

National
STOP THE BLEED Day
Toolkit



Anyone can learn to Stop the Bleed

Table of Contents

What is National Stop the Bleed Day?	3
What is Stop the Bleed? Why Does It Matter?	3
Sample Outreach Emails	4
Sample Press Release Templates	6
Sample National Stop the Bleed Day Proclamations	
Coming soon!	
Mega-messages	
Social Media Messages	
Ambassador Toolkit!	

Welcome to the National Stop the Bleed Day Toolkit!

We've designed this toolkit to provide people and organizations with tools to plan and promote National Stop the Bleed Day. Please feel free to contact us at

TheTeam@NationalStoptheBleedDay.org if you have any suggestions to make it more useful!

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 23, 2019, the officially designated National Stop the Bleed Day. There are a number of activities and announcements planned for May 23, 2019 with some of them starting right away and building up to that day.

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.

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.*

Sample Outreach Emails

Email 1

Subject Line: Get Involved with National Stop the Bleed Day - May 23, 2019

I/We are 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.

You can visit www.NationalStoptheBleedDay.org to find out how you can participate and to access training and other information.

Email 2

Subject Line: What we are planning for National Stop the Bleed Day - May 23, 2019

We're excited to share that 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.

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.

Please contact 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 23, 2019

We're excited to announce that (person/organization name) has joined National Stop the Bleed Day as a partner/ambassador/supporter.

(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 Releases

Press Release 1

Press release date

Headline: (Person/Organization) announces National Stop the Bleed Day Participation

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

(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 23, 2019, 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 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.

