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 CallCenter
- GE Hitachi
- PPD
- New Hanover County Library System
- Civic Locations
- Civic Groups

- Weekly SummerMusic Festivals
- Beach to BattleshipRace / Staff
- New Hanover County School Employees
- Churches
- Gated Communities

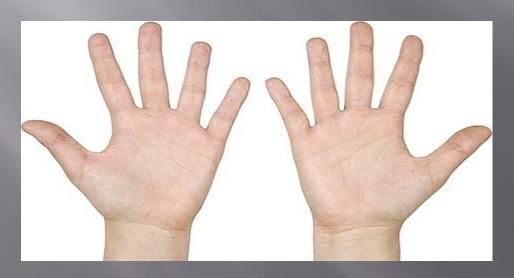
THE EVENT PLATFORM

- 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 bystanderCPR can double ortriple survival rates
- 8,000 North Carolinians will collapse this year from cardiac arrest.
- Only 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.