

**You Are the Help Until Help Arrives
Promotional Toolkit**

Introduction

You Are the Help Until Help Arrives (Until Help Arrives) is a new program dedicated to educating and empowering the public to take action in emergency situations and provide lifesaving care before professional help arrives.

You can empower your community to step in and be the help until help arrives by sharing the three *Until Help Arrives* tools. These free resources are available at ready.gov/untilhelparrives:

1. **Interactive video:** Viewers have the opportunity to make lifesaving decisions for injured amusement park patrons.
2. **Web-Based Training:** A 25-minute, online, video tutorial explaining the steps people can take to help someone with life-threatening injuries.
3. **Instructor-Led Training:** Materials, including videos and activities, for a hands-on, instructor-led course covers five topics in depth.

These tools aim to educate and empower the public to act in an emergency situation before professional help arrives by taking five *Until Help Arrives* key actions:

- Call 9-1-1;
- Protect the injured from harm;
- Stop bleeding;
- Position the injured so they can breathe; and
- Provide comfort.

Enclosed in this toolkit are resources, including sample language, FAQs, and social media content to help you share the *Until Help Arrives* program tools with your constituents. Whether shared on social media, online, or by word of mouth, tailor the language to align with the messaging of your organization.

For questions about *Until Help Arrives*, please contact:

Medical Reserve Corps Program

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Media

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Tips on sharing the *Until Help Arrives* program tools

Social Media

- Share the posts provided in this toolkit across your social media networks with the hashtag #UntilHelpArrives. Include an image in your post to increase engagement.
- Retweet or share partner-related *Until Help Arrives* content to amplify engagement with your social media community.
- Look for opportunities to join related social media conversations about this issue and share the *Until Help Arrives* landing page: ready.gov/untilhelparrives.

Online

- Connect your website visitors with the range of free *Until Help Arrives* tools, by providing a link to the *Until Help Arrives* landing page (ready.gov/untilhelparrives) along with one of the sharable images.
 - Consider the following language:
 - Empower your community to be the help until help arrives by learning five simple steps that may save a life. Our partners at the Federal Emergency Management Agency (FEMA) have everything you need available at ready.gov/untilhelparrives.
- Use email distribution lists to share the *Until Help Arrives* tools and landing page.
- Share *Until Help Arrives* content with your organization via online knowledge sharing tools like Crowdbase, SharePoint, or Yammer to connect colleagues with the web-based training, instructor-led training, and interactive video.

Word-of-Mouth/In-person

- Update your colleagues and supporters at your next meeting about your organization's involvement with the *Until Help Arrives* program using the talking points provided in this toolkit.
- Leverage the launch of *Until Help Arrives* as a “news hook” to alert local media about your organization's work on this issue. Use the talking points provided in this toolkit to describe the program.
 - Please refer media inquiries to Dirk Fillpot, HHS ASPR Public Affairs Specialist, at dirk.fillpot@hhs.gov.
- Showcase the interactive video during your next meeting or briefing. Project the *Until Help Arrives* landing page and let attendees test their skills by making lifesaving decisions for injured amusement park patrons (web connection required).

About the Program

- *You Are the Help Until Help Arrives* is a program designed to educate and empower the public to take action in emergency situations and provide lifesaving care before professional help arrives.
- The base of the program is a curriculum developed as a multi-agency effort spearheaded by the U.S. Department of Health and Human Services Office of the Assistant Secretary for Preparedness and Response ([ASPR](#)) and its the Medical Reserve Corps ([MRC](#)), the Uniformed Services University's ([USU](#)) National Center for Disaster Medicine and Public Health ([NCDMPH](#)), and the Federal Emergency Management Agency's ([FEMA](#)) Individual and Community Preparedness Division.
- Original research supporting the curriculum comes from the U.S. Centers for Disease Control and Prevention (CDC).
- *You Are The Help Until Help Arrives* encourages the public to take these five actions when there is an emergency:
 1. Call 9-1-1 and provide your specific location.
 2. Stay safe by protecting the injured from harm and moving them away from any ongoing danger.
 3. Stop the bleeding with firm, direct pressure, or a tourniquet.
 4. Position the injured: Let someone who is conscious position themselves; put an unconscious person into the recovery position.
 5. Provide comfort to the injured while keeping them warm and offering encouragement.
- There are three tools available to engage partners and the public:
 - An interactive video features a family outing to an amusement park. When a go-kart at the park flies off the track, it sets off a chain of emergencies spurring the family to help until professional help arrives.
 - A 25-minute online web-based training explains the steps people can take to help someone with life-threatening injuries.
 - The web-based training covers the five actions: call 9-1-1, protect the injured from harm, stop bleeding, position people so they can breathe, and provide comfort.
 - Materials, including videos and activities, for hands-on, instructor-led training cover all five topics in.
 - Course materials include a slide deck, supplemental videos, and an instructor guide with tips for successfully teaching the course.
 - Instructors should be individuals in the community who identify themselves as qualified to teach the course. This could be a Medical Reserve Corps unit, Boy or Girl Scout troop leader, or volunteer firefighter, for example. There is no certification required to be an instructor.
- All tools and support materials are available at **ready.gov/untihelparrives**.
 - Be sure to register your classes on the Prepareathon event [calendar](#) to be recognized for your efforts.

Frequently Asked Questions

Who developed this program?

- This program is the result of interagency collaboration spearheaded by the U.S. Department of Health and Human Services Office of the Assistant Secretary for Preparedness ([ASPR](#)), the Medical Reserve Corps ([MRC](#)), the Uniformed Services University's ([USU](#)) National Center for Disaster Medicine and Public Health ([NCDMPH](#)), and the Federal Emergency Management Agency's ([FEMA](#)) Individual and Community Preparedness Division.
- Original research supporting this program comes from the U.S. Centers for Disease Control and Prevention (CDC).
- Graphic for inclusion when referring to collaboration:



Why should the public get involved when someone is badly injured?

- According to a recent [National Academy of Sciences report](#), trauma is the leading cause of death for Americans under age 46.
 - The National Academy of Sciences defines trauma as “a disabling or life-threatening physical injury that results from an event such as a motor vehicle crash, gun violence, or fall.”
- Life-threatening injuries require immediate action. A delay between injury and the initiation of care could result in death.
 - On average, it takes six to nine minutes for professional help to arrive, and it could take up to 20 minutes or more in rural areas.¹
- People nearest to someone with life-threatening injuries are in the best position to provide first care. First care focuses on five essential actions: 1) calling 9-1-1; 2) moving someone away from ongoing danger; 3) stopping life-threatening bleeding; 4) positioning the injured so they can breathe; and 5) providing comfort. First care can contribute to saving a life.
- Research from the CDC demonstrated that people hesitate to act when they feel they do not know what to do or are afraid they may make the situation worse. However, the actions most likely to save lives are simple and require no special skills or equipment.

¹ [Exported from NEMSIS data cube 3/22/2012 \(years 2010 & 2011\)](#)

What are people being asked to do?

- Be the help until help arrives! The lives of the injured lay in the hands of people nearby who can initiate first care.
- Take these five actions:
 1. Call 9-1-1 and provide your specific location.
 2. Stay safe by protecting the injured from harm and moving them away from any ongoing danger.
 3. Stop the bleeding with firm, direct pressure or a tourniquet.
 4. Position the injured: Let someone who is conscious position themselves; put an unconscious person into the recovery position.
 5. Provide comfort to the injured while keeping them warm and offering encouragement.

When will these materials be available? How can I get the materials?

- You can access all materials at ready.gov/untilhelparrives now.
 - The *Until Help Arrives* website contains brief surveys, which provide users opportunities to provide feedback on the website contents. Potential instructors for the instructor-led course should fill out a short questionnaire about the course they plan to deliver, and those who complete the instructor-led training and web-based training will have opportunities to submit feedback surveys when they receive their certificates of completion.
 - A digital and social media campaign will launch to promote the program in spring 2017.

What can I do to share information about this program?

- Local leaders are the most important voices to share the message of *You Are The Help Until Help Arrives*.
 - Consider reaching out to local news media to promote the materials and publicize local training opportunities.
 - Share the interactive video, web-based training, and instructor-led training materials with stakeholders who educate the public about important health and preparedness topics.
 - [Medical Reserve Corps](#) units, the Citizens Academy in your area, [Community Emergency Response Team](#) programs, and [Citizen Corps Councils](#) are great places to start.
 - Host trainings locally and register your events on the Prepareathon event [calendar](#).

Supporting Research, Statistics and Barriers to Action

- Emergencies can happen anytime, anywhere, and to anyone. Intervening to support an injured person could dramatically increase their chances of survival.
 - An injured person with a cut to a major artery can bleed to death in 10-15 minutes.²
 - One study of responses to an apparent case of arterial bleeding found that training prior to an emergency dramatically improved the effectiveness of bystander intervention, yielding as many as 28 more saved lives out of 80 incidents examined.³
 - On average, it takes 6-9 minutes for emergency personnel to arrive, but it may take up to 20 minutes or more in rural areas.⁴

- To empower the public to act, first address the following three (3) common reasons why those on the scene may be hesitant to take action:
 1. *In the event of an emergency, individuals assume that others will act.*
 - A study conducted on “bystander intervention” found 75 percent of subjects who were alone noticed the emergency and reported it. However, only 10 percent of the subjects in a room with other people reported it.⁵ This statistic demonstrates the idea of ‘diffusion of responsibility,’ which describes a general tendency that we are less likely to act when others are present at the scene.
 2. *Individuals believe they are not qualified to intervene.*
 - In fact, simple actions by good Samaritans can save lives.
 - The actions most likely to save lives are simple and require no special skills or equipment.⁶ For instance, taking action to keep an injured person warm is a simple way to help and can prevent hypothermia. If an injured person becomes hypothermic, they are four times as likely to die from their injuries.⁷
 3. *Individuals are hesitant to intervene because they fear they may hurt someone.*
 - In a recent study, the top-ranking factor for “bystander hesitation” was causing a victim additional pain or injury (65 percent). Another factor was bystander fear that they may compromise their own personal safety (43 percent).⁸
 - Experts suggest it is very unlikely that moving, or taking other reasonable action to help an injured person, will harm someone who is in a life-threatening situation.

² Rasmussen, Todd E. and Tai, Nigel R.M ed., *Rich's Vascular Trauma: 3rd Edition*, (Philadelphia: Elsevier, 2016), 188.

³ Shotland, R, and Heinold W., Bystander Response to Arterial Bleeding: Helping Skills, Decision-Making Process and Differentiating the Helping Response, *J. of Pers. and Social Psychology*, Vol. 49, No. 2 (1985), 347-56.

⁴ <http://www.nedarc.org/performanceMeasures/index.html>

⁵ Babson University; The American Scientist

http://faculty.babson.edu/krollag/org_site/soc_psych/latane_bystand.html

⁶ Babson University; The American Scientist

http://faculty.babson.edu/krollag/org_site/soc_psych/latane_bystand.html

⁷ Shafi, Shahid MD, MPH, Elliott, Alan C. MAS, MBA, and Gentilello, Larry MD, “Is Hypothermia Simply a Marker of Shock and Injury Severity or an Independent Risk Factor for Mortality in Trauma Patients? Analysis of a Large National Trauma Registry,” *The Journal of Trauma: Injury, Infection, and Critical Care* Vol. 59, No. 5 (2005): 1081-1085, accessed October 2016.

⁸ American College of Surgeons, “Most Americans Want to Learn How to Help Those Injured in Disasters,” March 2016, <http://consumer.healthday.com/general-health-information-16/emergencies-and-first-aid-news-227/most-americans-want-to-learn-how-to-stop-bleeding-injuries-709575.html>

Social Media Posts

Share the *Until Help Arrives* program tools, including the interactive video, web-based training, and instructor-led training, on social media with these posts for Facebook and Twitter.

- When should my organization share these posts?
 - Join in the launch of *Until Help Arrives* now, with the sample posts below and continue to engage your community around the issue weeks or months later with the content below.
- Can my organization modify these posts?
 - Certainly! Adapt these posts to fit your organization's voice and content strategy.
 - When possible, incorporate the program's hashtag (#UntilHelpArrives) and link to the program landing page: ready.gov/UntilHelpArrives

Facebook

Do you know what to do when an emergency happens? Learn the 5 key actions you can take to save a life #UntilHelpArrives here:

[Link: Ready.gov/UntilHelpArrives]

You are capable of providing help to someone with life-threatening injuries until professional help arrives. Learn how you can help #UntilHelpArrives with this new online training:

[Link: Ready.gov/UntilHelpArrives]

Simple actions can save lives! The most effective actions require no special training. Test your skills with this new interactive video and see how you can be the help

#UntilHelpArrives

[Link: Ready.gov/UntilHelpArrives]

Simple actions can save lives. Learn how you can step in to be the help #UntilHelpArrives

[Link: Ready.gov/UntilHelpArrives]

DYK: In the wake of an emergency, it's okay to move the injured away from ongoing danger. Learn how you can help #UntilHelpArrives here

[Link: Ready.gov/UntilHelpArrives]

Looking for new training resources on first care? Teach the five key actions needed to intervene and save lives in an emergency. Access the #UntilHelpArrives instructor-led training resources here:

[Link: Ready.gov/UntilHelpArrives]

Emergencies can happen at any time. Equip your constituents with knowledge and confidence to act in an emergency with new #UntilHelpArrives web-based training. Learn more:

[Link: Ready.gov/UntilHelpArrives]

On average, it takes 6-9 minutes for professional help to arrive. Learn how you can be the help #UntilHelpArrives with this online training. Visit:
[Link: Ready.gov/UntilHelpArrives]

Posts to Promote the Interactive Video:

Will Finn know what to do when tragedy strikes? You get to choose — help Finn save the day and learn five lifesaving actions. #UntilHelpArrives
[Link: Ready.gov/UntilHelpArrives]

Finn is ready to save lives. Are you? See if you're prepared with this interactive video #UntilHelpArrives
[Link: Ready.gov/UntilHelpArrives]

First care provided by people on the scene of an emergency dramatically increases an injured person's chances of survival. Are you ready to step in? Watch this interactive video to learn how to help #UntilHelpArrives.
[Link: Ready.gov/UntilHelpArrives]

Twitter

Proud to partner with [@FEMA and @MRC_ASPR] to empower the public to act in emergencies #UntilHelpArrives <http://bit.ly/2vUHA>

Simple actions can save lives #UntilHelpArrives. Learn how to help with this new video <http://bit.ly/2vUHA>

Emergencies can happen at any time. New first care training resources available from #UntilHelpArrives <http://bit.ly/2vUHA>

#DYK: The actions most likely to save lives require no special skills or equipment #UntilHelpArrives <http://bit.ly/2vUHA>

In the event of an emergency, we assume others will act ... If you don't act, maybe no one else will #UntilHelpArrives <http://bit.ly/2vUHA>

Direct, firm pressure stops most bleeding, learn how to #StopTheBleed #UntilHelpArrives <http://bit.ly/2vUHA>

Learn 5 key actions you can take to save a life with the #UntilHelpArrives web-based training <http://bit.ly/2vUHA>

You are capable of acting to save a life in an emergency. Learn how, via the #UntilHelpArrives training <http://bit.ly/2vUHA>

Simple actions save lives. Learn how you can be the help #UntilHelpArrives with this training <http://bit.ly/2vUHA>

Train your community on life-saving first care steps with the #UntilHelpArrives resources <http://bit.ly/2vUHA>

Interactive video related:

Can you save the day? Watch this video, and learn what you can do to help the injured. #UntilHelpArrives <http://bit.ly/2vUHA>

When this interactive video takes a dramatic twist, you have to step in and be the help #UntilHelpArrives <http://bit.ly/2vUHA>

Act as Finn while navigating a hectic day at the amusement park. Would you know how to help #UntilHelpArrives? <http://bit.ly/2vUHA>

Shareable Images

Incorporate images from throughout the program into outreach efforts. Consider pairing them with social media posts to further your engagement with your community.

Nine images are available for your use (thumbnail images below).

Image #1:



Image #2:



Image #3:



Image #4:



Image #5



Image #6



Image #7



Image #8



Image #9



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