

# “The Big Easy Mass CPR Training”

*Presented by:*

Loralee Olejnik  
*and*

Maureen O'Connor  
*from San Diego Project Heart Beat  
Your Mass Training Experts*

# Program Objectives:

- Provide an overview of the history, reasoning and practical applications behind the movement of teaching “Easy Hands-only CPR” for all ages.
- Relay best practices for providing training events (accompanied by a “hands-on” class/handouts/lecture).
- Demonstrate the most effective techniques and tools utilized to best teach the “short term” audience.

# AGENDA

<b>Welcome from Team</b> <b>Loralee Olejnik and</b> <b>Maureen O'Connor</b> <i>San Diego Project Heart Beat</i> <i>(SDPHB)</i>	<b>Opening Remarks</b> <b>Program Objectives</b> <b>Agenda review</b> <b>Housekeeping items</b>	<b>0800 hours</b>
<b>Best Practices Review</b>  <b>Loralee and Maureen with</b> <b>student participation</b>	<ul style="list-style-type: none"> <li>▪ <b>Participation and Ppt. Presentation</b></li> <li>▪ <b>Interactive hands only CPR training with intro. to AED</b></li> <li>▪ <b>Lecture on past experiences</b></li> <li>▪ <b>Review of handouts</b></li> </ul>	<b>0815 – 0945</b>
<b>BREAK</b>	<ul style="list-style-type: none"> <li>▪ </li> </ul>	<b>0945 – 1000</b>
<b>Best Practices Review</b> <i>(Cont.)</i>  <b>Loralee and Maureen with</b> <b>student participation</b>  <b>Creating your own event</b>	<ul style="list-style-type: none"> <li>▪ <b>Ppt. Presentation and Participation</b></li> <li>▪ <b>Lecture on past experiences and success</b></li> <li>▪ <b>Review of handouts</b></li> <li>▪ <b>Interactive workshop and discussion</b></li> <li>▪ <b>What is your goal? Who is your audience? What will attract them?</b></li> </ul>	<b>1000 - 1130</b>
<b>Tools for Training the</b> <b>Masses</b>  <b>Q &amp; A</b>	<ul style="list-style-type: none"> <li>▪ <b>How to Join the Team</b></li> <li>▪ <b>Q &amp; A</b></li> </ul>	<b>1130 - 1200</b>

# Housekeeping

- Consideration during session of other attendees and presenters, cell phone use, texting, etc.
- Feel free to ask questions during the presentations if a topic is not clear.
- Restroom locations.
- Emergency Exits.



# LETS TALK TRAINING...

Keep It Simple for the Students



KISS

# Mass Training Efforts in CPR for County Supervisor



- Two separate dates.
- Two High School sites.
- 4 - 5 CPR Instructors.
- 650 9<sup>th</sup> grade students trained each day.
- 25 - 30 minutes to complete each session.
- At home assignment to train “at least” 3 other family or friend members.
- Credit given for assignment.
  - Extra credit given for additionally trained.
- 5000 trained in CPR basics in one community





# “HIT” Heroes In Training

- Annual partnership with Padres Foundation & L145
- 100 Child participants
- 100 Guardian participants
- 100 CPR Anytime kits and goodie bag giveaways.
- 200 Padre game tickets for Sunday afternoon game after course.
- Participants encouraged to take kits home and teach other family members and friends CPR.
- Intro. to AED always given.
- Community PAD encouraged.



# Neighborhood Beat Events

- Partnership with City Councilmembers
- Provide free Hands-only CPR training in district-appropriate venues such as libraries, community centers, schools, etc.
- Advertise through district channels such as mailing lists, City Access television, newsletters
- Promotion during Council meetings









# Sea World CPR Day





# Bird's Surf Shop Community Training



# Other venues for training the masses...

<https://life-saver.org.uk/>

<https://www.youtube.com/watch?v=AhYKboC9Yfg&feature=youtu.be>

Red Cross mobile apps offer the vital information you need to prepare and respond to emergencies—big and small.

To download, visit **redcross.org/apps**, text 'APPS' to 90999 or search 'American Red Cross' in your mobile app store.

<http://www.redcross.org/get-help/how-to-prepare-for-emergencies/mobile-apps>



**Preparedness in Your Pocket**

First Aid Emergency Hurricane Earthquake Tornado Flood Wildfire Swim Pet First Aid Blood Donor Youth

Red Cross mobile apps offer the vital information you need to prepare and respond to emergencies—big and small.

To download, visit **redcross.org/apps**, text 'APPS' to 90999 or search 'American Red Cross' in your mobile app store.

Available on the App Store Get it on Google play

Select Red Cross apps also available in Español!

Prepare En Español < Learn Unconscious breathing



It's time  
to...



...take a  
break

# ON THE ROAD TO ECCU 2010 INAUGURAL CPR ACROSS AMERICA



- One Day/One Venue
- USS Midway 12/05/2010
- Goal: Train 5000 from 5yrs. To 105 yrs. in simple recognition of SCA and use of the tools to best respond.
- 1000 people trained
- 352 manikins used
- 70 - 80 volunteers



***Music Makes It  
Happen...***

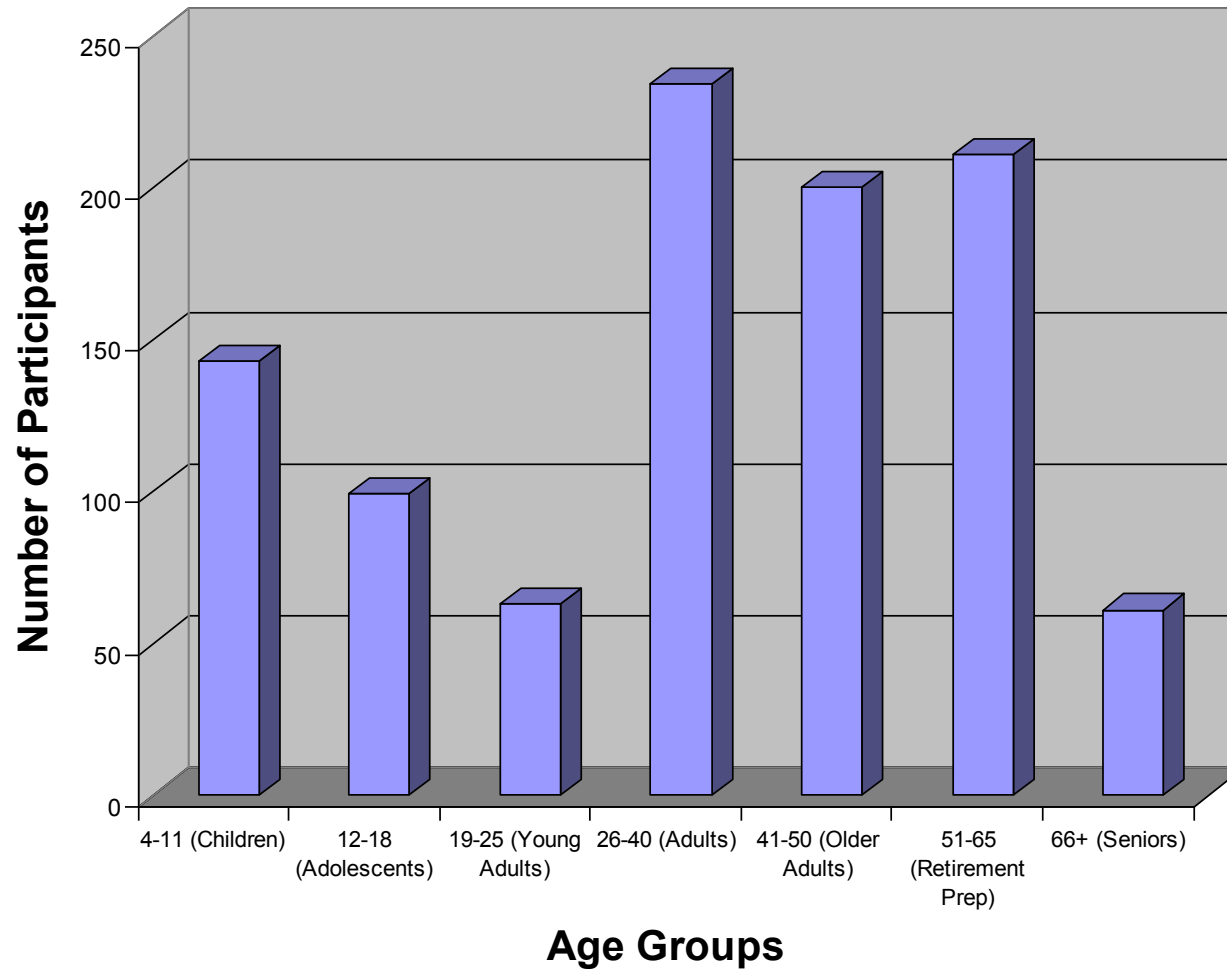
***Stayin' Alive  
Stayin' Alive***

# Attendance at a Glance USS Midway 2010

- 1,011 Total Participants ages 4-89 years
- 905 San Diego County Participants
- 36 Out of State Participants
- 5 International Participants



# Participants by Age Group





# CCPRF CPR Mass Trainings Across America 2010 (collaborative effort)



- 70,000 trained in 2010
- Multi Community initiative
- Traveling set of mannequins
- Turnkey approach with tool kit

# CCPRF Mass CPR Training Tool Kit

- 300 Mannequins available for use in the traveling set (150 in CA/150 in GA)
- Reasonable professional shipping prices must be sought by borrower of mannequins ,
- Step by Step Event template (in handouts)
- Sample lists for outreach, letters, media releases, grids and more (in handouts)
- Other tips and suggestions for running a successful event can be found on CCPRF website under

[https://citizencpr.org/lifesaving-strategies/  
community-training/mass-trainings/](https://citizencpr.org/lifesaving-strategies/community-training/mass-trainings/)

# Coordinating with Citizen CPR Foundation at a Local Level

- Contact Citizen CPR Foundation Mass CPR Training Chair Maureen O'Connor at 619-243-0911 or [moconnor@sandiego.gov](mailto:moconnor@sandiego.gov)
- Review and agree to the terms of use for traveling mannequins (MOU) if desired
- Consider cost of shipping and storage of mannequins or movement to new venue
- Contact for the latest resources or visit our website at <https://citizencpr.org/>



# Utilizing Local Resources

- Venue Selection
- Community Outreach Partners
  - American Heart Association
  - American Red Cross
  - Local Fire/EMS
  - Hospitals
  - Local Advocacy Groups (Foundations)
- Corporate Sponsorship
- Food and Beverage (volunteers and participants)



**American  
Red Cross**





# Volunteers, Participants and other Considerations

- Scouts
- Parents/Family
- Places of Worship
- Schools
- Volunteer shifts, volunteer orientation
- Parking
- Acknowledgement (t-shirts, letters, community service hours, etc.)



# Additional Resources

- Civic Groups
- EMT, Paramedic, Fire Cadets, Nursing Students
- Local Business sponsorships
- Local Media involvement
- Survivor Networks
- School Districts and Colleges

# Using Media & other Organizations to Increase Community Impact

- Use Citizen CPR Foundation media templates
- Utilize all media venues to advertise for participation
- Invite the media to be a part of event
- Work with PIO's from strong organizations
- Utilize media venues to expand the mission, message and impact!
- Create a local PSA. Use Public Broadcasting, County, City or College media venues to create.



# Additional Resources in your Community to increase SCA Survival

- Notification apps. like Pulsepoint

Enabling Citizen Superheroes.



<http://www.pulsepoint.org/pulsepoint-respond/>

# Another hot topic for consideration

**PulsePoint**

DOWNLOAD APPS

AGENCY SIGN-IN



AED REGISTRY

## BLEEDING CONTROL KITS

The PulsePoint AED registry and PulsePoint Respond app both support the identification of Bleeding Control Kits collocated with AEDs.

“Stop the Bleed” is a campaign to empower individuals to act quickly and save lives from rapid blood loss. The campaign aims to better prepare the public by raising awareness of basic actions required to stop life threatening bleeding following everyday emergencies and man-made and natural disasters.

To learn more about the initiative visit [dhs.gov/stopthebleed](https://dhs.gov/stopthebleed).



# Come Join Us...

## Learn more...

- Sophie Skellett MD, “ReStart A Heart Day”  
General Session: Wednesday, December 6  
December 7 - Thursday 9:15 AM - 10:05 (Plenary)  
and from 10:35 AM - 11:25 AM (Concurrent)
- Breakfast with the Experts in the Exhibit Hall  
December 7 - Thursday 7:00 AM - 8:00 AM
- Take part in the Local Mass Training effort by  
NOEMS, the AHA and ARC Expo Foyers Thursday



Please feel free to contact us at  
anytime...

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