



American Red Cross- Training Services 2019 NJSGA Golf Summit



American Red Cross
Training Services





Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



**American
Red Cross**



The Need for CPR and AEDs Is Real

Automatic External Defibrillators Save Lives

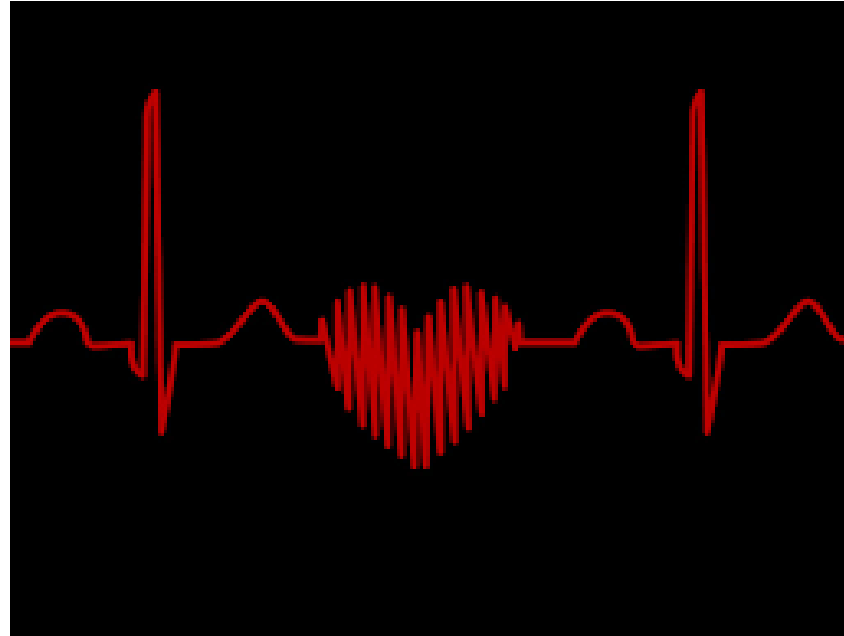
- The number one cause of death on the golf course is sudden cardiac arrest (SCA).
- More than ever, people 50 years and older are playing golf
- 82% are males which puts them at an increased risk
- Golf courses are often remote which increases professional response time
- An ambulance takes on average 8 to 12 minutes to arrive after a 911 call
- Survival rate drops 10% for every minute defibrillation is delayed



Sudden Cardiac Arrest

is when the **heart** malfunctions and suddenly stops beating unexpectedly an “electrical” problem.

- Golf courses are the fifth most common place for people to suffer from sudden cardiac arrest (SCA).
- A golfer is one of over 380,000 people in the United States each year to suffer from out-of-hospital sudden cardiac arrest... *and less than seven percent survive.*



Heart Attack

is when blood flow to the **heart** is blocked, and A **heart attack** is a “circulation” problem

- About **630,000 Americans** die from heart disease each year— that’s **1 in every 4 deaths**

<https://www.golfdigest.com/story/the-golfer-who-died-and-came-back-to-life>



When You Call 911.....

Best Case Scenario

Identify emergency/ Activate emergency response plan	30 seconds
911 call	1 minute
Alert ambulance and rescue squads (dispatch)	30 seconds
Responders to their units	30 seconds
Travel time to location	5 minutes*
Unload equipment/ Distance to patient	2 minutes
Assess patient/ Apply defibrillator/ Deliver shock	1.1 minutes**

*Travel time varies depending on weather, traffic, distance (vertical and horizontal), and ambulance (with defibrillator capability) availability.

**Cummins RO, et.al. Automatic external defibrillators used by emergency medical technicians: a controlled clinical trial. JAMA. 1987; 257:1605-10

TOTAL 10.6 minutes



Highest Quality Safety Training

- Emergencies come in a multitude of forms and sizes, from minor personal injuries to devastating events like sudden cardiac arrest, violence, tornadoes, even regional disasters.
- In an emergency, seconds count.
- First aid, cardiac and breathing emergencies will happen, and the Red Cross can help you give your employees the tools and skills they'll need to handle the full range of real emergencies, large and small.



Why Choose the Red Cross?

- Our Work Impacts Lives Every Day.
- **One-stop solution.** A complete Safety Training Program based on your needs.
- **Nationwide.** Consistent, excellent training quality across all your locations.
- **Local.** We are where you are, all over the country.
- **Easy to do business.** A single point of contact for your account management and a single point of contact for scheduling training courses.
- **Simulation Learning.** Award-winning Simulation Learning can reduce students in-class training time by 40% (unique in the industry!).
- **Community assistance.** Your employees can use their safety training skills to help their communities.
- **Partnership** with other Red Cross organizations.





**American
Red Cross**

Scientific
Advisory Council

- **OSHA.** Complete range of high-quality, OSHA-compliant training programs.
- **Customized One-Stop Solution.** For all safety training needs, Comprehensive AED program, Corporate preparedness programs.
- **Security of evidence-based science.** Our products and training are guided by the American Red Cross Scientific Advisory Council. Panel of over 50 nationally recognized experts in public health and emergency response.
- **Track record of success.** The country's premier supplier of First Aid/CPR/AED training.
- **Flexibility.** You can design the perfect program to fit your company.
- **Digital innovation.** From digital certificates and online Instructor Resources, to the very latest in online training



American Red Cross
Training Services

Meet BigRed™

LightSaving Manikin

- The revolution in CPR training has arrived!
- Be confident your employees perform CPR correctly.
- BigRed™ LightSaving manikin is a new, state-of-the-art state-of-the-art feedback manikin that enables your employees to be confident they perform CPR correctly.
- Pump the chest. See the lights. Save a life.
 - ✓ Easy and efficient to teach and learn CPR
 - ✓ Instant visual feedback
 - ✓ Encourages self-learning and self-correction
 - ✓ Helps build confidence to save a life
 - ✓ Helps with coaching



Learn More & See
the Video:
redcross.org/bigred



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Is your entire staff and employee base trained? Is your organization equipped with training supplies and AED's? The Red Cross has the products and services you need.

Give your staff/employees the tools and skills needed to prepare for and respond to real emergencies.



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Training Services

Tools and Skills:

- Staff training; FIRST AID/CPR/AED Training
- Automated External Defibrillators (AEDs)
- Emergency plan



CHECK



CALL



CARE



Staff Training Suggestions

Train Pro Shop staff, Maintenance staff, kitchen & wait staff, GM, etc.

CPR/AED Training include

- Full 2-year certifications for your staff/employees, with digital certificates
- Before giving care and checking an injured person
- Cardiac Emergencies
- Use of an AED
- Choking

Add First Aid to include:

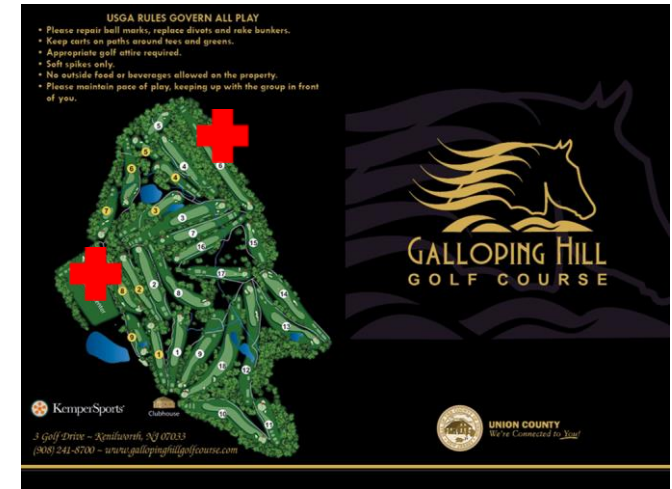
- Sudden illness
 - (heat stroke, stroke, fainting, diabetic emergencies)
- Environmental emergencies
- Injuries (Broken Bones)



Automatic External Defibrillators (AEDs)

Is your golf course up to par?

- An AED is the only way to restart the heart.
 - Getting it on the victim within 3-5 minutes is crucial to survival.
- Recommended placement AEDs;
 - AED in Clubhouse, Pro Shop , tennis facility , maintenance facility, half-way house on course, covered remote area on course. Put 1 roving AED on a Marshalls cart or Head Maintenance Superintendents Gator/Cart.
 - Placing AED's in high traffic areas, and remote areas, and with roaming first responders
- AED signage on course and in facilities where ever AED's located.
- If Private Club – send email communication to membership annually about where AED's are and protocols for medical response , ie call Pro Shop.



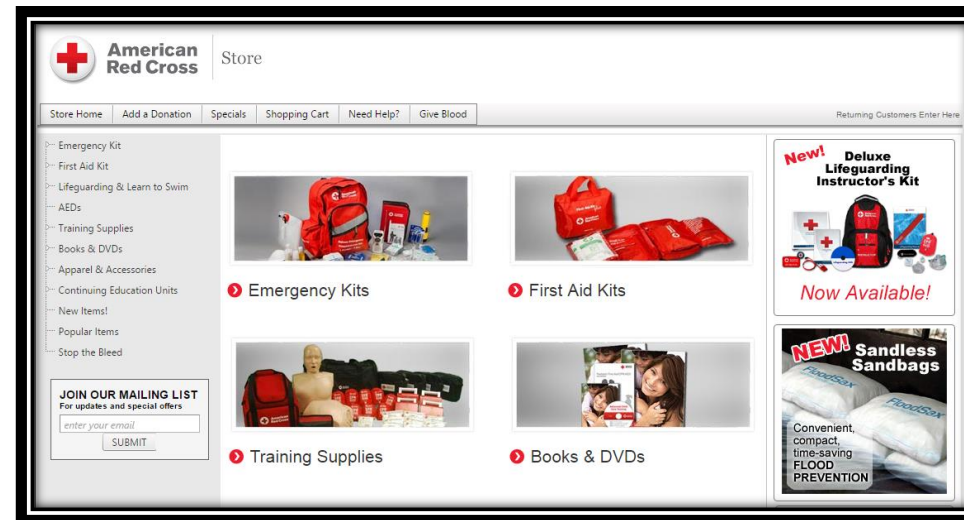


- Develop *Emergency Action Plan*
 - In case of an emergency; call.....
- Share plan with staff and club members
- Post it where personnel and members can view it
 - include; pro shop, snack stand, etc...
 - golf carts
- Score Card course map to include AED locations
- Create awareness of sudden cardiac arrest and equipment available to membership



Health and Safety Training Supplies

- The Red Cross has an on-line store, www.RedCrossStore.org where you can order many preparedness, health and safety supplies such as:
 - ✓ Emergency and First Aid Kits
 - ✓ CPR keychain, Emergency radio, Flashlight
 - ✓ Merchandise (Bags, Canteens, Clothing)



- For more information and to order,
 - visit: www.RedCrossStore.org

Lifesaving Recognition Program- Merit Award



Every year the American Red Cross awards almost 100 national lifesaving awards to responders for saving or sustaining a person's life.

- Certificate of Merit – signed by the President of the United States and the Red Cross Chairman.
- Lifesaving Award – signed by the President and Chairman of the Red Cross.

If you use your Red Cross training skills to help save a life, share your story with us at

<https://www.redcross.org/take-a-class/lifesaving>



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Call Today!

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