

# Civic Coalition to Save Lives

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March 2024

## Empowering Philadelphians: Stop the Bleed Educates Communities on Life-Saving Techniques

In the face of Philadelphia's persistent gun violence, the importance of immediate care for traumatic injuries cannot be overstated.

According to the Stop the Bleed campaign, a national movement to teach bystanders how to help people with bleeding wounds, the average time to bleed out is only two to five minutes. That's why Philadelphia Police have implemented "Scoop and Run," bringing trauma victims to the hospital when no paramedics are nearby.

No matter how fast police or other emergency responders arrive, bystanders will always be first on the scene. When every minute counts, those nearest to someone with life-threatening injuries are best positioned to provide first care.

Developed nearly a decade ago in response to mass shootings, Stop the Bleed empowers bystanders in a bleeding emergency by providing them with the knowledge and skills to save a life, while waiting for help to arrive.

Participants learn how to identify and recognize life-threatening bleeding; perform the three steps necessary to save a life (pressure, packing, tourniquets), and the ABC's of bleeding control (alert, bleeding and compression), an acronym for bystanders to remember to alert authorities, assess the severity of the wounds, and apply pressure to the injuries.

Penn Medicine's Level 1 Trauma Center is actively involved in promoting the "Stop the Bleed" campaign, organizing events like hands-on training sessions for the community and advocating for the widespread availability of bleeding control kits in public spaces. The Civic Coalition to Save Lives granted \$10,000 in funding to Penn Presbyterian Hospital, which houses the Trauma Center.



With bleeding injuries ranking as the leading cause of preventable trauma-related deaths nationwide, initiatives like "Stop the Bleed" play a vital role in empowering individuals to act swiftly and decisively during emergencies, ultimately reducing casualties and saving lives.

"Bystanders are the help, until trained rescuers arrive," said Sunny V. Jackson, injury prevention coordinator at Penn Medicine Trauma Center. "Stop the Bleed training requires no prior medical knowledge and empowers individuals in the community to take action in the event of a life-threatening bleeding emergency. The skills we teach in Stop the Bleed are the same skills first responders use to save lives every day."

She added that while Stop the Bleed can save a life after a firearm injury, is it useful in many other situations: home and workplace accidents, falls, motor vehicle collisions, and more.

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The core principles of "Stop the Bleed" emphasize quick and decisive action:

**Ensure Safety:** Before providing aid, it is crucial to assess the situation and ensure it is safe to intervene. Personal safety should never be compromised.

**Call 911:** Promptly contacting emergency services is the first step in buying time for the injured person until professional medical help arrives.

**Identify Life-Threatening Bleeding:** Bleeding that is not stopping, in the amount of half a soda can or more, and pools or puddles of blood, are all life-threatening.

**Apply Direct Pressure:** Using a cloth or gauze, apply steady pressure directly to the wound to control bleeding. Continuous pressure is essential until help arrives. Pack into a wound with cloth or gauze if it is deep.

**Utilize Tourniquets:** If available, tourniquets can be applied several inches above the wound on extremities, effectively stopping blood flow and buying valuable time for the victim.

These simple yet effective techniques have the potential to save lives, especially in situations where immediate medical attention is not readily available. Stop the Bleed courses provide an avenue for community members to discuss the impact of violence on their lives, fostering support and solidarity within neighborhoods.

“An important aspect of intervention is meeting people where they are. Stop the Bleed is intervention at the very core level - giving citizens the ability to save the lives of gunshot victims in their own communities,” said Estelle Richman, executive director of the Civic Coalition to Save Lives.

Interested in getting trained? [Locate a Stop the Bleed course near you.](#)