
- Security Officers



# Know your audience

- Connect with the attendees
  - Everyday incidents: plate glass injuries, home kitchen injuries
  - Machinery/workplace injuries
  - Playground injuries, open fractures with vascular injuries
  - MVC with partial amputations
- Use real life examples, not just media events
- Accentuate Call for help with community members, not EMS providers/law enforcement



# Learner Audience Examples/Class locations

- **Internal**

- Trauma team
- RN staff
- EMT's/Paramedics
- ICU MD's
- Allied hospital staff
  - Disaster response teams (If applicable)
  - Security



# Community Partners

- Fire/EMS agencies
- Community elected officials/State legislators
- Other hospitals
- Regional COT's
- School districts/College campuses



# Who can be instructors?

- Sustainability relies on many hands to help teach
- 8 students: 1 instructor ratio is required
  
- You can be an instructor if you have successfully completed the BCON provider course and you are a:
  - PHTLS instructors
  - TNCC/ATCN instructor or provider
  - TCCC/TECCC instructor/provider
  - EMR, EMT, RN, PA, MD
  - ATLS instructor/provider
  - NAEMT instructor or any NAEMT continuing education featuring BCON

# Instructor training sessions

- Community partners who may be able to assist
- How to conduct a “train the trainer” course
- Instruction guides on how to register as an instructor
- Cost effective training equipment



# Holding the instructor training

- Give a web tour of the training resources including:
  - The instructor site
  - The instructor registration
  - The instructor profile
  - Course management
  - Course resources including
    - Slide deck
    - Sign up sheet
  - Review course closure details



Save a life!

Bleeding Control Kits are now available. Visit the online store. [Purchase](#)



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SAVE A LIFE

Enter Keyword



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# Bleeding emergency?

[➔ What to do now](#)



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New Instructor Registration

# Making a Difference

[Read our 2018 Progress Report](#)

## Program Growth

United States

Instructors: 15,332

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World

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# Dashboard



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HARTFORD CONSENSUS  
SAVE A LIFE  
STOP THE BLEEDING



**STOP**  
THE BLEED

SAVE A LIFE

## BLEEDINGCONTROL.ORG

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### Home

- Dashboard
- Add Class
- Instructor Profile
- Instructor Materials
- Change Password
- Log Out

### Welcome!

[Add Class](#)

### My Classes

Please note that class times represent local times

Show:  entries

Approval Status:

City:

State:

[Search](#)

Class ID	Class	Location	Country	Date	Time	Status	Edit/Close Class	Approval
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presenting your Bleeding Control Class. If you have any questions about the materials or need assistance, [contact us](#).

## Teach a Course

### Brief Backgrounder

A short description of the program's history, need, and mission

### Instructor Guide

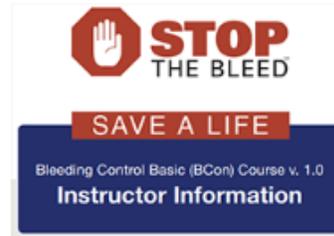
Basic instructions and requirements for planning your class

### Course Guidelines

Expanded instructions on use of materials, logos, etc.

### Instructor Presentation Notes

PowerPoint slide set with presenter notes for your reference



## Download Course Materials

### Bleeding Control Basic Presentation

PDF presentation set

*Please note: For best results viewing the presentation PDF with embedded videos, please **download** the file rather than viewing it in a browser window by right-clicking on the link and choosing the "Save As..." option in the menu (in Chrome and Firefox: "Save link as..."; in Internet Explorer: "Save target as...").*

*In addition we recommend using Adobe Acrobat 9 or higher to open the file and to update your computer with the latest version of the Flash plugin.*



### Participant Sign-In

A recommended sign-in sheet for participants.

### The Basics of Bleeding Control Booklet ("What Everyone Should Know to Stop Bleeding After an Injury")

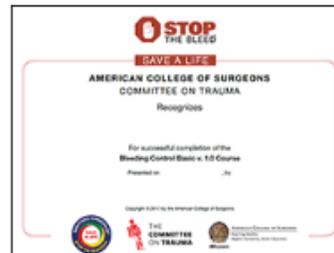
Basic informational guide for class participants that you may download and print this booklet for your class.

### Stop the Bleed, Save a Life Poster

Official Stop the Bleed poster; download and print for use in your institution or class

### Course Completion Certificate (v.10)

A fillable certificate template the instructor will complete and sign for each participant



# ACS provides an Online tool-kit

# Communications

- Websites (common)
- Logoed materials/Co-branding (need permission for the STB Logo)
- Engage media

**BLEEDINGCONTROL.ORG**



**STOP**  
THE BLEED™

**SAVE A LIFE**

Bleeding Control Basic (BCon) Course

Learn the Basics of Bleeding Control

Date:

Location:

Contact Information:



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100+ years

# Program Challenges

- Funding (Overwhelmingly illustrated within all plans)
- Instructor pool – must provide 8:1 ratio
- <https://controlbleedingkits.com/products/training-kit>
- Basic training kit \$950, only enough equipment for 16 student instruction



# Program Finance

- Hospital funding sources – trauma program outreach budgeting
- Fee for course: nominal fee may be charged \$5-10 participant
- Community partner donations – local grant sources
- Grants/State Funding

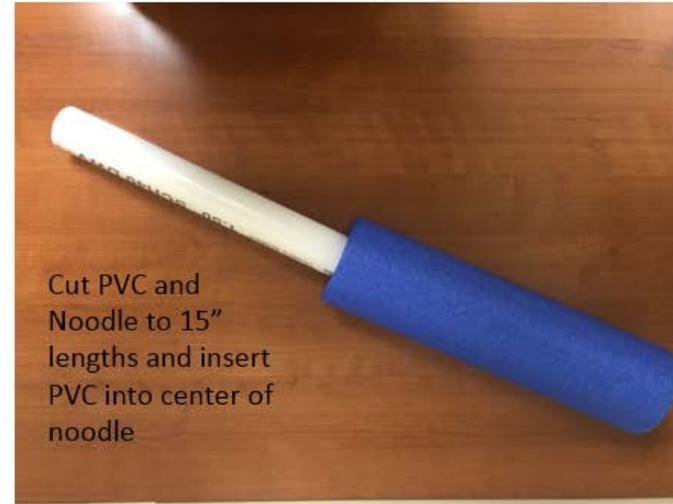


# Program Finance (Cont.)

- STB program partners are working in state legislatures across the country to advocate for public funding/grants for training and access to STB kits.
  - Training with community partners
  - Kits placed in schools, malls, public spaces



## Build Your Own Stop the Bleed Limbs



## Budget

Pool noodles	\$29.00
PVC 18" lengths	\$35.00
Stockinette/old clothing	**
Storage Bin	\$10.00
Total Cost	\$74.00

# Additional Budget Considerations

- Training tourniquets - - \$30-40/pcs
- Bleeding control gauze - - \$25.00/3 pcs
- Limb Trainer - - \$350-\$600
- ACS training control kit - - \$950 include 2 limb trainers, bleeding control gauze and tourniquets



# Effective Advocacy Strategies

- Learn the importance of immediate action during a trauma event to save lives.
- Demonstrate value of frontline trauma response strategies and lessons learned from military trauma training.
- Addressing potential liability concerns for professional and public responders.



# Effective Advocacy Strategies (Cont.)

- Identify existing allies in state legislatures to carry model legislation (Ref: CA Assembly Bill 909, Marc Steinorth)
- Consider holding STB trainings for legislators at state lobby days or back in their home districts
- Drive grassroots follow-up after trainings or advocacy days



# Plan a legislative training day

- Partner with public officials to provide the BCON training at their location
- The hands-on training reinforces the need for more training and resources for public access to bleeding control kits
- Partner with trauma organizations to increase strength in advocacy:
  - State trauma advisory committee
  - EMS councils/providers
  - Hospital associations
  - Physician and nursing specialty organizations



# National Conference of State Legislatures

## STN Teaches Stop The Bleed Techniques at the NCSL Legislative Summit

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### STN Teaches Stop The Bleed Techniques at the NCSL Legislative Summit

August 1, 2018

This week at the 2018 National Conference of State Legislatures Legislative Summit in Los Angeles, California, the Society of Trauma Nurses (STN) was joined by the Los Angeles Association of Trauma Program Managers (ATPM) and given the opportunity to exhibit and demonstrate life-saving bleeding control techniques to attendees. The NCSL Legislative Summit attracts over 4000 national and international attendees. From legislators and staff to interest groups and key stakeholders, STN was able to educate attendees by providing briefings on the Stop The Bleed program.



"The Los Angeles Association of Trauma Program Managers is excited to partner with the Society of Trauma Nurses on advancing this life-saving initiative," said Robin Tyler, President of the LA ATPM. "We

#### Translate



Select Language



# National Conference of State Legislatures Legislative Summit

- Society of Trauma Nurses collaboration with Los Angeles Association of Trauma Program managers
- Showcased bleeding control techniques for over 4000 national/international attendees
- Legislators, staffers, interest groups and key stakeholders

Follow up contact with Adam Haley, STN's Director of Public Policy



# Advocacy Case Study: Georgia Trauma Foundation Lobby Day



# The “ASK”

## 2017, first year

- Request \$1M budget increase to train and equip all Georgia Public Schools with bleeding control kits
- Educate and train legislators on Stop the Bleed



## 2018

- Thank legislators for continued funding support for trauma system
- Advocate for distracted driving bill and revenue dedicated to trauma funding
- Educate and train legislators on Stop the Bleed



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# Planning Timeline

<b>DATE</b>	<b>ACTION</b>
September 2016	ACS Grant Award
October 2016	ACS Clinical Congress/STB Presentation COT Meeting
October 2016	GA Trauma Awareness Day Coalition formed & "ASK" finalized
November 2016	Trauma Coalition Planning Group adopted budget, agenda & working plan
December 2016	Event promotion & registration via websites, email and social media
January 2017	Statewide "train the trainer" event
January 2017	Trauma stations installed on GA Capitol Hill and pre event media interviews
February 2017	Trauma Awareness Day in Georgia



# Budgeting Tips

ITEM	2017	2018
Food/Beverage	\$5000	\$0
PR/Media	\$6000	\$0
Printing	\$2000	\$2000
STB Training Supplies	\$1500	\$350
Photographer	\$1500	\$1500
Incidentals	\$1000	\$1000
Large Bleeding Control Stations (10 kits)	\$3000	\$1200
<b>TOTAL</b>	<b>\$20,000</b>	<b>\$6000</b>



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# Planning, Planning . . .

## Georgia Society of the American College of Surgeons

- Secure venues & requisite permissions
- Designate surgeon spokespersons
- Secure legislative champions
  - » Resolution – TCAA
- Contracts for food, photographer, media
- Purchase bleeding control stations



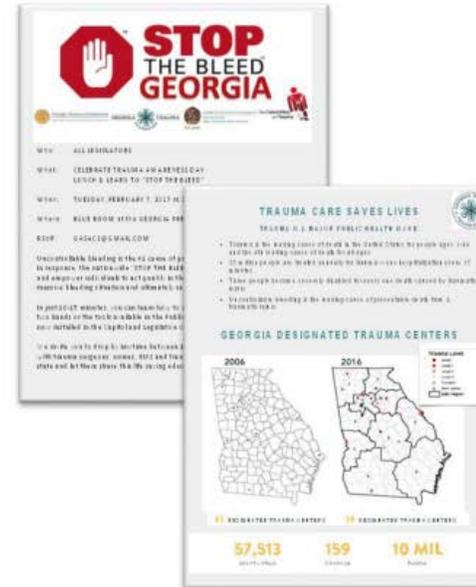
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# . . . More planning

## Georgia Trauma Foundation

- Event promotion and communication with trauma community – coalition partners
  - » Conference calls
  - » Email blasts
  - » Social media posts
  - » Regularly scheduled planning meetings
- Online registration for attendees/trainers
- Prepare talking points
- Secure survivor speakers



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# Train the Trainer before you go . . .

- Training committee formed
  - » Find a champion to lead!
- Site visit to the Capitol
- Trainers recruited and registered
- Statewide training meeting followed by simulation training
- Posted trainer resources on website



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# Pre-Event Activities

- Installation of **5** Large Bleeding Control Stations on Georgia's Capitol Hill
- Media Interviews
- Invite Legislators
- Pre-register Attendees



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# The Event Day Schedule



**9:00 – 10:00 am**

Briefing

**10:00 - 12:30 pm**

Working the "Rope Line" at Capitol

**1:00 pm**

Rally/Press Conference

**1:00 pm - 4:00 pm**

Bystander Bleeding Control Training:  
*Training for Legislators, Capitol Staff and Public*

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# Breakfast Briefing

- Customized briefing packages for each attendee
  - » Legislator specific profiles & pictures
  - » Talking points
  - » Leave behind information about campaigns
  - » Invitations to training
- Briefing on how to “work the rope line” at the Capitol
- Q and A
  - *Make it easy*
  - *>10 attendees had ever been Capitol event before*



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# Success by the Numbers

- 200+** Trauma Advocates
- 60+** Stop the Bleed Trainers
- 400+** Legislators, Capitol Staff, Capitol Visitors Trained
- 5** Large Trauma Stations Installed on Capitol Hill
- 5** Million Media Viewers
- \$6** Million in Additional Funds Appropriated to the Georgia Trauma Commission



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# Media Coverage

- Reach out to local media: newspapers, television stations, public access/community access boards to cover large training events
- Publish events in local chapter of nursing/physician organizations
- Submit articles or highlights of training availability and events to local community boards



# Examples of Legislator Contacts

- From ACS

Dear Legislator:

I am writing to urge you to support BILL.

BILL would mandate the installation of trauma kits in public buildings throughout the state to use in the case of a mass casualty event to stop traumatic bleeding injuries and save lives. Similar to Automated Electronic Defibrillators (AEDs), trauma kits are a simple and effective way to help save lives of victims suffering severe bleeding injuries as a result of a traumatic event by stopping the bleed while waiting for professional emergency responders to arrive. The legislation calls for the trauma kits to be installed just as AEDs are located in public places.

The American College of Surgeons Committee on Trauma in collaboration with the medical community, the federal government, US military and other governmental and nongovernmental emergency medical response organizations created recommendations called the Hartford Consensus following the tragic event at Sandy Hook Elementary School in Newtown, CT to develop resources to train people to take action mass casualty trauma event. The “Stop the Bleed” campaign is a culmination of these recommendations as detailed at [www.bleedingcontrol.org](http://www.bleedingcontrol.org). The proposed legislation is in line with the Hartford Consensus and Bleeding Control course initiatives.

BILL is a major component to ensuring that lifesaving tools and resources are available to the public during a mass casualty event like Sandy Hook or the shootings in San Bernardino as well as in case of other traumatic events that cause severe bleeding injuries.

Sincerely,



# Next Steps

- Hold your Stop the Bleed training
  - Reach out to experienced trainers to help launch your program
  - Engage the state trauma advisory committee/hospital leadership to assist with larger initiatives and funding
  - Plan advocacy events, start small
  - Identify model advocacy events
  - Follow up after training events
  - Celebrate your successes - - with media coverage
- 
- For more information contact the STN Headquarters at 859-977-7456 or [Ahaley@traumanurses.org](mailto:Ahaley@traumanurses.org)



# References/resources

- [American College of Surgeons – Georgia. \(2017\). Georgia Trauma Foundation Stop the Bleed Lobby Day.](#)
- <https://www.facs.org/~media/files/quality%20programs/trauma/bcon%20course%20administration%20information.ashx>
- <http://www.bleedingcontrol.org/resources/how-to-stop-the-bleed>
- <http://www.amtrauma.org/?page=NTAM2017&hhSearchTerms=%22trauma+and+awareness+and+month%22>
- [https://www.dhs.gov/sites/default/files/images/oha/16\\_1011\\_stopthebleed\\_infographic\\_full.jpg](https://www.dhs.gov/sites/default/files/images/oha/16_1011_stopthebleed_infographic_full.jpg)
- <https://www.facs.org/media/press-releases/2015/naemt0715>

