

Official
STOP THE BLEED®
Ambassador Toolkit



Anyone can learn to **STOP THE BLEED®**



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Welcome to the STOP THE BLEED® Campaign!

We have a big challenge and we're so glad you are going to help!

We're aiming to train more than 200 Million people in the US and more across the globe so they can be empowered to STOP THE BLEED® if tragedy strikes. That's more than 200 Million mothers, fathers, brothers, sisters, students, teachers, colleagues, friends, nurses, doctors, 1st responders, veterans, grandmothers and many others - basically, its everyone.

We want people ready to STOP THE BLEED® and we want organizations to be ready, too - schools, faith-based organizations, companies and many others.

What is your role as a STOP THE BLEED® Ambassador?

Pretty simple. Engage your community so they learn about STOP THE BLEED®. Create awareness of what STOP THE BLEED® is and why it makes sense. We know from experience that when people and organizations find out about it, they want to take action.

This toolkit provides you with the ideas and tools you'll need to get your community interested and excited about STOP THE BLEED®.

In addition, we'll also send you special STOP THE BLEED® updates from time to time to share with you community and we'll let you know when there are special events or opportunities.

What are the STOP THE BLEED® Ambassador perks?

We also want you to enjoy the benefits of being a STOP THE BLEED® Ambassador. Besides knowing that you are an important part of one of the nation's largest public health campaigns, here are the other benefits of being part of something big!

- You'll be designated as an official STOP THE BLEED® Ambassador
- Use the Ambassador specific STOP THE BLEED® press releases
- Ambassadors will be identified in our marketing campaign
- Association with well recognized organizations supporting STOP THE BLEED®

So. What's Next?

- Connect with us and we'll connect with you! Be sure to tag #NSTBD and #StoptheBleed
 - FB - [Facebook.com/StoptheBleedDay](https://www.facebook.com/StoptheBleedDay)
 - Twitter - [@stopthebleeday](https://twitter.com/stopthebleeday)
 - Instagram - [stopthebleeday](https://www.instagram.com/stopthebleeday)
- Make sure you sign up for email updates at www.nationalstopthebleeday.org
- Get going with STOP THE BLEED® by reaching out to your community using the resources below:

STOP THE BLEED® Facts - the basics and NSTBD facts

STOP THE BLEED® Mega Messages

Sample Outreach Emails

Press Release Templates

STOP THE BLEED® Team Contact information

The Facts

About Traumatic Bleeding

- Traumatic injury is the leading cause of death for people below age 46
- 35% of pre-hospital deaths are due to blood loss
- 80% of victims in a mass casualty event are transported to the hospital by members of the public
- Death due to traumatic bleeding can occur in less than five minutes
- Emergency response times are typically longer than five minutes
- Of the 147,000 trauma deaths in 2014, 30,000 might have survived with appropriate care, primarily control of bleeding
- STOP THE BLEED® training takes less than one hour

National STOP THE BLEED® Day Facts

- WHAT?** It's a project to create awareness of STOP THE BLEED® and to empower people to act - Get Trained, Get Equipped and Get Involved
- WHO?** It's supported by the US Department of Defense, the Department of Homeland Security, the American College of Surgeons, the Red Cross and many other organizations across the country. It's designed to engage everyone.
- WHERE?** Across the United States
- WHEN?** Now through May 21, 2020 - the actual NSTBD. There are various activities that people and organizations can get involved in and more to be announced soon. See the "programs" page on the NSTBD website.
- WHY?** The more people and organizations find out about STOP THE BLEED® and become trained and equipped, the more lives will be saved.

Mega Messages

General Talking Points

What is National STOP THE BLEED® Day?

Every great cause needs a day for people and organizations supporting it to rally around. STOP THE BLEED® is one of the nation's largest public health campaigns (more on that below) and already has many terrific organizations and people supporting it in a variety of grass roots ways. National STOP THE BLEED® Day is designed to provide a platform for all of them to create awareness of the campaign and to engage new people and organizations to join the cause.

National STOP THE BLEED® Day is a campaign that starts now and peaks on May 21, 2020, the officially designated National STOP THE BLEED® Day. There are a number of activities and announcements planned for May 21, 2020 with some of them starting right away and building up to that day.

The buildup to National STOP THE BLEED® starts now with a series of programs that will be announced in March and April that culminate on May 21, 2020.

National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security, the Red Cross and many other organizations across the country.

What is STOP THE BLEED®?

STOP THE BLEED® is one of our nation's largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

Why does this matter?

Uncontrolled bleeding is a major cause of preventable deaths. 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. *

Social Media Messages

GET TRAINED

Thrilled to be a #StoptheBleed Ambassador. Please visit nationalstopthebleeday.org to learn how to save a life! #NSTBD

Honored to be a #StoptheBleed Ambassador. Anyone can learn to save a life! Check out nationalthebleeday.org to find out how. #NSTBD

Join the #StoptheBleed campaign. In under one hour, you can learn to save the life of a friend, a family member, a colleague or someone you don't know! Visit nationalstopthebleeday.org to find out more. #NSTBD

#StoptheBleed Ambassadors are working hard to spread the word about how easy it is to learn to save a life. Join us! www.nationalstopthebleeday.org. #NSTBD

GET KITS

Thrilled to be a #StoptheBleed Ambassador. Please visit nationalstopthebleeday.org to learn about STOP THE BLEED® Kits and how to use them to save a life! #NSTBD

Honored to be a #StoptheBleed Ambassador. Check out nationalthebleeday.org to find out how to #GetTrained and #GetKits so you can save a life. #NSTBD

Join the #StoptheBleed campaign. Learn more about the STOP THE BLEED® Kits so you can save the life of a friend, a family member, a colleague if tragedy strikes. Visit nationalstopthebleeday.org to find out more. #NSTBD

GET INVOLVED

Thrilled to be a #StoptheBleed Ambassador. Please visit nationalstopthebleeday.org to find out all the ways you can be part of one of the biggest public health campaigns in the US. #NSTBD

Are you passionate about #StoptheBleed? Find out how you can join me as a #StoptheBleed Ambassador. Visit nationalstopthebleeday.org #NSTBD

Lots of ways to be part of #StoptheBleed. Visit nationalstopthebleeday.org to find out how. #NSTBD

Sample Outreach Emails

Use the following emails for your STOP THE BLEED® outreach.

Email 1

Subject Line: Get Involved with National STOP THE BLEED® Day - May 21, 2020

I'm reaching out to you to let you know about National STOP THE BLEED® Day, designed to promote the STOP THE BLEED® campaign.

STOP THE BLEED® is one of our nation's largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

I've become a STOP THE BLEED® Ambassador because I'm passionate about getting people and organizations trained and equipped to act in case of a bleeding emergency. Everyone can learn to save a life.

Please visit www.NationalStoptheBleedDay.org to find out how you can STOP THE BLEED®. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

Email 2

Subject Line: What I/we are planning for National STOP THE BLEED® Day - May 21, 2020

As a STOP THE BLEED® Ambassador, I'm/We're passionate about getting people involved in the campaign. I'm excited to share that I/We are planning an (event type - training event, fundraiser, etc.) as part of National STOP THE BLEED® Day and we hope you will join us.

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Please contact me/us at _____ if you would like to be a part of our event.

Also, you can visit www.NationalStoptheBleedDay.org to find out other ways to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

Email 3

Subject Line: We've joined National STOP THE BLEED® Day - May 21, 2020.

We're excited to announce that (organization name) has joined National STOP THE BLEED® Day as a STOP THE BLEED® Ambassador.

I've become a STOP THE BLEED® Ambassador because I'm passionate about getting people and organizations trained and equipped to act in case of a bleeding emergency. Everyone can learn to save a life.

(Paragraph of what you plan to do)

STOP THE BLEED® is one of our nation's largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

We hope you'll join us and get involved. You can visit www.NationalStoptheBleedDay.org to find out other ways to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

Sample Press Release Templates

Press Release 1

Press release date

Headline: Person/Organization announces National STOP THE BLEED® Day Participation

Sub-headline: (person/organization) will (event/activity)

Examples: Will conduct training, organize training event, kickoff its STOP THE BLEED® program

Every great cause needs a day for people and organizations supporting it to rally around. STOP THE BLEED® is one of the nation's largest public health campaigns and already has many terrific organizations and people supporting it in a variety of grass roots ways. [National STOP THE BLEED® Day](#), May 21, 2020, is designed to provide a platform for all of them to create awareness of the campaign and to engage new people and organizations to join the cause.

Person/organization has joined National STOP THE BLEED® Day as a partner/supporter/ambassador and plans to (describe activity).

Visit www.NationalStoptheBleedDay.org to find out what individuals and organizations can do to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

National STOP THE BLEED® Day takes place during National STOP THE BLEED® Month. Both support the STOP THE BLEED® campaign, designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.