



Stop the Bleed:

A National Trauma Initiative



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Objectives

- Describe the background of the Bleeding Control initiative
- Discuss the mission and objectives of the Stop the Bleed campaign
- Identify recommended methods to stop the life-threatening hemorrhage



From Tragedy to Action

- Sandy Hook Elementary
 - December 2012
 - Active shooter event





From Tragedy to Action

- 20 children and 6 adults died





From Tragedy to Action

- Early 2013 American College of Surgeons initiated the *Joint Committee to Create a National Policy to Enhance Survivability from Mass Casualty Events*
- The Committee included FBI and other law enforcement, pre-hospital care, fire and rescue, and military





From Tragedy to Action

- The Joint Committee convened initial meeting on April 2, 2013 in Hartford, Connecticut

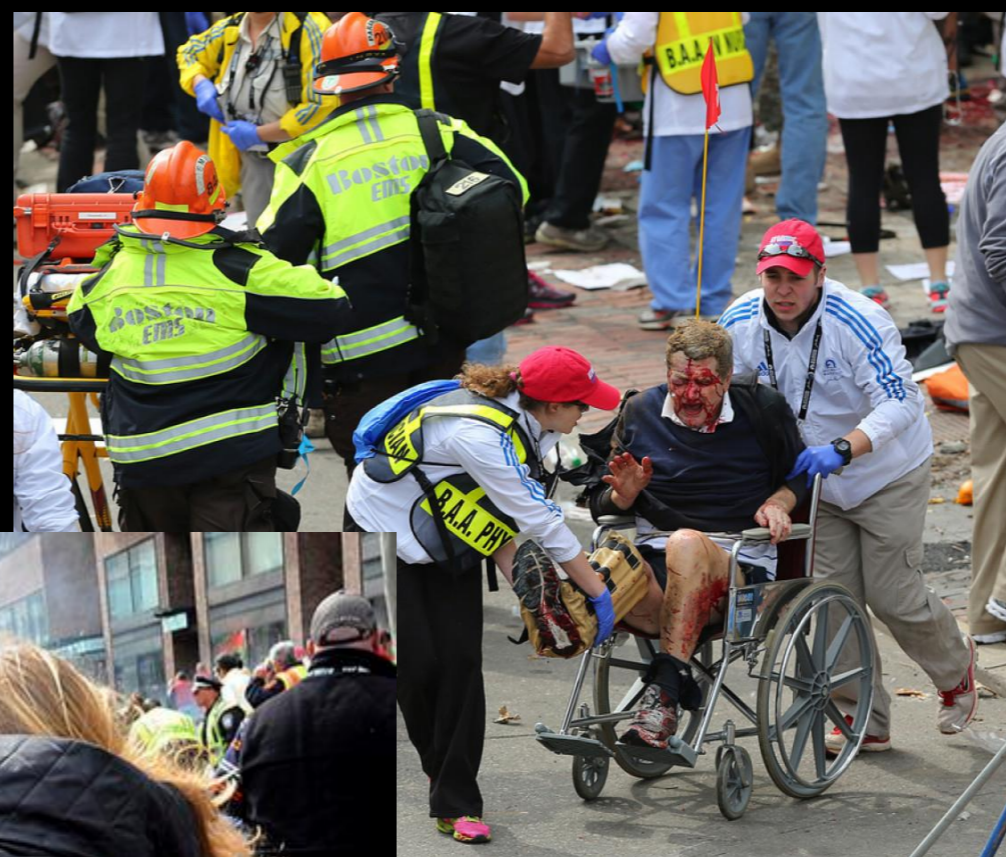


Members of the Joint Committee
working group



From Tragedy to Action

- The urgency of their work was further underscored by the Boston Marathon bombing thirteen days later





Hartford Consensus

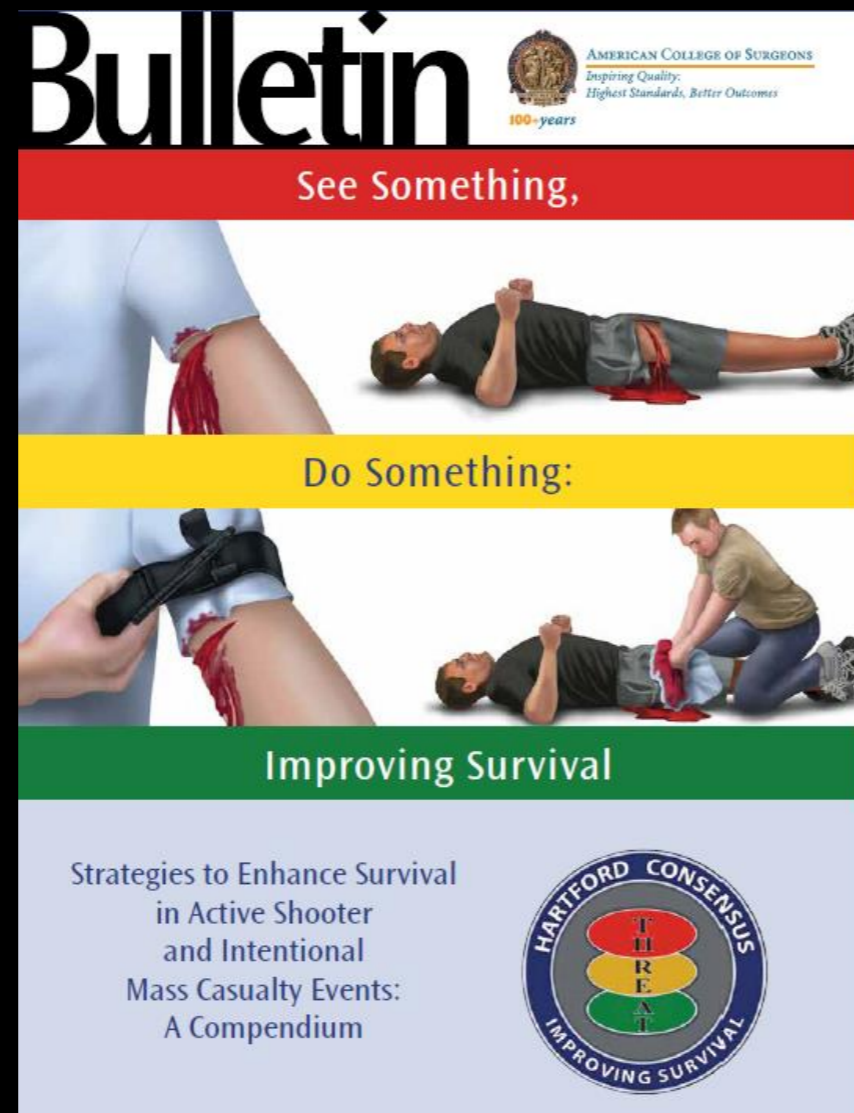
- The Joint Committee met three times between 2013 and 2015
- The pool of stakeholders broadened with each meeting expanding to include multiple federal agencies, the Office of the President, and the public





Hartford Consensus

- The documents produced from these meetings have jointly become known as the Hartford Consensus

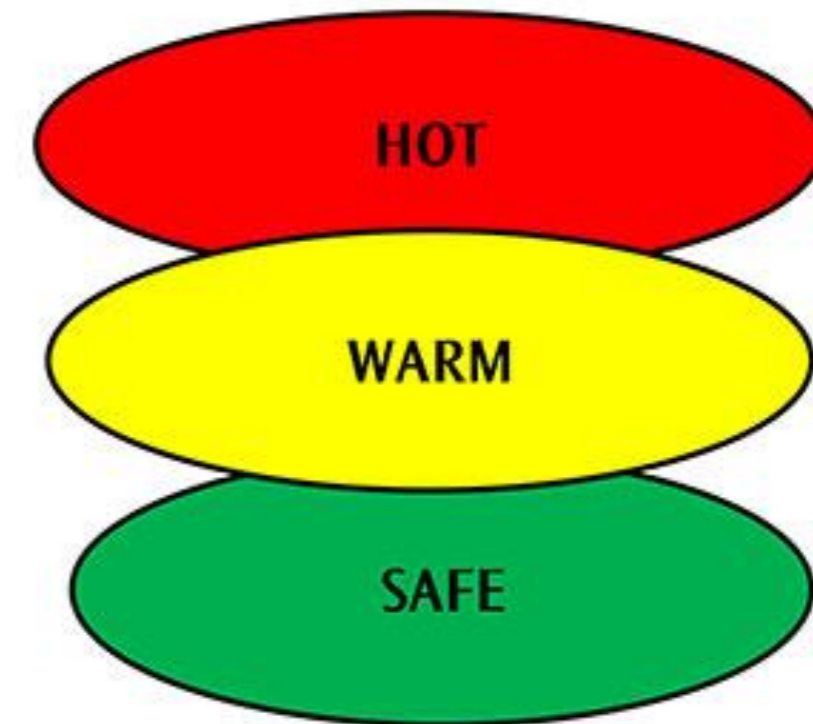




Hartford Consensus

- Hartford I
 - Identified hemorrhage as the leading cause of preventable death
 - Established immediate care of victims to be a shared responsibility between law enforcement, fire/rescue, and EMS

Compressing the zones delivers care to injured victims more rapidly and facilitates earlier hemorrhage control





Hartford Consensus

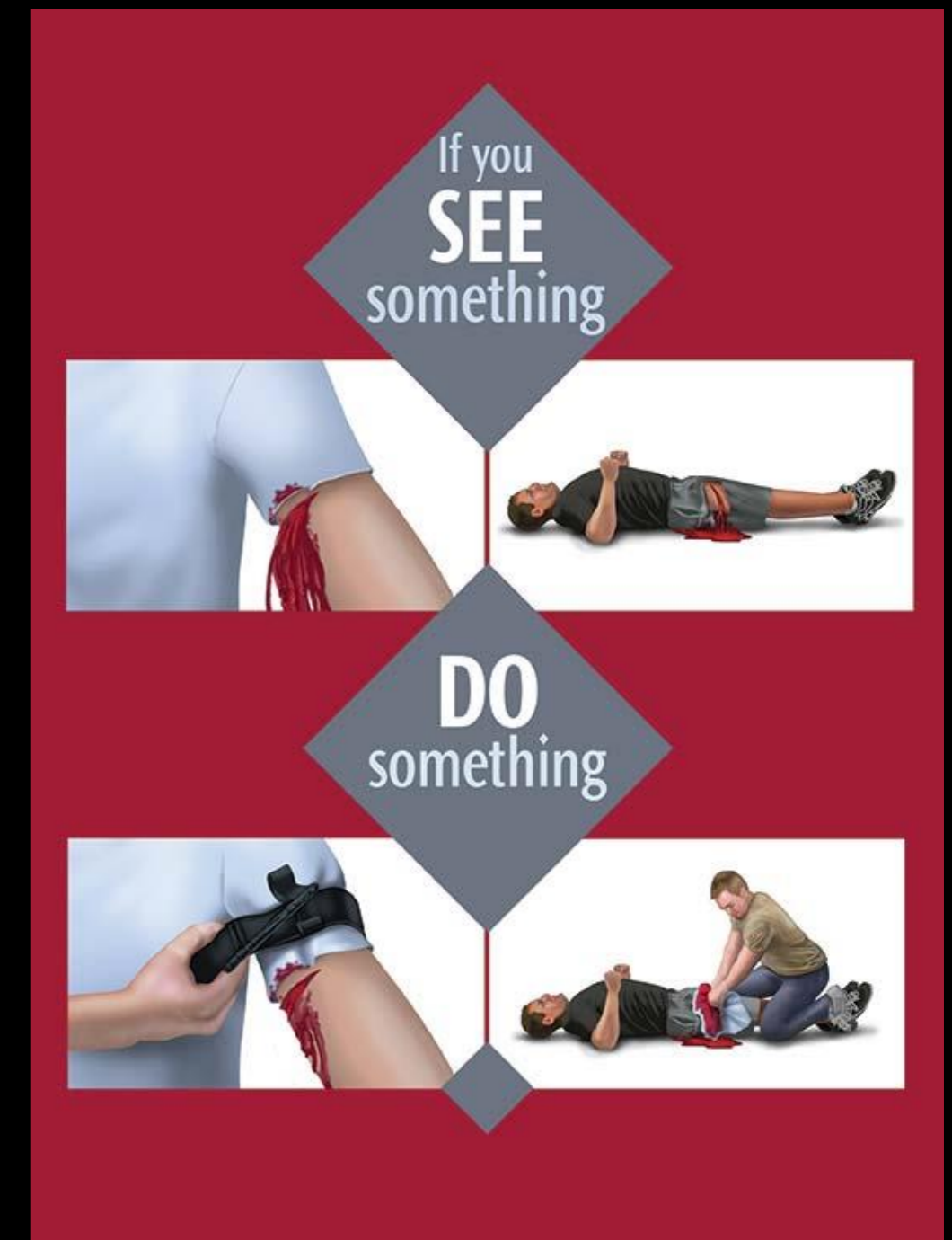
- Hartford II
 - Acknowledged the uninjured public and minimally injured victims are “immediate responders”
 - Envisioned a seamless continuum of hemorrhage control that begins with these immediate responders and ends with definitive trauma care





Hartford Consensus

- Hartford III
 - Focused on empowering the immediate responders to act
 - Advocated use of multiple modalities for hemorrhage education, including classes, public service announcements, and entertainment media
 - Recommended specific educational content for immediate responders and standardization of bleeding control kits





Stop the Bleed

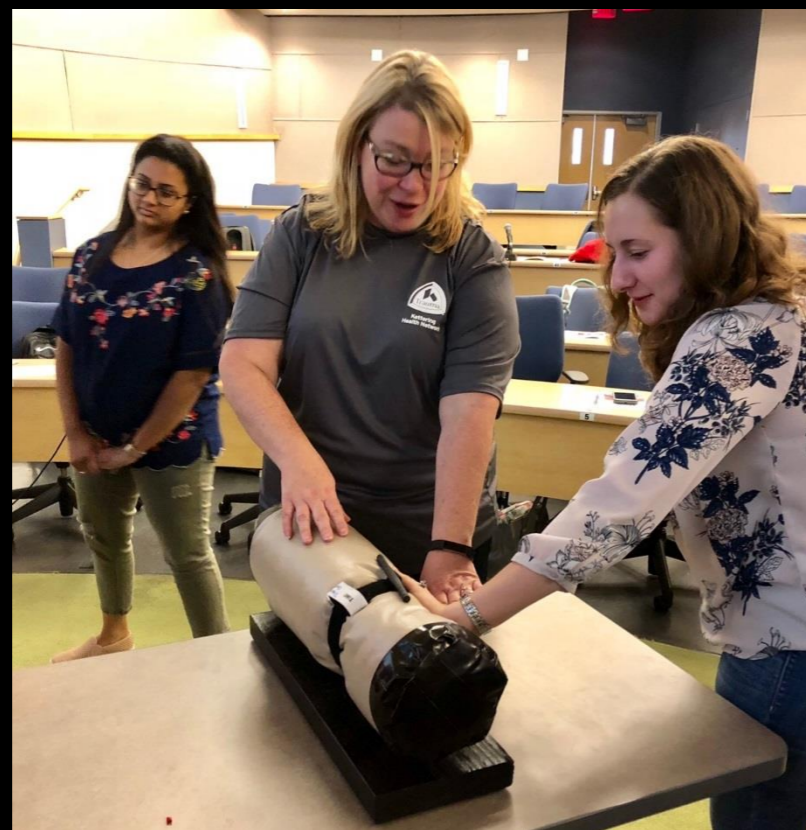
- Stop the Bleed was released as a White House initiative in October 2015
- The initiative was based on the recommendations of the Hartford Consensus and rooted in the call to action that no one should die from uncontrolled bleeding





Stop the Bleed

- The objectives of the initiative included:
 - Raising awareness about life-threatening hemorrhage
 - Providing hemorrhage control education
 - Achieving widespread availability of bleeding control kits





Stop the Bleed

- American College of Surgeons assisted in the development of the Bleeding Control Basics (BCon) Course to provide Stop the Bleed education





Stop the Bleed Education Consortium

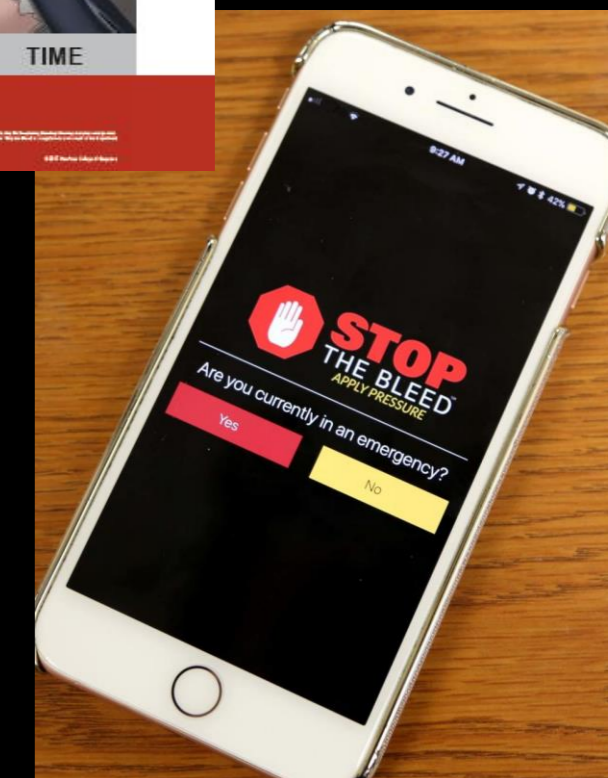
- The need for hemorrhage control education gained acceptance, but there had been little study on how best to achieve this across broad populations
- In 2017, the National Center for Disaster Medicine & Public Health convened the Stop the Bleed Education Consortium (SBEC)
- SBEC recommended a tiered approach to education of the public
 - Layperson tier
 - Trained Layperson tier





Stop the Bleed Education Consortium

- Layperson tier
 - Unlikely to attend a formal class due to perceived unlikelihood of using information
 - Primary goal is to motivate to act when faced with bleeding emergency
 - Educate through websites, health fairs, or posters and pair with just in time education in bleeding control kits





Stop the Bleed Education Consortium

- Trained Layperson tier
 - Has a greater motivation or perceived need to learn bleeding control techniques, such as law enforcement or industrial workers
 - Primary goal is distinguish between life-threatening and non life-threatening bleeding and to apply appropriate bleeding control techniques
 - Educate through Stop the Bleed course and provide opportunities for hands on skills practice





SAVE A LIFE

Bleeding Control (B-Con) Basic

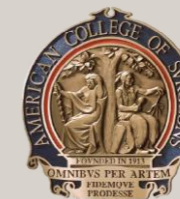
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BLEEDINGCONTROL.ORG



THE
COMMITTEE
ON **TRAUMA**



100+years

AMERICAN COLLEGE OF SURGEONS

*Inspiring Quality:
Highest Standards, Better Outcomes*



SAVE A LIFE

- The focus of this program is on:
 - The immediate response to bleeding
 - Recognize life-threatening bleeding
 - Appropriate ways to stop the bleeding
- The help given by an immediate responder can often make the difference between life and death, even before professional rescuers arrive.

With the right training, YOU can help save lives!

Why Do I Need This Training?



**Work-related
injuries**

**Mass
shootings**

Home injuries

**Motor vehicle
crashes**

Bombings

Primary Principles of Immediate Response



- Ensure your own safety
- The **ABCs of Bleeding**
 - A** – Alert – call 9-1-1
 - B** – Bleeding – find the bleeding injury
 - C** – Compress – apply pressure to stop the bleeding by:
 1. Covering the wound with a clean cloth and applying pressure by pushing directly on it with both hands, OR
 2. Using a tourniquet, OR
 3. Packing (filling) the wound with gauze or a clean cloth and then applying pressure with both hands

Personal bleeding control kits



BLEEDINGCONTROL.ORG

Wall-mounted bleeding control kits



BLEEDINGCONTROL.ORG



Our Stop the Bleed Team

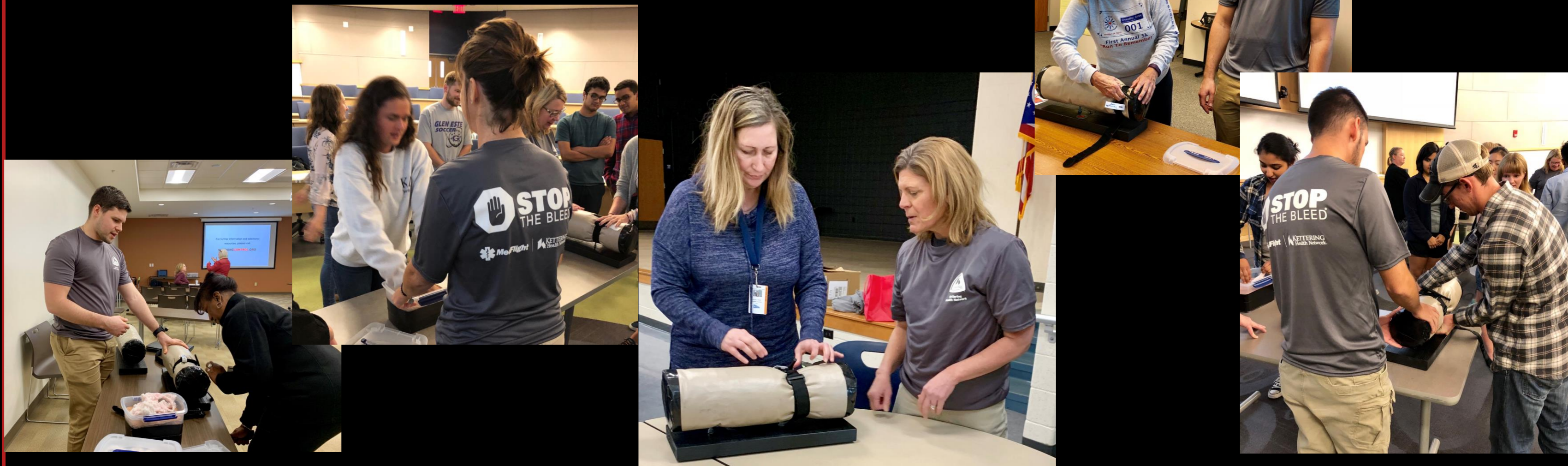
- Since August 2018...
- 91 volunteer instructors trained
- 146 hours donated by our volunteers





Our Stop the Bleed Team

- Since August 2018...
- **833 community members trained**
- 5 counties served



**For further information and additional
resources, please visit**

BLEEDINGCONTROL.ORG