“Stop the Bleed”
The White House Hemorrhage Control Initiative

Ron Courson, ATC, PT, NRAEMT, CSCS
Senior Associate Athletic Director - Sports Medicine
University of Georgia
Athens, GA
Disclosures

- I have NO relevant financial relationships to be discussed, directly or indirectly, referred to or illustrated with or without recognition within this presentation.

- Participated in White House “Stop the Bleed” Hemorrhage Control Initiative
Objective

- Provide background on White House Hemorrhage Control Initiative “Stop the Bleed”
- Review hemorrhage control concepts
- Discuss role of AT in hemorrhage control education
Bleeding Control

Accidents involving athletes
Bleeding Control

Accidents involving athletes
Bleeding Control

Accidents involving spectators
Bleeding Control

Manmade and natural disasters and everyday emergencies
“Stop the Bleed”

• In October 2015, the White House launched the “Stop the Bleed” campaign to provide bystanders of emergency situations with the tools and knowledge to stop life threatening bleeding.
“Stop the Bleed”

• Initiative led by Richard Hunt, MD, Director for Medical Preparedness Policy at National Security Council Staff

• White House worked with a federal interagency group, leaders from national medical organizations, the private sector and nonprofit organizations
  – including National Athletic Trainers’ Association
“Stop the Bleed”

• “Stop the Bleed” campaign will put knowledge gained by first responders and our military, into the hands of the public to help save lives.
Uncontrolled Bleeding

• Uncontrolled bleeding injuries can result from natural and manmade disasters and from everyday accidents.
• If bleeding is severe, it can kill within minutes, potentially before trained responders can arrive.
• Uncontrolled bleeding, external or internal, is the most frequent cause of preventable death from injury.
Uncontrolled Bleeding

• Providing bystanders with basic tools and information on the simple steps they can take in an emergency situation to stop life-threatening bleeding can save lives.

• Research has shown that bystanders, with little or no medical training, can become lifesavers.
Public Access Kits

• Similar to the use of CPR/AEDs, improving public awareness about how to stop severe bleeding and expanding personal and public access to Bleeding Control Kits can be the difference between life and death for an injured person.
Public Education

• Similar to the use of the “Stop, Drop, and Roll” fire safety education campaign, improving public education about how to stop severe bleeding and expanding personal and public access to Bleeding Control Kits can be the difference between life and death for an injured person.
National Preparedness

• Shared responsibility of:
  – all levels of government
  – private and non-profit sectors
  – individual citizens

• Hartford Concensus
  – call for increased national resilience
Hemorrhage Control Initiative

• Goals of initiative:
  – build national resilience by empowering the general public to be aware of the simple steps that can be taken to stop or slow life threatening bleeding
  – promote the general public’s access to Bleeding Control Kits in public spaces, while they travel, and in the home.
Role of Athletic Trainers

• Athletic trainers not only have the opportunity to use these life-saving skills in their job setting, but additionally may use the athletic setting as an educational platform to help spread this important information.
Athletic Training Initiatives

• NATA working to build awareness, implement and accelerate this initiative.

• For more information on these efforts and how become involved in the “Stop the Bleed” campaign, visit:
  – dhs.gov/stopthebleed
Athletic Training Initiatives

- University of Georgia sports medicine program implemented several initiatives based upon the “Stop the Bleed” campaign.
  - Public service announcement (PSA)
  - Bleeding Control for the Injured (B-CON) course
- Hemorrhage control kits
“Stop the Bleed” PSA

• Features UGA student-athletes, coaches, and medical staff members
• Produced in-house
• Shown on jumbotron at UGA athletic events
“Stop the Bleed” PSA

https://vimeo.com/149459226
password - UGAPSA
B-CON Course

• B-Con course, offered by the National Association of Emergency Medical Technicians (NAEMT)
  – teaches participants basic life-saving medical interventions:
    • bleeding control with a tourniquet
    • bleeding control with gauze packs or topical hemostatic agents
    • opening an airway to allow a casualty to breathe
B-CON Course

- All athletic training staff participated in the B-CON lecture/lab course.
- Athletic training education curriculum at UGA includes a EMT class for all first year undergraduate students and first year graduate assistants.
  - B-CON course added to EMT class curriculum.
## Hemorrhage Control Kits

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pair</td>
<td>nitrile gloves (large)</td>
</tr>
<tr>
<td>1</td>
<td>serrated emergency shears</td>
</tr>
<tr>
<td>1</td>
<td>QuikClot Combat Gauze (vacuum packed, Z-folded hemostatic gauze)</td>
</tr>
<tr>
<td>1</td>
<td>QuikClot Advanced Clotting Sponge</td>
</tr>
<tr>
<td>1</td>
<td>6” Hemorrhage Control Bandage</td>
</tr>
<tr>
<td>1</td>
<td>C-A-T Combat Application Tourniquet</td>
</tr>
</tbody>
</table>
Hemorrhage Control Kits

Coordination with UGA Office of Emergency Preparedness
Combat Application Tourniquet (CAT)

CAT tourniquet selected because it is carried on all Georgia ambulance units
Further Activities

• “Stop the Bleed” article featured in June 2016 edition of NATA News

• “Stop the Bleed” presentation at 2016 NATA Clinical Symposia & AT Expo in Baltimore, MD
  – Richard Hunt, MD; David Sailors, MD; Jim Thornton, ATC; Ron Courson, ATC

• NATA athletic trainers working to develop on-line continuing education “Stop the Bleed” course for certified athletic trainers

• Acquire a free licensing agreement from the Department of Defense for use of the Stop the Bleed logo. E-mail request for a licensing agreement to Ramin Khalili ramin.a.khalili.ctr@mail.mil