



A Toolkit for Medical Directors

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We live in an increasingly high-risk world. Evidence suggests that the largest single cause of preventable deaths related to trauma are caused by exsanguination. To combat this epidemic, multiple organizations have come together to start and support the Stop the Bleed campaign. Started October 2015 by the Department of Homeland Security, the campaign seeks to improve public education in hemorrhage control, particularly in terrorism-related mass casualty events. The basics of hemorrhage control are applicable in a wide variety of instances, however. From motor vehicle collisions during rush hour, to hunting or camping accidents in the wilderness, laypeople are the key in the initial response to traumatic hemorrhage. It is with this in mind that we present to medical directors a resource that can assist in helping educate the public, as well as local government officials, in planning for and responding to severe, exsanguinating hemorrhage.

Campaign Participants and References

<https://www.dhs.gov/stopthebleed> - This site is the official site of the DHS and White house campaign. Sections include Training, Resources, Partners, and Public Service Announcements. There is also information on how to receive permission to use the "Stop the Bleed" Logo as seen at the top of this page.

<http://www.bleedingcontrol.org> - The American College of Surgeon's public outreach site for Stop the Bleed. Located here are links to videos, how-to pamphlets for distribution at public events, and to the Hartford Consensus Papers can be found here. It also links to the jointly developed B-Con course offered to the public nationally.

<http://stopthebleedingcoalition.org/index.php/resources/> - This coalition website is most helpful for its page describing how to obtain kits through charity drives and grants through its "Get STB Kits" link.

https://ccc.amedd.army.mil/Pages/Stop_the_Bleed.aspx - Army website covering similar topics (Note: some browsers may have issues with the link because of the web site certificates used by the DOD).

<http://depts.washington.edu/hiprc/stop-the-bleed-washington/> - University of Washington site. Contains additional links, videos, and links to local free hemorrhage control courses offered by the University.

Active Shooter Specific Resources:

<https://www.dhs.gov/sites/default/files/publications/active-shooter-pamphlet-508.pdf> - Printable materials for public distribution.

<http://www.king5.com/news/local/how-to-best-escape-an-active-shooter-situation/353563968> - A linkable news clip on active shooter response

<https://www.youtube.com/watch?v=5VcSwejU2D0> - City of Houston public announcement video on Run, Hide, Fight

http://www.alerrt.org/course_types/view/98- CRASE: Civilian Response to Active Shooter Event. This is a train the trainer resource. A program being used by many law enforcement agencies for public outreach training.

https://www.usfa.fema.gov/downloads/pdf/publications/active_shooter_guide.pdf - FEMA document for Operational Responses

<https://www.fbi.gov/about/partnerships/office-of-partner-engagement/active-shooter-resources> - FBI resource page

Commercial Resources

(Note: NAEMSP® does not endorse nor provide any financial support to any particular product, company, or website. The following are provided as possible resources only, and members are advised to research independently and review the appropriate literature when selecting equipment)

<http://www.silverbacksafety.com/> - A company offering training but also selling improvised Trauma kits for public spaces and manufacturing the Barracuda Door securing system.

<http://www.narescue.com/> - North American Rescue

<http://www.chinookmed.com/> - Chinook Medical

Remember, the best resource for public outreach in your community for hemorrhage control is **YOU**. Being an advocate for public training and taking the time to spearhead courses, public kit planning and procurement has the same potential to save lives as public AEDs. Even in the most rural of regions, public access to hemorrhage kits, along with the public training to use them, can increase the preparedness of your community, from single individual emergencies as well as mass-casualty events. Utilizing your local charitable organizations, preparedness groups, Emergency Management Agencies, and Hunting/Camping/Farming supply vendors can help secure publicity and financial support for your endeavors. Schools, community centers, sportsmen clubs, and public events are reasonable places to start placing kits in most regions, but specific planning is a collaborative effort for you and your local partners.

If you have any suggestions for additional resources for this toolkit, please contact the NAEMSP's Emergency Preparedness Chair, Gerald (Wook) Beltran, DO, MPH at wook.beltran@gmail.com.