



HERO Happenings

A publication of Deaconess Heimlich Heroes™

Spring 2016

New Year, New Goals, New Projects Spreading the News and Saving Lives

In This Issue:

| | |
|---|---|
| New Year, New Goals, | 1 |
| New Projects | |
| Imagine if Everyone Knew. | 2 |
| How to Save a Life | |
| Keepin' it Free | 2 |
| Pillar Awards. | 3 |
| Webinar: Train the Trainer. | 3 |
| Everyday Heroes | 4 |
| Who are the Trainers, and | 4 |
| What do They do? | |
| From the Editor's Desk. | 5 |
| Send Us Your | 5 |
| #WheresHankandHeidi Pictures Events. | 5 |

Our new mission for 2016? Train 50,000 kids from coast-to-coast in the Heimlich Maneuver®! The new goal more than doubles our 2015 year-end total of 17,000 trained kids.

To achieve our new goal, we have several new projects in motion. Training doll, Heidi Heimlich, is getting a new hairstyle this fall—and that's not all; three new dolls will be joining the Heimlich family!

"As our program grows we have an increasing need for more dolls and more diversity," said Huntington. "More dolls means more training programs and more students prepared to save lives."

"We want Heimlich Heroes™ to reach as many children as possible and to eliminate preventable choking deaths," said Program Manager Terri Huntington. "Last year, three students who participated in the program went on to save lives. Our program is making a difference, and that encourages us to set high standards."



"I believe that life saving skills, like Heimlich Heroes, are crucial. Students aren't typically taught any of this until high school and I see no reason not to start sooner.

Almost all the students reported feeling confident after training, and asked many intelligent questions."

- Alyssa Lanier, School Nurse

¿Hablas Español?

More than 25,000 kids across the nation have participated in the Heimlich Heroes training program since 2013. To widen the scope, we are adding a Spanish version to the program.

"Training young people in all cities, states and even countries is important to our mission," said Huntington. "Having a Spanish translation is a necessary step to help us accomplish that goal. We are very excited to move forward with the program expansion."



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Imagine if Everyone Knew How to Save a Life...

Join Us in Keeping Heimlich Heroes Free

If you're reading this issue of *Hero Happenings*, you already know how invaluable Heimlich Heroes is. Our life-saving program has touched countless people: teachers, club/organization leaders, school nurses, families, baby-sitters—and kids. Deaconess Heimlich Heroes has trained over 25,000 kids since 2013. In fact, the program is now in nearly 40 states.

You may not know demand for Heimlich Heroes has skyrocketed 2090%, just within the last three years! Our challenge is how to "keep it free", allowing ANYONE to save a life and prevent a choking death.



Keepin' it Free

We are constantly asked, "How can you provide such an awesome program for free?" Deaconess Health Associations Fund (the Deaconess Foundation) has generously funded the creation and implementation of Heimlich Heroes, since its 2012 inception. But costs continue to grow exponentially. As the program expands and grows—and we reach thousands more kids each year—we're committed to raising additional support.

Keeping Heimlich Heroes free to everyone requires a fundraising initiative.

Just materials, alone, to train one person run about \$45! Gifts and donations—in varying amounts—can help us defray expenses at many levels:

- **\$25** provides **100 scouts** with a Heimlich Heroes Patch
- **\$100** provides **526 students** with Heimlich Heroes training reinforcement tools
- **\$597** provides **100 leaders** with their Getting Started Packet (providing direction on how to have a successful training event)
- **\$1000** supports Heimlich Heroes' **exhibit presence** at national conventions (such as the National Association for School Nurses, AHG, YMCA)
- **\$2500** supports Heimlich Heroes **Spanish translation** project for expansion
- **\$5000** supports creation of **expanded material** for adult level training

We know many people and organizations benefit from and advocate Heimlich Heroes' mission. We're now developing a fundraising platform to reach this supportive network. Stay tuned!



HERO Happenings
Spring 2016

Pillar Awards

'On Behalf of Heimlich Heroes...

...thank you for honoring us tonight," said Program Manager Terri Huntington. She recently "took the stage" to receive, on behalf of Heimlich Heroes, the 2016 Pillar Award for Community Service. The Pillar Award was developed to honor businesses—of all types and sizes—and individuals dedicated to making Greater Cincinnati a better place to live. Its purpose is to encourage a charitable environment and recognize creative efforts that make a difference

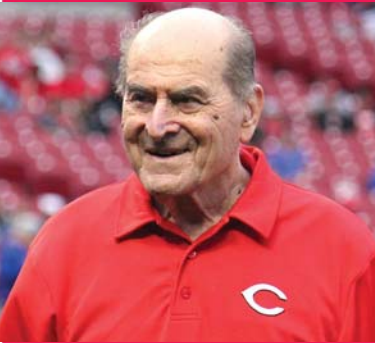
Awarded annually for 18 years, the Greater Cincinnati Pillar Awards honor greatness in the name of outstanding community service. The program demonstrates the tie between the for-profit and nonprofit worlds and showcases best practices.

'We Are Humbled'

This is the first year Heimlich Heroes has been recognized, and is among distinguished company. As she accepted the award, Huntington briefly outlined the program and its history. She also relayed two of our many *Everyday Heroes* stories. "We are humbled, as we hear these testimonies, to know that what we are doing is truly making a difference."

The Pillar Award is a cherished honor, and as Huntington ended her speech:

"We are truly blessed!"



Dr. Heimlich turned 96!

Thoracic surgeon, medical innovator, and creator of the Heimlich Maneuver® — Happy Birthday to Dr. Henry Heimlich from Heimlich Heroes!! Dr. Heimlich celebrated his 96th birthday on February 3.



Webinar: Train the Trainer

Be prepared for your training day!

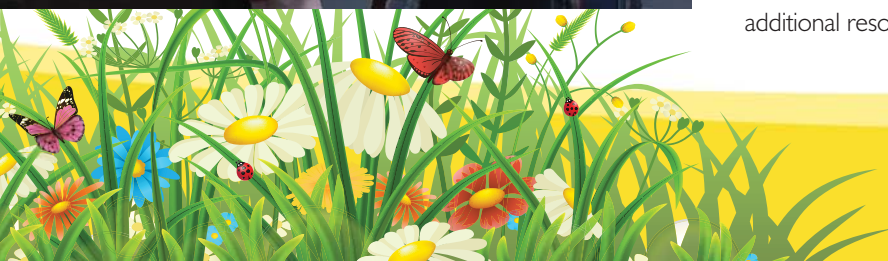
When you register your school, group, or club, we provide trainers with the necessary tools for a successful training day.

The trainer packet includes: a letter to the trainer, a Getting Started Guide: Steps to a Successful Training, and a script to accompany the training video. Each document provides detailed, clear instructions.

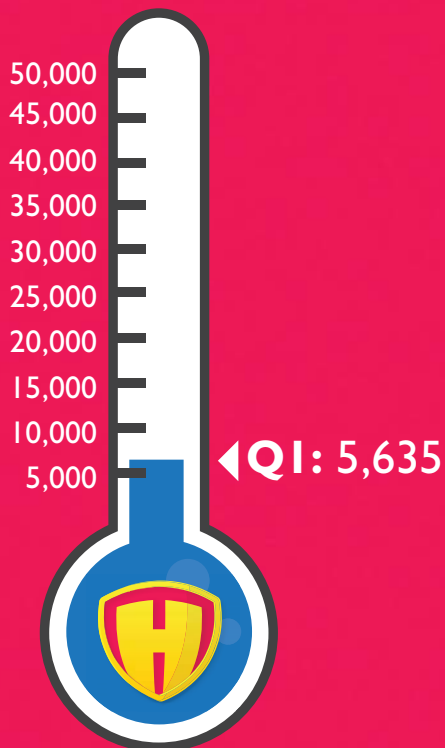
When the training packet isn't enough

Coming in June, we are launching a new tool for Heimlich Heroes trainers: a quarterly webinar called Train the Trainer. This voluntary interactive resource is an extra tool to prepare trainers for their training day.

"We want people to feel equipped, if this is an unfamiliar topic," said Huntington. "The webinar will give the trainers a feel for how the program works for the students. This isn't a required part of the program, but an additional resource to put the trainers at ease."



2016 Goal = 50,000



Everyday heroes

In a pickle

When Alex Ross, a Talawanda Middle School student, began choking on a pickle at lunch his friends thought he was joking. But a nearby student saw it was more than a joke, and took action.

Eighth grader Michael Schwab quickly assessed the situation by asking Ross if he was choking, and then began the Heimlich Maneuver®.



“When Alex took a bite of a pickle he turned red,” said Schwab, who learned the maneuver from his father, a firefighter. “I used the Heimlich [Maneuver] and the second time I did it, the pickle came out and he could breathe.”

It’s important for young people to learn this life-saving technique. Schwab and Ross learned that first-hand.

“This is really important to know,” said Schwab. “[All] I have to say is, watch what you eat and how big [of] a bite [you take].”

Who are the Trainers, and What do They do?

Trainers make our program possible on a nationwide scale. Without them we wouldn’t have the ability to send our life-saving program to every city, school, and child that wants to learn the Heimlich Maneuver®. Anyone can be a trainer!

“We don’t have the resources to put Heimlich Heroes staff in every state,” said Huntington. “Trainers are key to the way our program works. It allows every student access to our program, and it wouldn’t be that way without committed trainers.”

Teachers use Heimlich Heroes™ training to enhance their health curriculum. Scouting organizations love that the kids can earn a patch. Nurses train to improve school and community safety, and clubs train to make afterschool programs and summer camps fun and educational.

“Your program is wonderful from the sign-up, throughout the program and to the return shipping process,” said Cub Scout leader Patty Mayberry. “The materials were well laid out, easy to organize and my Cub Scout group had a blast learning how to save lives. I am spreading the word in hopes others will utilize this great opportunity.”

Whatever the reason, we have dedicated trainers all across the United States. They are committed to helping us spread our program to students. From rural to urban and everything in between, our trainers serve our program and their students.

“I cannot thank your organization enough for being willing to provide me with the training materials and mannequins, so I may continue providing this life-saving instruction to our students,” said school nurse Tami Bucklew. “Our Amish students would otherwise not learn this important maneuver. Thank you so very much!”



HERO Happenings
Spring 2016

*Did You Know...?
The American Heart
Association recommends
adult CPR training for
children 13 years and
older.*



From the Editor's Desk

A new year, new vision, and renewed thanks to all who support Heimlich Heroes

As you have read in this issue, 2016 is bringing so many exciting initiatives to the table:

- A Train-the-Trainer webinar coming in Q2
- A Spanish translation by fall—just in time for the new school year
- Training 50,000 kids how to respond to a choking emergency
- Case Studies focusing on memory retention
- Keeping the program free to the user

And, with demand for Heimlich Heroes exploding, we are constantly looking at your feedback. It helps us enhance the product we provide.

Your feedback counts!

For example, we know that there are different ways advocated to help a choking victim who has become unconscious. One school nurse shared an excellent recommendation: "When someone who is choking becomes unconscious, the American Heart Association suggests that you start CPR -IF AND ONLY IF- you are trained in CPR." Most kids do not receive CPR training until middle school or high school. During our training, students have already been advised to call 911 for unconscious victims. Our program advises that children continue to work at unblocking the airway while the medical team is en route.

Several club leaders shared the need for more direct "leader" training. To meet that need, the idea for Train-the-Trainer webinars was born.

Many of you have asked for ideas on how to engage learners who are a bit younger. Coloring pages and flipbooks are now available for children as young as 6 or 7. These materials expose them to what choking is, how to prevent it, how to recognize the signs and help someone.

Thank you for your feedback! Keep your ideas coming!

All the best,

Terri



Send Us Your #WheresHankandHeidi Pictures

We want your photos! Hank and Heidi are busy traveling, and we want to see all the places they have been.

When Hank and Heidi come to visit your group for training, take them to a local landmark and snap a picture. Upload your photos to Facebook and Twitter with #WheresHankandHeidi, and don't forget to follow us on social media!

Have fun with Hank and Heidi; we can't wait to see your pictures!



Amanda Venegas and Jason Oliveira from ABC30 Action News

Events

California School Nurses Rock!

Heimlich Heroes met over 450 dedicated school nurses at the CSNO Conference in Fresno, on February 4-5. We also did a quick interview with ABC30 Action News' own Amanda Venegas. [Check it out.](#)



Have questions? Want to learn more? Feedback?

Contact us at:

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