

Preparing for Tragedy: How Training to ‘Stop the Bleed’ can Save Lives

Survey finds most Americans are not confident about providing aid in a mass casualty situation, but a few simple skills can empower them to help

Orlando Health

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NEWS PACKAGE

SUGGESTED TEASE	IT'S SOMETHING THAT CAN BE DIFFICULT TO THINK ABOUT, BUT HAS LIKELY CROSSED MOST OF OUR MINDS — WHAT WOULD YOU DO IF YOU FOUND YOURSELF IN A VIOLENT, MASS CASUALTY SITUATION? COMING UP, HOW A SIMPLE TRAINING PROGRAM CAN MAKE YOU FEEL EMPOWERED TO HELP IN THE WAKE OF TRAGEDY.
ANCHOR LEAD	VIOLENT EVENTS HAVE STEADILY RISEN IN RECENT YEARS ¹ , AND WHILE WE ALL HOPE WE ARE NEVER IN A MASS CASUALTY OR VIOLENT SITUATION, BEING PREPARED TO HELP WHEN TRAGEDY STRIKES CAN BE EXTREMELY POWERFUL. HEMORRHAGING IS RESPONSIBLE FOR THIRTY-FIVE PERCENT OF TRAUMATIC INJURY DEATHS BEFORE VICTIMS REACH THE HOSPITAL ² , AND EXPERTS SAY A FEW SIMPLE FIRST-AID SKILLS CAN SAVE LIVES. BARB CONSIGLIO HAS THE DETAILS ON A NEW SURVEY HIGHLIGHTING THE DIRE NEED FOR MORE PEOPLE TO HAVE THESE SKILLS AND WHAT YOU CAN DO TO EMPOWER YOURSELF IN WHAT MAY SEEM LIKE A HELPLESS SITUATION.
(PACKAGE START) ----- CG: Courtesy: Orlando Health :00 - :03	(Nats - Sound) :02
Shots of Michael by shoreline	WHEN MICHAEL MCLATCHEY (mih-KLAH-chee) WITNESSED A SERIOUS JET SKI ACCIDENT A FEW YEARS AGO, HE IMMEDIATELY JUMPED IN TO HELP A CRITICALLY INJURED VICTIM TO SHORE. :07
CG: Michael McLatchey Stop the Bleed instructor	<i>“The paramedics were waiting there and that's when</i>



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<p>Shots of Michael by shoreline</p> <p>Shots of Stop the Bleed training</p> <p>CG: Joseph Ibrahim, MD Orlando Health Orlando Regional Medical Center (ORMC)</p> <p>Shots of Dr. Ibrahim in trauma center</p> <p>Shots of Stop the Bleed training</p> <p>Dr. Ibrahim (CG'd earlier)</p> <p>Shot of training session (blur for graphic) Graphic: After a mass casualty attack -66% - call 911 -51% - provide information to first responders -42% - administer first aid -41% - apply a tourniquet</p> <p>Dr. Ibrahim (CG'd earlier)</p>	<p><i>they put a bright orange tourniquet that I'll never forget around her leg and you could kind of see the bleeding completely stop.” :11</i></p> <p>WHILE MICHAEL CREDITS INSTINCT WITH THE DESIRE TO HELP, HE WANTED TO BE MORE PREPARED IF HE WERE EVER IN A SIMILAR SITUATION AGAIN.</p> <p>THAT’S WHEN HE FOUND “STOP THE BLEED” THROUGH ORLANDO HEALTH, A HANDS-ON TRAINING PROGRAM THAT TEACHES THE BASIC SKILLS OF APPLYING PRESSURE, PACKING A WOUND AND USING A TOURNIQUET. :14</p> <p><i>“They’re not that difficult, but it is a different scenario when it’s you actually applying pressure and doing that. And, hopefully it gets people over some of that fear that they’re going to encounter when it’s a real life scenario.” :11</i></p> <p>IT’S KNOWLEDGE THAT DOCTOR JOSEPH IBRAHIM SAYS MORE PEOPLE SHOULD HAVE.</p> <p>AFTER THE TEAM AT THE LEVEL ONE TRAUMA CENTER AT ORLANDO HEALTH ORLANDO REGIONAL MEDICAL CENTER TREATED VICTIMS OF THE PULSE NIGHTCLUB MASS SHOOTING IN 2016, IT BECAME CLEAR THAT LIVES COULD BE SAVED BY THOSE WHO ARE NEAREST TO THE INJURED, WHICH IS MOST COMMONLY OTHER VICTIMS OR BYSTANDERS. :18</p> <p><i>“They can really make a huge difference on whether or not somebody lives or dies.” :05</i></p> <p>THAT’S WHY THEY’VE WORKED TO BRING THIS TRAINING DIRECTLY TO THOSE NEED IT, TEACHING STUDENTS, WORKERS AND COMMUNITY MEMBERS THESE SIMPLE, LIFE-SAVING SKILLS.</p> <p>BUT WHILE IT’S MAKING A DIFFERENCE IN THE COMMUNITY, A NEW NATIONAL SURVEY BY ORLANDO HEALTH FINDS THERE’S STILL WORK TO BE DONE NATIONALLY.</p> <p>WHILE MOST PEOPLE FEEL THEY COULD CALL 9-1-1 AND ABOUT HALF COULD PROVIDE INFORMATION TO FIRST RESPONDERS, THEIR CONFIDENCE LEVEL DROPS WHEN IT COMES TO ADMINISTERING AID. :22</p> <p><i>“If people were to think about themselves in those</i></p>
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<p>Shots of Michael walking by the water</p> <p>Michael McLatchey (CG'd earlier)</p> <p>Shots of Stop the Bleed training (PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>kinds of scenarios, that would probably be the impetus to encourage them to go do that training". :08</i></p> <p>MICHAEL NOW NOT ONLY HAS THE SKILLS TO HELP, BUT HE'S TEACHING THEM TO OTHERS AS A STOP THE BLEED INSTRUCTOR. :05</p> <p><i>"We get so many people that come out and they want this knowledge, they want to learn these skills so that they can help their family or themselves or a stranger." :09</i></p> <p>AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>STOP THE BLEED CLASSES ARE NOW HELPING SCHOOLS, BUSINESSES AND ORGANIZATIONS ACROSS THE COUNTRY PREPARE FOR EVENTS THEY HOPE THEY'LL NEVER ENCOUNTER, WHETHER THAT'S A MASS CASUALTY SITUATION OR ANY TYPE OF TRAUMA.</p> <p>INSTRUCTORS SAY THEY'VE ALREADY SEEN PARTICIPANTS PUT THEIR SKILLS TO USE IN SITUATIONS LIKE CAR CRASHES AND HOUSEHOLD ACCIDENTS AND THEY'RE HOPING MORE INSTITUTIONS WILL PARTNER WITH STOP THE BLEED TO MAKE THIS CRITICAL TRAINING AVAILABLE IN MORE AREAS.</p> <p>TO LEARN ABOUT TRAINING SESSIONS NEAR YOU OR TO IMPLEMENT THE PROGRAM IN YOUR COMMUNITY, VISIT StopTheBleed.org or OrlandoHealth.com/StopTheBleed. (https://www.orlandohealth.com/content-hub/stop-the-bleed-training-class-for-the-community)</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>A new national survey by @OrlandoHealth finds most Americans lack the confidence to help in a mass casualty situation. But experts say a simple training program can save lives and instill empowerment in what may seem like a helpless situation. bit.ly/3hcRFWc</p> <hr/> <p>As violent events have continued to climb in recent</p>
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	<p>years, a new national survey by Orlando Regional Medical Center (ORMC) finds most Americans lack the confidence to help in a mass casualty situation. But experts say a few simple skills to control bleeding can save lives and help you feel empowered in the wake of tragedy.</p> <p>bit.ly/3hcRFWc</p>
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EXTRA BITES

<p>CG: Joseph Ibrahim, MD Orlando Health Orlando Regional Medical Center (ORMC)</p>	<p>Ibrahim explains how these skills save bleeding victims' lives: <i>"Somebody that may have what's considered a relatively minor or moderate wound to say the arm or leg, but is continuing to bleed. If that is prolonged, they may perish. Whereas if somebody just knew how to put on a tourniquet or pressure or something like that, that was there beside them, they could have saved their life."</i></p> <p>Ibrahim explains the idea behind Stop the Bleed training: <i>"How can we have more survivors? How can we affect people who maybe had injuries that could have survived, how can we make them survive?" And, the take home message from that was, okay, we need to train the average person that may be really the first person to be present."</i></p> <p>Ibrahim says trainees have already put their skills to use: <i>"I've had several people that have come in and they said, 'You know, I learned this, I got trained in the Stop the Bleed campaign, and I witnessed a car crash and was able to hold pressure till the EMS providers arrived.'"</i></p> <p>Ibrahim says hands-on training is important when learning these skills: <i>"You have to work on mannequins and things to actually show that you are proficient at doing these simple maneuvers. And, they're not that difficult, but it is a different scenario when it's you actually applying pressure and doing that. And hopefully it gets people over some of that fear that they're going to encounter when it's a real life scenario."</i></p>
<p>CG: Michael McLatchey Stop the Bleed instructor</p>	<p>Michael says, after taking the training, he became an instructor: <i>"I knew firsthand how important that was, so I got involved as quickly as I could, and first as a student myself, and then I just kind of kept going back over and over again till eventually I was an instructor. And I think at this point I've taught almost a hundred courses and I hope to keep teaching as many more as I can."</i></p> <p>Michael says the possibility of a mass casualty event can feel</p>

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CG: Michael McLatchey
Stop the Bleed instructor

helpless, but having Stop the Bleed skills is empowering:
“Unfortunately, the first thing that comes to mind sometimes is the mass shootings, which is such a helpless situation, but knowing that you have these skills and you might actually be in a position to help if you need to is definitely an empowering feeling.”

Michael says Stop the Bleed should be as well known as CPR or the Heimlich maneuver:
“Just like people know that if somebody is choking, you do the Heimlich maneuver, if somebody goes into cardiac arrest, do you do CPR, this definitely, I think needs to be common knowledge, if somebody has a serious bleeding injury, you do Stop the Bleed.”

Michael says he felt more confident after Stop the Bleed training:
“After I took Stop the Bleed for the first time, I felt confident that I could really be put in any situation where somebody was bleeding a lot and know exactly what I was capable of doing.”

References

¹Quick Look: 277 Active Shooter Incidents in the United States From 2000 to 2018. **FBI, 2020.** Online:

<https://www.fbi.gov/about/partnerships/office-of-partner-engagement/active-shooter-incidents-graphics>

²Stop the Bleed Initiative: How You Can Help in an Emergency Situation, **Orlando Health, Dec 21, 2017.** Online:

<https://www.orlandohealth.com/content-hub/stop-the-bleed-initiative-how-you-can-help-in-an-emergency-situation>

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