

NEW HANOVER REGIONAL EMS

Public CPR Campaign

THE SECOND MISSION



APRIL 2012



- ▣ Asked our Hospital Foundation for support to purchase 12 CPR mannequins
- ▣ Began working with our marketing department for handout material
- ▣ Gathered support and advice from key players

OUR MISSION:

Train 200,000
people in hands
only chest
compressions.

Deploy several
AED units
throughout key
public access
areas.

SAVE LIVES!



June 2012



CPR WEEK 2012



PUBLIC AND BUSINESS

- ▣ Verizon Wireless Call Center
- ▣ GE Hitachi
- ▣ PPD
- ▣ New Hanover County Library System
- ▣ Civic Locations
- ▣ Civic Groups
- ▣ Weekly Summer Music Festivals
- ▣ Beach to Battleship Race / Staff
- ▣ New Hanover County School Employees
- ▣ Churches
- ▣ Gated Communities

THE EVENT PLATFORM

▣ We teach:

- Importance of chest compressions
- Demonstration
- Evaluate citizen on teach-back
- How to recognize cardiac arrest, stroke, and MI
- What EMS brings to the patient

▣ We measure:

- Absorption
- Physical capability to do an adequate series of compressions
- We answer:
- Questions about everything!

Who can YOU save with CPR?

- ▣ The life you save is most likely to be a loved one.
- ▣ 4/5 cardiac arrests happen at home.
- ▣ Effective bystander CPR can double or triple survival rates
- ▣ 8,000 North Carolinians will collapse this year from cardiac arrest.
- ▣ Only $\frac{1}{4}$ will receive chest compressions.



WHERE WE STAND NOW

- ▣ 2,816 trained
- ▣ Political support
- ▣ UNCW readying campus wide program
- ▣ Fire agencies assigning support roles
- ▣ Gated communities purchasing more AEDS



QUESTIONS?



MOVE ON

Know when to quit.