



**American  
Red Cross**

# The Future of CPR Education

ECCU New Orleans

# What's Past is Prologue

- **Information Distribution Barriers Falling**
  - Networks + Computing + Data + AI = Paradigm Shift
    - Tear Sheets to Apps to Feedback Devices to “Networked CPR”
- **APPs Expanded Info Reach Exponentially**
  - From 6M to 750M
    - Increased Comprehension and Relevance
- **Next Great Leap Marries Apps to Big Data / AI**
  - Cracks EMS Last Mile Barrier
    - OOH Survival Rate Sees Step Function Improvement

# Tear Sheets to Apps Transformation

- **Prepackaged Info vs. Real Time**
- **General vs. Targeted Specifics Tailored to Locale**
- **Situation Updates**
- **Alerts**
- **Sharing**

# 3.1 Billion Digital Touches

## Hurricane Safety Checklist

Hurricanes are strong storms that cause life- and property-threatening hazards such as flooding, storm surges, high winds and tornadoes.

Preparation is the best protection against the dangers of a hurricane.

### Know the Difference

**Hurricane Watch**—Hurricane conditions are a threat within 48 hours. Review your hurricane plans, keep informed and be ready to act if a warning is issued.

**Hurricane Warning**—Hurricane conditions are expected within 36 hours. Complete your storm preparations and leave the area if directed to do so by authorities.

#### What should I do?

- Listen to a NOAA Weather Radio for critical information from the National Weather Service (NWS).
- Check your disaster supplies and replace or rotate as needed.
- Bring in anything that can be picked up by the wind (bicycles, lawn furniture).
- Close windows, doors and hurricane shutters. If you do not have hurricane shutters, close and board up all windows and doors with plywood.
- Turn the refrigerator and freezer to the coldest setting and keep them closed as much as possible so that food will last longer if the power goes out.
- Turn off propane tanks and unplug small appliances.
- Fill your car's gas tank.
- Talk with members of your household and create an evacuation plan. Planning and practicing your evacuation plan minimizes confusion and fear during the event.
- Learn about your community's hurricane response plan. Plan routes to local shelters, register family members with special medical needs as required and make plans for your pets to be cared for.
- Evacuate if advised by authorities. Be careful to avoid flooded roads and washed out bridges.
- Because standard homeowners insurance doesn't cover flooding, it's important to have protection from the floods associated with hurricanes, tropical storms, heavy rains and other conditions that impact the U.S. For more information on flood insurance, please visit the National Flood Insurance Program Web site at [www.FloodSmart.gov](http://www.FloodSmart.gov).

#### What supplies do I need?

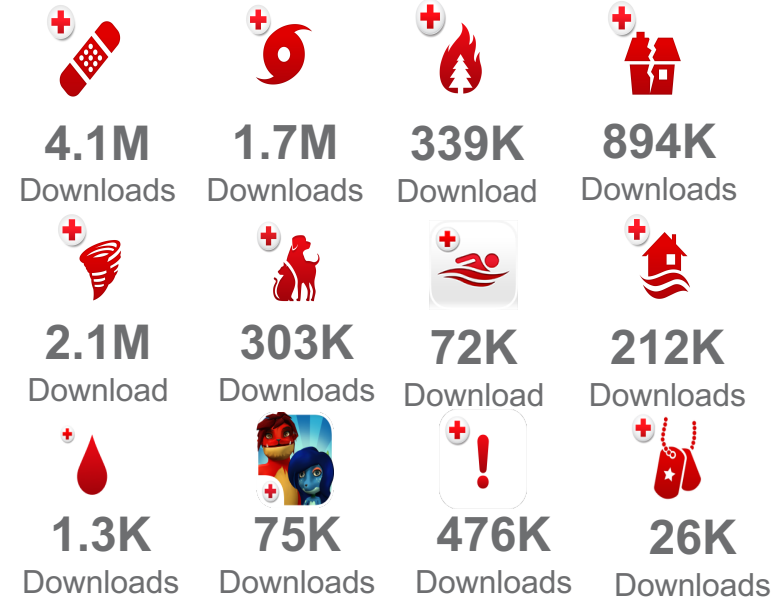
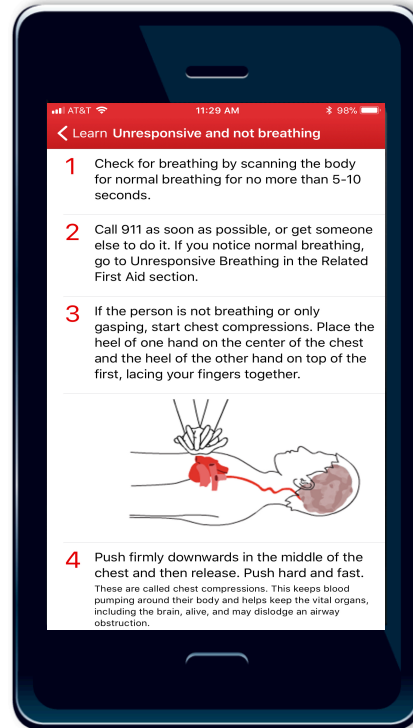
- Water—at least a 3-day supply: one gallon per person per day.
- Food—at least a 3-day supply of non-perishable, easy-to-prepare food.
- Flashlight.
- Battery-powered or hand-crank radio (NOAA Weather Radio, if possible).
- Extra batteries.
- First aid kit.
- Medications (7-day supply) and medical items (dressing aids with extra batteries, glasses, contact lenses, syringes, cane).
- Multi-purpose tool.
- Sanitation and personal hygiene items.
- Copies of personal documents (medication list and pertinent medical information, proof of address, deed/lease to home, passports, birth certificates, insurance policies).
- Cell phone with charger.
- Family and emergency contact information.
- Extra cash.
- Emergency blanket.
- Map(s) of the area.
- Baby supplies (bottles, formula, baby food, diapers).
- Pet supplies (collar, leash, ID, food, carrier, bowl).
- Tools/supplies for securing your home.
- Extra set of car keys and house keys.
- Extra clothing, hat and sturdy shoes.
- Rain gear.
- Insect repellent and sunscreen.
- Camera for photos of damage.

#### What do I do after a hurricane?

- Continue listening to a NOAA Weather Radio or the local news for the latest updates.
- Stay alert for extended rainfall and subsequent flooding even after the hurricane or tropical storm has ended.
- If you evacuated, return home only when officials say it is safe.
- Drive only if necessary and avoid flooded roads and washed-out bridges.
- If you evacuated, return home only when officials say it is safe.
- Stay out of any building that has water around it.
- Inspect your home for damage. Take pictures of damage, both of the building and its contents, for insurance purposes.
- Use flashlights in the dark. Do NOT use candles.
- Avoid drinking or preparing food with tap water until you are sure it's not contaminated.
- Check refrigerated food for spoilage. If in doubt, throw it out.
- Wear protective clothing and be cautious when cleaning up to avoid injury.
- Watch animals closely and keep them under your direct control.
- Use the telephone only for emergency calls.

#### Let Your Family Know You're Safe

If your community has experienced a hurricane, or any disaster, register on the American Red Cross Safe and Well Web site available through [www.americanredcross.org](http://www.americanredcross.org) to let your family and friends know about your welfare. If you don't have Internet access, call 1-800-4-A-RED-CROSS to register yourself and your family.



2007

2012

2017



# Impact

**“I feel much safer and prepared with this app”** - Denise Casey, 9/12/17

**“This is a great app for common medical emergencies. It should be on all mobile phones.** Excellent supporting illustrations and animations.” - Jim\_julian, 7/5/17

**“Helpful Details in hand to save your life and your love ones.** I am sure glad to have down loaded this app onto my phone. I highly recommend for everyone to do the same.” - Google User, 9/8/17

**“Highly suggested to everyone with or without first aid training. A first responders dream.”** - Foto Jennic, 5/4/17

**“This is great! I could save someone's life now!”** - Mine 64, 9/10/17

**“AMAZING ABSOLUTELY AMAZING** I have many preparedness apps on my phone alerting me to numerous things. We were under a tornado warning and I wasn't even aware [this was] the only app that let me know. Highly highly recommend.” - Billy Sanders, 2/23/17

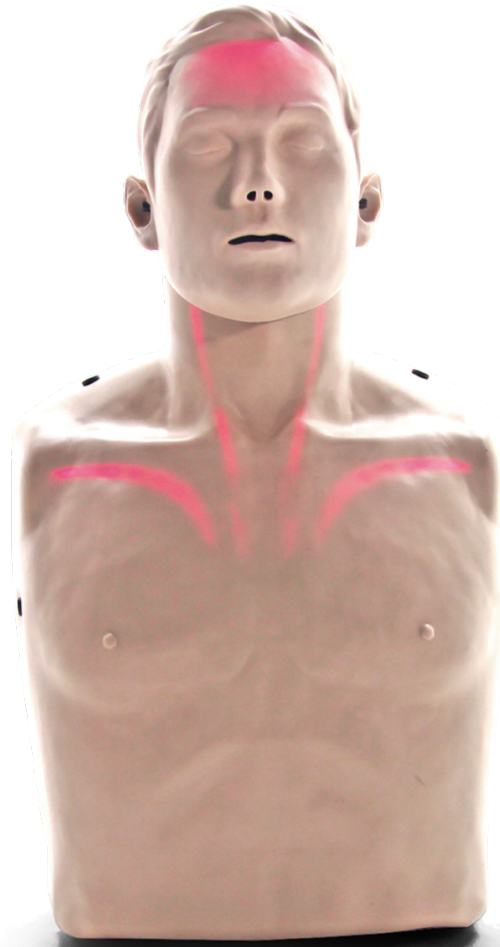
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# CPR Feedback Devices Lift Lay Confidence & Skill

- **ILCOR, AHA, & IOM Call for Improved Lay Education**
    - Feedback Devices Seen As Key to Improved Lay Outcomes
      - “Man in the Street” Weakest Link in Survival Chain
  - **Device Manufacturers Launch Solutioning Efforts**
    - Several Promising Early Devices
      - Learning Curve Improves
  - **ARC Launches Big Red at ECCU 17**
    - Introduces Device in all Owned Channels
      - Field Improvement Validation Study Planned
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# BigRed



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# Cracking The “EMS Last Mile” Barrier

- **Marry Existing App Technology**
  - Especially GPS Location
- **To More Confident & Capable “Citizens”**
  - via Improved Device Training
- **Extend the CARES OOH Data to 50 States**
- **Port Data into Emerging AI Computing Capabilities**
  - CARES + All Disparate Local 911 Data Set
- **Build on Work of Pulse Point & Local Innovators**