

Stop the Bleed® Training For Your Practice, Hospital, or Community

Want to host your own Stop the Bleed® training? Great! We've put together this planning checklist to help you get started.

Budget: You may need funding to rent a venue, purchase supplies, market your event, and/or compensate or feed trainers/volunteers.

- Do you have funding or do you need to identify funding sources?
- Can you get grants to purchase some of the supplies?
- Are there local businesses/community partners who might “sponsor” some of the costs?
- Can you ask for goodwill donations from participants to offset some of the expenses?
- If you are providing the training for a specific group or business, can you ask that customer to purchase the supplies and have their participants bring along to the training?

Manpower/materials: Whether you are hosting a certification session for trainers or a general training for the public, you will need people and materials for your event.

- The American College of Surgeons recommends one trainer for every eight trainees. Are there volunteers who are certified to help deliver the training?
- Do you need to compensate trainers?
- Do you have other volunteers who can help to manage participants?
- Will your training include any video demonstrations or other “self-study” stations such as poster boards?
- If hosting a training certification, do you have to purchase certification kits (\$\$\$) or does a trainer have available materials you can use?
- Do you have time to “shop around” for supplies as some vendors have good equipment at a lower cost than others?
- Can you create your own training equipment?
- Is a skills assessment required to be administered by someone?
- Do you want to have “victims” for the participants to practice on?
- Do you need to purchase any bleeding control kits (\$\$) for general public training?
- Do you want each participant to go home with a bleeding control kit?
- Are you giving out certificates or any other take home resources, or do you want to include advertisements related to your organization?
- Do you want to purchase large bleeding control stations that can be permanently placed in a public location after your training?

Venue: The size and location of the venue you choose needs to be appropriate for the audience and type of event you want to hold.

- Who is your target audience?
- What hours/days are the best to hold this event for your target audience?
- Do you want a private room?
- Do you want to be visible to large public crowds?
- Are there practice/hospital/community training spaces you can use?
- Do public venues require proof of liability insurance?
- Do you need a registration table?
- Is AV and other equipment such as tables provided, and is there a cost?
- Can your training be piggy-backed on another health-care related event, such as a health fair or blood drive, occurring at the same location?

Marketing: Creating a multi-faceted marketing plan will help to get the word out to more people.

- Create signs/posters to display in your practice, hospital, and/or popular community gathering spots.
- Advertise your event through Facebook and other social media channels.
- Email information to colleagues, friends, and family and ask them to share on social media.
- Ask local radio to “sponsor” your event with free or discounted advertising spots.
- Write a story and offer it to the local newspaper and/or ask about purchasing discounted ads.
- If partnering with other organizations, ask your partners to share through their marketing channels.
- Reach out to local police departments and other first responders to let them know about your event.
- Send flyers to local employers, businesses, churches, etc.

Additional Resources

More information on the Stop the Bleed® initiative and education can be found on the websites listed below.

- American College of Surgeons — <https://www.bleedingcontrol.org/resources>
- Department of Homeland Security — <https://www.dhs.gov/stopthebleed>
- Stop the Bleed Coalition — <https://stopthebleedingcoalition.org/>
- Stop the Bleed Day — <https://www.stopthebleeday.org/>
- Stop the Bleed Training — <https://www.stopthebleedtraining.org/>