



Winter 2017

Everyday Hero

Emilee Wertz helped prepare the Heimlich Heroes™ training for her mom's Brownie troop. It was then Emilee learned how to perform the Heimlich Maneuver®. Shortly after learning the maneuver, Emilee encountered a choking emergency- she knew just what to do!

"I was working as a waitress when I saw a customer choking," said Emilee. "I was scared at first, but I was the person closest to her. I pulled her to the edge of the booth, held her close to my body, and performed the Heimlich Maneuver."

Way to go, Emilee! You're a Heimlich Hero! Read more about Emilee's story [here](#).



Did you know...?

Did you know just \$14 helps fund training materials for 30 kids?

DONATE TODAY



Testimonies & Tributes

"I ran this program with all the 5th and 6th graders in my local school district. It went so much better than I could have imagined. It could not have gone any better. Parents and staff were texting me to say thanks-their kids couldn't stop talking about it!"

- Jermaine, Assistant Fire Chief

American Heritage Girls™ Staff Training

In honor of Heimlich Heroes week, October 2-6, 2017, American Heritage Girls corporate office trained their staff using our Teen and Adult program! Kristi Tatro, National Director of Girl Impact, spearheaded the training for their corporate members.

"We wanted to set an example for our membership; that learning this valuable skill could save lives," said Tatro. "There is great value for members to learn this important skill. Not

only can girls learn to help those around them, but they also set the example for their local community." [Read more.](#)

Your organization can learn more and register for the Teen and Adult program [here.](#)



Heimlich Heroes Case Study on Retention

In 2016 we collected data from participating schools on the retention of training information. After collecting and analyzing the data, over a three-month period, we published our research in a case study.

The purpose of our case study on retention is to show customers, like you, the benefit of using our training program. Before going through the Heimlich Heroes training, only 22% of our case study participants knew the correct first action when there's a choking victim.

Three months after the training, 91% of case study participants remembered the correct first action! Read our complete case study [here.](#)

From the Editor's Desk



Another great year!

We're thankful for all connected to Heimlich Heroes™. Those who teach it early and regularly. Those who participated. Corporate leaders who have embraced this important lesson and shared information with their organization.

In 2017, nearly 38,000 people learned to recognize a choking emergency. They gained confidence in performing the Heimlich Maneuver®, if necessary. And they learned there are simple things to prevent choking, in the first place.

Some have asked, "**How long does someone remember the Heimlich?**"

Here's what we know:

- *Christian* learned in Cub Scouts, and a **few weeks** later saved his friend at school.
- *Mariyah's* class went through the Heimlich Heroes program. She used it just **two months** later to save her friend.
- *Mariana* saved her sister's life about **five months** after her AHG troop was trained.
- *Ginger* learned it as a teacher's aide. She was thankful it was **17 years** before she had to use the maneuver!

The Heimlich is simple enough that, once learned, it sticks with you.

As we close out 2017, we ask you to consider financially supporting Heimlich Heroes. We can then continue reaching more people with this life-saving training. For just \$14.00/month, you can sponsor the teaching materials for an entire classroom.

[Will you give](#) to Heimlich Heroes as part of your charitable giving this year? Every dollar you donate could save a life.

Blessings to you and yours,

Seri Huntington

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