



Loss Control Insight

Stop the Bleed

No matter how rapid the arrival of professional emergency responders, bystanders will almost always be first on the scene. A person who is bleeding can die from blood loss within five minutes, so quickly stopping the bleeding is critical. Those nearest to someone with life threatening injuries are best positioned to provide immediate care if they are equipped with the appropriate training and resources.

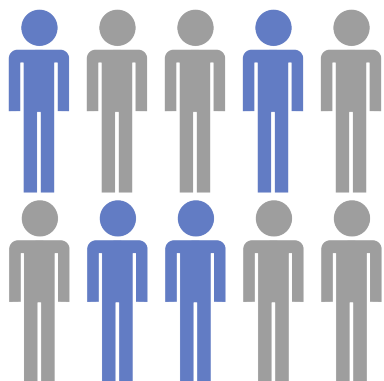
Uncontrolled bleeding is the number one cause of preventable death from trauma. The greater the number of people who know how to control bleeding in an injured patient, the greater the chances of surviving that injury. You can help save a life by knowing how to stop bleeding if someone, including yourself, is injured.

Stop the Bleed is one of our nation's largest public health campaigns. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

Bystanders can fill the gap with STOP THE BLEED. Research has shown that bystanders, with little or no medical training, can become heroic lifesavers. Uncontrolled bleeding injuries can result from natural and manmade disasters and from everyday accidents.

Why it Matters

Approximately 40% of trauma-related deaths worldwide are due to bleeding or its consequences, establishing hemorrhage as the most common cause of preventable death in trauma.



Average time to bleed out: 2 to 5 minutes

Average time for 1st responders to arrive: 7 to 10 minutes

Anyone can be trained and be ready to save someone's life – a friend, a family member, colleague or the person next to you – whether you know them or not.

During Stop the Bleed training, you will learn how to:

- Determine if an area is safe for you to proceed toward a victim to provide assistance
- Identify any nearby tools to assist you such as a publicly placed bleeding control kit or everyday items that can be used to control bleeding.
- Use your hands to apply direct pressure at the site of the wound to stop bleeding
- Pack a deep wound with cloth or gauze to control bleeding
- Correctly apply a tourniquet to an injured limb to stop bleeding
- Keep the victim calm until help arrives

The only thing more tragic than a death from bleeding... is a death that could have been prevented. Get trained, get equipped, be ready, be empowered, spread the word. Stop the Bleed.

~ As Always ... Be Safe ~