



BRINGING BLEEDING CONTROL (STOP THE BLEED) EDUCATION TO THE COMMUNITY

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WHAT IS STOP THE BLEED?

- “Stop the Bleed” is a national campaign developed by the Department of Homeland Security after mass casualty events
- Designed for citizens with little or no medical training
- Teaches bystanders how to identify uncontrolled bleeding and intervene before help arrives
- Free, one-hour classes with hands-on training in bleeding control techniques

STOP THE BLEED



STOP THE BLEED BY THE NUMBERS



ALMOST 40,000
INSTRUCTORS



IN ALMOST 90 **COUNTRIES**
AND ALL 50 **STATES**



MORE THAN 500,000
PEOPLE TRAINED



STOP THE BLEED INSTRUCTOR QUALIFICATIONS

- Any MD, DO, RN, CRNA, NP, PA, DDS, DMD, DVM, PharmD, LVN, LPN, RD, RT, PT, OT, Paramedic, EMT, EMR/First Responder, Ski Patrol, Athletic Trainer, TCCC-MP Provider (both actively practicing and retired providers are eligible to be instructors) who has successfully completed the Bleeding Control Basic Course



TRAINING MATERIALS

The teaching materials used for the instruction include:

- **Bleeding Control Techniques PowerPoint**
 - **Includes three embedded videos**
- **The Basics of Bleeding Control Booklet**
 - **A 13-page booklet with script and pictures demonstrating bleeding control techniques**
 - **Written at an eighth-grade level**
- **Two Bleeding Control Training Kits**
 - **Contains tourniquets, gauze and supplies for demonstration and return demonstration**

TRAINING MATERIALS

C.A.T. –Combat application Tourniquet-
allows for quick application & effective
slack removal



Bleeding control training kit-allows for
demonstration and return
demonstration



WHY BLEEDING CONTROL EDUCATION IS NEEDED

- The fourth leading cause of death for individuals aged one through forty-four in the United States is traumatic injuries.
- Injuries that cause bleeding can result from a variety of mechanisms including motor vehicle, home, or industrial accidents; or intentional harm, such as shootings and stabbings
- The leading cause of death for African American males up to age 35 is homicide, and 80% of homicides are related to firearm related injury.
- Youth violence is the third leading cause of death in the United States and in 2012, nearly 5,000 Americans aged 15-24 were victims of homicide
- In Cleveland, an estimated 1,300 youth aged 15-25 were victims or perpetrators of gun violence in 2016.

(Aischer et al., 2018)

WHY IS BLEEDING CONTROL EDUCATION NEEDED?

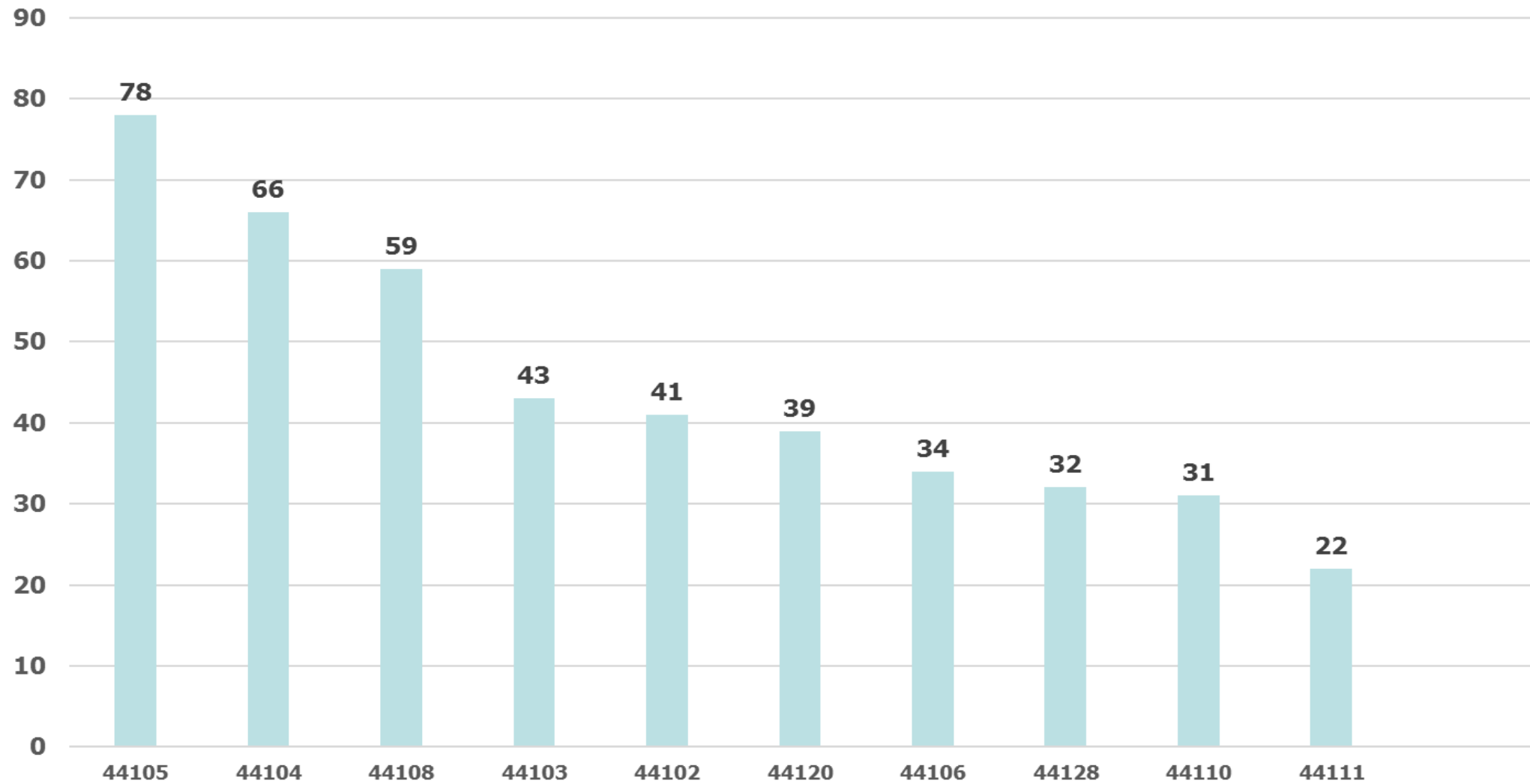
- **The violent crime rate in Cuyahoga County is nearly three times the national median. The city of Cleveland has the 5th highest homicide rate in the United States**
- **Over 500 lives were lost between 2013-2017 because of penetrating injury (gunshot wounds or stabbings) in the City of Cleveland.**
- **A majority of the homicides occurred east of the Cuyahoga River, known as the “East side”**



WHY IS BLEEDING CONTROL EDUCATION NEEDED?

- Crime and violence is recognized by Healthy People 2020 as a public health issue and exposure to violence can lead to negative health outcomes (Healthy People 2020 website, 2018).
- A community, civilian training program-“Stop the Bleed” may help to reduce the mortality resulting from violent crime in these areas

Homicides by penetrating injury 2013-2017 by zip code



DESCRIPTION OF THE PROGRAM

- Implement “Stop the Bleed” program in high-risk communities
- Collaborate with councilman, community leaders and centers, churches, EMS agencies, Cleveland Metropolitan School District
- “Train the Trainer” classes: Initial training to develop a certified instructor pool
- Assist and facilitate community funding for grassroots program and supply of bleeding control kits with tourniquets

UTILIZATION OF S.M.A.R.T. CRITERIA

Specific	Develop and implement bleeding control program in high-risk Cleveland communities
Measurable	Track progress by database of community members that received training Reduction of deaths related to uncontrolled hemorrhage in penetrating trauma
Achievable	Program already developed by the American College of Surgeons and the Hartford Consensus based on evidence Steps are easy to learn for community members Minimal financial commitment with grant funds available Hemorrhage control techniques proven to saves lives
Results-focused	Spread message to as many community members as possible in high-risk areas Reduction of deaths related to uncontrolled hemorrhage in penetrating trauma in high-risk communities
Time-bound	At least five years to fully develop program in the community and collect mortality data to see trends

ACTION PLAN

The purpose of this action plan is to provide basic bleeding control education to community members in Cleveland, Ohio where there is a high incidence of penetrating injuries, specifically gunshot wounds and stabbings.

The goals of the education plan is to increase the knowledge of the life-saving potential of the hemorrhage control interventions, and to empower and build confidence to respond to an emergency.

TEAM MEMBERS

- Noreen O'Malley BSN, RN and Cleveland State University graduate nursing student.
- Reverend Tony Minor, Manager of the Interfaith Outreach at MetroHealth
- Mrs. Joyce Hood, community member, Executive Director of the KNOWLEDGE Youth Organization and founder and facilitator of the John Adams *Ladies of Today* group
- Victoria Bowden, DNP, CNS is the nurse preceptor of this project and a certified Stop the Bleed[®] instructor
- Cheryl Bradas, PhD(c)-Certified Stop the Bleed instructor
- Carol Kaminoski, BSN, RN MetroHealth Trauma Coordinator in Injury Prevention

ACCESSING THE TARGETED POPULATION

- Collaborate with Reverend Minor as bridge to population
- Connect with Joyce Hood at John Adams High School
 - The girls participating in the program are members of the group, *Ladies of Today*, an all-girls supportive group at John Adams which offers support to girls who have experienced trauma during their lives and may be at risk for not completing high school and gang activity (J. Hood, personal communication, April 2019).
 - John Adams is in the 44105 zip code



OBJECTIVES

- The learner will gain knowledge of providing basic bleeding control measures prior to the arrival of first responders which will be measured by a score of 70% or higher on the post-instruction evaluation.
- The learner will demonstrate the proper technique for applying a tourniquet to an extremity which will be measured by observation of instructor.
- The learner will demonstrate the proper technique for wound packing which will be measured by observation of instructor.

OBJECTIVES

- A minimum of one staff member will meet the criteria to become a Stop the Bleed instructor. The criteria is listed in the Stop the Bleed Frequently Asked Questions
- The learner will report that he or she has an increased knowledge of basic bleeding control techniques which will be measured by answering yes to the related question on the post-evaluation survey.
- The learner will report that he or she has the confidence to provide basic hemorrhage control interventions in an emergency which will be measured by answering yes to the related question on the post-evaluation survey.

EVALUATION

- To determine the effectiveness of this plan regarding the increased knowledge of bleeding control techniques and the confidence to provide basic hemorrhage control interventions in an emergency, a percentage of “yes” answers for questions 11 and 12 will be computed with the denominator being the number of participants and the numerator being the number of “yes” answers for each question.
- The plan will be deemed successful if the positive response is 80% or greater.

RESULTS OF EDUCATION PROGRAM AT JOHN ADAMS H.S.

- Teaching session occurred on May 16th
 - 15 students participated
 - Well-received, students were interested, engaged and participatory
 - 1/3 of participants reported a close family member had been injured by gun violence

RESULTS OF EDUCATION PROGRAM AT JOHN ADAMS H.S.

- **Key Questions:**

- Do you feel you have an increased knowledge of bleeding control techniques?
- Do you feel you have the confidence to provide initial response to stop uncontrolled bleeding?
- 93% reported an increased knowledge of bleeding control techniques
- 86% reported increased confidence to provide initial bleeding control techniques

POST-EVALUATION STATEMENTS

“I have learned
so much”

“I want to be out
in the field and
save a life”

“I love it and it
should be taught
more, not just in
high school”

“This is good!”

ADDITIONAL COMPONENTS OF MY ACTION PLAN

- Stop the Bleed Education provided to community members as part of a Gun Violence Symposium presented by Tri-C Mandel Scholars
 - 22 participants
 - 86% had increased knowledge in bleeding control techniques
 - 91% had increased confidence to provide initial response in an emergency
- Stop the Bleed Education provided to 8 nursing colleagues on July 18th
- Stop the Bleed Education to be provided to members of Reverend Minor's church on July 16th



ADDITIONAL COMPONENTS OF MY ACTION PLAN



Researching funding opportunities to provide tourniquets for members of the Peacemakers Alliance Violence Interrupters



Collaborating with Reverend Minor to provide Train the Trainer course in Fall 2019 or Winter 2020



Investigating possibility to provide this education to the students at the Lincoln-West School of Science and Health at MetroHealth and partnering with the MetroHealth School program

CHALLENGES

Trust-building within the community

- Collaborating with team members who have experience with the population and can give insight to working with this group will help to limit this challenge

The population will not appreciate the value of the education

- Present real-life examples during the presentation to engage and increase the interest of the participants

The inability to follow-up with the group, due to the end of the school year

- Ideally, this program would be presented in a school setting earlier in the school year
- Due to organizational barriers and the timing of the practicum semesters this was not possible

BUDGET

- The estimated budget to implement Stop the Bleed for this project is \$2175.50, however the cost to the student is \$62.50

Stop the Bleed Budget			
Item	Estimated Cost	Total	Cost to Student
Training Kits	\$950.00 x 2	\$1,900.00	\$0
Instruction Books	\$2.50 x 25	\$62.50	\$62.50
Meeting Space Rental	\$144.00	\$144.00	\$0
Video Projector	\$69.00	\$69.00	\$0
Volunteer Instructors	\$0	\$0	\$0
Color copies (evaluation)	\$.42 x 25	\$10.50	\$10.50
Total		\$2,186.00	\$73.00

REFERENCE

- Alischer, B., Gill, B., Mileti, M., O'Malley, N., Paul, A., & Rinker, A. (2018). *Demography Project: Stop the Bleed*. Unpublished manuscript.
- American College of Surgeons Committee on Trauma. (2019). *Bleeding Control CMS Reports End-of-the-Year Report for 2018*. Retrieved from The Bleeding Control website:
https://www.bleedingcontrol.org/~media/bleedingcontrol/files/stb_2018_annual_report.ashx
- Healthy People 2020. (2018). <https://www.healthypeople.gov>
- For additional information on Stop the Bleed go to
 - <https://www.bleedingcontrol.org/>

CONTACT INFORMATION

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QUESTIONS/SUGGESTIONS

