

Want to put on a Project Heart Start Training? Here is how:



What is Project Heart Start?

Project Heart Start (PHS) is dedicated to saving the lives of victims of out-of-hospital cardiac arrest through education of all capable citizens to perform the new CPR called compression-only CPR (CO CPR) and to encourage and facilitate the placement and proper utilization of automated external defibrillators (AED).

Non-certification PHS training sessions lasts only about 40 minutes and are divided into watching a 12 minute video, produced by KOAT and Dr. Barry Ramo, followed by a 15 minute skill session led by the facilitator and a short demonstration of an AED. **(if you or your group needs to be CPR certified please refer to organizations like the American Heart Association or the Red Cross to get the training which is typically 4 hours long for CPR alone and will not be free)**

To put on a PHS training you will need to:

- Identify a “champion” or leader who will coordinate the event and establish a planning committee for a larger event
- Choose a date
- Secure a space
- Secure AV equipment to show the video
- Obtain a copy of the training and facilitator training videos or download at: <http://www.nmhi.com/project-heart-start>
- Find and schedule facilitators to train the hands-on section of the training
- Secure enough manikins for participants to practice the compressions
- Schedule someone to demonstrate an automated external defibrillator (AED)
- Market the event
- Have participants fill out a brief survey and return these surveys to PHS Coordinator
- Hand out wallet cards to each participant

Step by step planning

Project Heart Start programs can be offered as small trainings in a company or community organization, as large community events serving hundreds and as a medium sized event. The basics remain the same but the coordination gets a bit more complex for a larger event, requires more planning time and more marketing to assure a good turnout. A [checklist](#) can be downloaded to help keep track of the different pieces.

Next:

Determine the size of your training event.

20 – 50 participants:

Suggested timeline: planning should start approximately 1- 2 months prior to the event. If it is an established program less planning time is needed.

- 1. Identify a “champion” or leader who will coordinate the planning**
- 2. Choose a date:** PHS training can easily be fit into a staff training, held over a lunch break or scheduled alongside a company, church or other community event. Dates should be chosen at least 1 month out. Sometimes weekends are the only opportunity but be aware of competing activities such as sports etc.
- 3. Secure a space**
 - Community rooms in community centers, senior centers, churches or large meeting rooms in businesses or clubs work well.
 - Ideally you would choose a room that allows both, the viewing of the video and the practice of the skills which requires floor space at approximately 10sq. ft per person.
- 4. Secure audio visual (AV) equipment to show the video.** Be sure that the screen and speakers are big enough for everyone to see and hear.
 - Meeting rooms often have built-in screens, a projector and laptop.
 - Our rooms don't have built in equipment:
 - o You can use a large TV and DVD player
 - o Or you can show the video in an auditorium and then move your group to a gym or outdoor field to learn the skills.
- 5. Obtain a copy of the training and facilitator training videos or simply download them from www.nmhi.com/project-heart-start .** Length of the training video: 12 minutes and 18 minutes for the facilitator training video.
- 6. Find facilitators to teach the hands-on skills portion of the training. Recommended ratio:** 1 facilitator per 10 participants
 - Facilitators are people who use CPR as part of their job. They can be firefighters, nurses, EMTs or even medical students. Certified instructors are wonderful but harder to find.
 - Recruit your facilitators and confirm with them at least 2 weeks in advance and remind them via e-mail a week and then again a day before your event.
 - Provide facilitators with the PHS Facilitator training video which can be viewed online or downloaded at www.nmhi.com/project-heart-start. If needed a copy of the Facilitator training DVD can be requested by contacting Dorothee Hutchinson at 843-2814 or via e-mail at dorotheeh@nmhi.com
 - On the day of your training ask your facilitators to arrive about one hour prior to the start of the program and walk them through the program. You may refer to the [“facilitator agenda”](#) (you may customize this) and [“facilitator briefing”](#) documents to help you. You may also provide your facilitators with a [“welcome participants”](#) script. Be sure that they adhere to the program and teach as shown in the video and not offer higher skills which causes confusion among

participants.

7. Secure enough manikins for your participants to practice their CPR skills.

Recommended ratio: 1 manikin per 5 participants

- Although all types of manikins work, Laerdal's CPR Anytime Kits are ideal. They are affordable, inflatable, small and easy to transport. (dimensions of each box: 8 ¾" x 11"x2") Cost ranges from \$30.00 - \$35.00 per manikin.
- You are also welcome to rent the manikins at no cost from the following locations:
 - o Albuquerque: NMHI, 502 Elm Str., ABQ 87102 – Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com
 - o Las Cruces: Region II EMS, 125 N. Main Las Cruces, NM 88001, contact: Manny Medina, 575-524-2167, 575-639-1601 Cell or manuelm@region2ems.com
 - o Silver City: GRMC, 1313 East 32nd St., Silver City, NM 88061, contact: Rhonda Bertolani, 575-538-4178 or rbertolani@grmc.org
 - o Santa Fe: NMHI, 2085 Pacheco St., Santa Fe, NM 87505, contact: Dottie Geekie, 505-984- 8012 x 3005 or dottieg@nmhi.com or Diane Kean, 505-984-8012 x 3000 or dianek@nmhi.com
 - o Hobbs: Hobbs Family Health Center, 200 W. Lea, Hobbs, NM 88240, contact: Tracy South, 575-391-0270 or tracy_south@pmsnet.org
 - o Roswell: NMHI, 2890 Wilshire Blvd., Roswell, NM 88201, contact: Rosemarie Adajar, 575-623-2836 x4000 or rosemariea@nmhi.com
 - o Gallup: RMCHCS, 1901 Red Rock Dr., Gallup, NM 87301, contact: Ina Burmeister, 505-863-7287 or iburmeister@rmchcs.org
 - o Clovis/Portales: Clovis Community College, Nursing dept., contact: Shawna McGill, 575-769- 4954 Portales, ENMU, Nursing Depart., contact: Dr. Leslie Paternoster, 575 562-2773
 - o Alamogordo: Dr. William Boehm, MD, 575-430-4974 or drnone71@gmail.com

8. Secure someone to demonstrate an automated external defibrillator (AED) as part of your training. Demonstration should last about 15 minutes depending on the number of questions asked by the participants.

- Locally you will find such a presenter among your American Heart Association or Red Cross instructors as they will know how the machines are used, be able to explain it and have an AED trainer to demonstrate how it works, sounds and feels.
- If you cannot find someone in your community to demonstrate the AED you may contact Dorothee Hutchinson at 505-843-2814 or dorotheeh@nmhi.com. We should be able to secure someone from an AED company to do this for you.

9. Outcomes Research Surveys need to be distributed to each participant after they view the video and before the skill session.

- **If you have WIFI:** request a survey monkey link from Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com, set up a couple of laptops and provide simple instructions to the participants to fill out the short survey online.
- **If you don't have WIFI:** download the [survey](#) PDF file, print enough for your group and after the training mail the completed surveys back to: Dorothee Hutchinson, NMHI, 502 Elm Street NE, ABQ 87102

10. Print Wallet Cards for each participant to take home.

- Download [wallet card](#) PDF file and print on to business size cardstock. A printer will charge approximately \$40.00 for a box of 500 cards.
- 11. **Market your PHS training event** any place you can think of to make sure people will attend.
- Depending on the scale of the event you can do all of or part of the following:
 - o Have your event listed on the PHS website events calendar. Contact Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com. Information needed: when, where, directions if needed and any other information you would like to share.
 - o Flyers or posters in your community and places your target group frequents.
 - o Outdoor billboards (they do occasionally donate space especially on digital billboards)
 - o Company newsletters
 - o Website announcements
 - o Community calendars in the newspaper or on the radio
 - o Visit your service clubs and make a short presentation to the members and ask them to spread the word.
 - o Social media: Facebook etc.
 - o PSAs on TV or radio
 - o Call-in or talk show at local radio stations
 - o A [sample press release](#) can be down loaded and changed for your purposes.
 - o The [PHS logo](#) can be downloaded and used on all your information

12. After the event

- Please return the manikins if you borrowed them.
- Mail the participant surveys to NMHI, Attn. Dorothee Hutchinson, 502 Elm Street NE, ABQ, NM 87102
- Thank your volunteers and sponsors!

50 – 100 participants:

Suggested timeline: planning should start approximately 2 months prior to the event. If it is an established program less planning time is needed.

Steps (see above) are the same plus:

1. **Establish a small planning committee** representing: marketing, someone from your venue and someone who could help to recruit and brief your facilitators.
2. **Space:** You might consider breaking your group in half and offering 2 sessions depending on the size of your room.
3. **Video can also be loaded on your computer system or on individual work stations** allowing you to ask participants to view the video prior to the skill session. This will eliminate the need of AV equipment and reduce the time needed to just 30 minutes for the skill session and AED demonstration.
4. **Set up can be done the night before the training** (if indoor). Divide space in “circles” of roughly 10’ x 10’ for every 10 participants and place 2 – 3 manikins in the middle of each circles. Add enough surveys and pencils for each participant and provide facilitator with [welcome script](#). (surveys should be completed before the skill session and after viewing the video.) If technology allows each participant can fill out the survey online. Link can be requested from PHS

Coordinator: from Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com

100 + participants:

Suggested timeline: planning should start approximately 3-6 months prior to the event. If it is an established program less planning time is needed.

Steps (see above) are the same plus:

1. **Establish a full committee representing:** Marketing, Venue, Facilitators (recruitment and communication), Logistics – [see sample event plan](#) - (in charge of parking and crowd control. Ideal members are from the Emergency Management office, local police etc.), Donations (someone who can find in-kind donations of food and water for volunteers, printing or sponsorships. [Sample donation letters](#) can be downloaded!)
2. **Determine your budget** and whether you need to find sponsors or in-kind donations. See [Sample Budget](#) and determine what may be needed.
3. **Check with you venue if they require a liability insurance policy.** The typical cost for a large event liability insurance policy for around 1000 people is approximately \$300.00. Local insurance agents are often great supporters and may consider donating the policy. If you need more advice please contact: PHS Coordinator: Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com
4. **Facilitator recruitment** should start approximately 2-3 months before the large event.
 - Going through point of contacts at the fire department, EMS or school of nursing works well.
 - Since communicating with potentially 100+ volunteers individually is difficult it is suggested to set up an event in Eventbrite.com titled: *CITY – Project Heart Start 2012 – Facilitator Registration*. See sample at <http://abq2012.eventbrite.com/>. This will allow you to see how recruiting is going and how many more you need at any given time, let's you communicate easily with them and provides you with a list and Excel spreadsheet of all your facilitators with e-mail addresses. If you need help setting this up please contact: PHS Coordinator: Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com
5. **Food and drinks for your volunteers** helps to keep them happy. You may consider providing a breakfast burrito and coffee. If done in advance you might be able to have these donated. Local restaurants and Starbucks are usually quite supportive.
6. **Facilitator t-shirts** are a nice touch for a large event and will help to identify them to the participants. You may contact Daddy Dave's Designs at 505-501-1911 or at daddydave1@comcast.net. He printed all t-shirts for the 2012 June event, has the artwork and is very reasonable.
7. **If event takes place outdoors water may be necessary** for the participants. Pepsi, Coke, local bottling companies or Walmart are quite willing to donate water for your event. [In-kind donation](#) letter template can be downloaded.
8. **Marketing:**
 - In addition to the list provided above you may want to consider getting your chamber of commerce involved. You can get on their agenda and make a presentation asking employers to encourage their employees to attend you event and have the chamber put your event on their websites. You can work with large employers and have them send a message to all employees encouraging them to attend. In ABQ PHS reached 48,000 people through their employers for

free!!!

- KOAT 7 is a major sponsor for the June event and will help with the promotion of statewide events that day again in 2013. For events at other times you will need to approach you local stations and hopefully they will announce your event for free.
- 9. **Set up for a large event** should definitely take place the day before. Recruit enough volunteers to help you carry and set up. If you need ideas where find volunteers you may contact: PHS Coordinator: Dorothee Hutchinson: 505-843-2814 or dorotheeh@nmhi.com
- 10. **Make sure you document your event!** Have a designated photographer. The pictures will be great for thank you messages and future event pieces!
- 11. **Thank your volunteers and enjoy!**