



# HERO Happenings

A publication of Deaconess Heimlich Heroes™

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*"I like Heimlich Heroes because I would like to save lives. Also, I learned where to place my hands when someone is choking."*

*- Brianna Z., Girl Scout*

## Now Available: Spanish Translation, Trainer Resource Page and 3 New Dolls!

### Register for the Spanish version today!

Our mission is to eliminate preventable choking deaths by teaching young people the Heimlich Maneuver®. We have expanded our reach by creating a Spanish version of our program.

"Spanish is the second most spoken language in the U.S., representing nearly 25% of the current K-12 population, according to recent census records," said Program Manager Terri Huntington. "By using the learner's home language, they will be able to better engage in the learning process as we teach this life-saving information."

Groups can register for the program, and specify if they need Spanish materials. The Spanish version includes the training DVD, student workbook materials, the Leader's script, and more.

"We have been working hard for months on the translations and filming the Spanish training video," said Huntington. "This is just one more way to reach kids and to save lives."

### Trainer Resource Page

Without dedicated trainers like you, we could not teach this life-saving skill to as many kids. The Heimlich Maneuver is often unfamiliar to young people and

adults. Our goal is to make trainers feel prepared for a successful training.

We have created a new resource page just for you! On this page you will find quick resource guides, the Getting Started Packet, webinar archives, young hero stories, pre- and post-tests, and station-style activities you can incorporate into your training event.

When you register for the program, you will receive this resource page link.

### New Training Dolls

Program demand is booming and help has arrived! Marcus, Kimi, and Andy Heimlich are making their debut this month. The added dolls allow us to continue scheduling a high volume of trainings. You might see a new doll at your next training!

Don't forget to snap some photos and post them to our social media pages and yours.

**Trainer Resources**

**Resources for a Successful Training**

**Quick Resource Guides and Anatomy of Choking**

- How the Training Works
- Trainer Quick Guide
- Program growth and sharing tools
- Choking Statistics
- Choking Anatomy

**Getting Started Packet**

- Letter to Participating Leaders
- OSP Table of Contents

**Next Step**

- Getting Started Guide
- Leader's SCRIPT

**Make copies of:**

- Letter to Parents of Participants
- Photo Release Deaconess Heimlich Heroes
- Medical Release
- Hit Coverage!

**Extra Information**

- Choking and Heimlich and those saved with HM
- Heimlich Heroes FAQ
- HM Fall Brief

**Webinar Archives**


- June 26, 2016: "Train-the-Trainer: Your Guide to a Successful Training"

**Young Hero Stories**

- Maribel and Gabriela
- Zaha Francisco
- Zach Farmer
- Jake Carls
- Christian Good
- Eden Bado

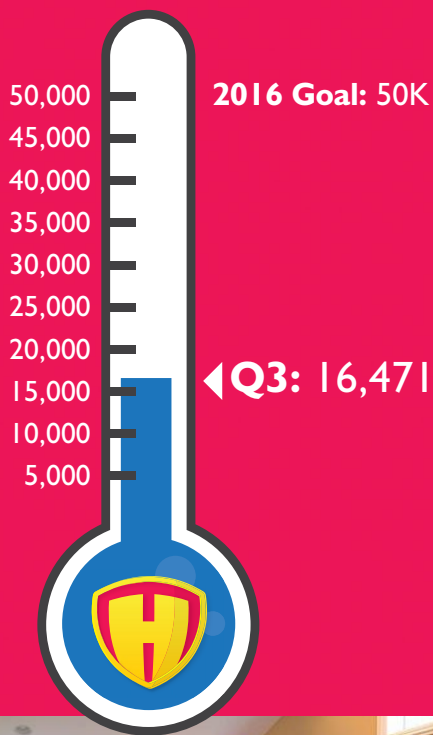
**Pin & Post Tools**

- Choking
- Heimlich
- Spanish Protocol
- Spanish Protocol




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## The Thermometer is Rising



## Spanish Video in the Making Lights, Camera, Action...

**38.4 million** That is the number of U.S. residents, ages 5 and older, who spoke Spanish at home in 2013, according to the [United States Census Bureau](#).

The bureau projected the Hispanic population would increase from 55 million in 2014 to 119 million in 2060. With this kind of exponential growth, we knew it was time to create a Spanish version of our program.

The process to bring users a Spanish translation started almost a year ago. Our first step was to enlist the help of high school Spanish teacher, Lori Keller, and her fourth year Spanish students. The students gained valuable experience, as they worked hard to translate our print materials, which were then reviewed by Keller. *(Note: Keller was glad for the review! Just months following her work with us, she faced the opportunity to save a colleague who was choking at her school. She was thankful she knew just what to do to help.)*

Once the initial materials were complete, translator Sheridan Stease scripted our Spanish video. She spent countless hours making sure her translation was consistent with the English version. The Spanish training video is a translation of the English training video, so it provides the same critical information your students need to be successful.

After several months of preparation translating the video script, we were ready to roll out the camera and film the Spanish training video. We had an amazing collaboration between Stease's Central American Spanish background, actress Karen Valero's Venezuelan background and our teleprompter Tony's Puerto Rican background.

The editing process on projects such as this can be long and tedious. But attention to details, ensures a high quality product. The video is "un éxito"—a success!

Thank you to the team at [ChiliDog Pictures](#), translators Sheridan Stease, Lori Keller, and her students, along with actress/narrator Karen Valero. Your talent, hard work, and time are much appreciated!

## Training Demand Continues to Explode

In three short years, Heimlich Heroes™ has trained tens of thousands to properly perform the Heimlich Maneuver®:

- Training continues to expand across the nation, reaching growing numbers of communities—now in 48 states.
- To date, we've trained 8,450 Girl Scouts, 6,200 American Heritage Girls, 18,600 school kids; plus thousands of Boy Scouts; Boys & Girls Clubs, home school and "Y" kids with our proven program.
- Schools, scouting organizations, after-school clubs, and pediatric nurses across the country are taking advantage of this great opportunity. Training empowers kids and adults in their community with this life-saving information.

- Training is so successful, demand has increased from serving 1000 kids in 2013 to 20,000 kids in 2016.

- Lives are being saved!



To now, Heimlich Heroes has been free to anyone who requests this critical, life-saving training. Because of continuing demand—and our mission to ensure everyone has the opportunity for training—we are making some changes.

### New Year, New Changes

Starting January 2017, we'll begin to pass on a small portion of our costs. We plan to charge a nominal rental fee of \$35 for the training dolls. The DVD, student note taking tools, and certificates remain free. You will also be able to purchase dolls, as well as shirts, patches, etc., through our online shopping cart:

We know that ANYONE can learn to save a life and prevent a choking death. With your continuing support, together we'll continue to inspire a new generation of kids.



## Everyday Hero When Dinner Turns Dangerous...

As a 13 year-old Boy Scout, Cole Thomson thought learning the Heimlich Maneuver® was “just another piece of useless information.” But at 16 years old, Thomson found out otherwise.

***“I never thought I would have to use it,” said Thomson. “But instead, it served a purpose – and saved a life!”***

It was an ordinary workday at County Line BBQ for Thomson, until he encountered a choking man. Cole jumped into action.

“The man was turning red and so I asked him if he was choking,” said Thomson. “He looked up and put his

hands to his throat, so I got behind [him] and started doing the Heimlich right way. I didn’t really have to think, and just let my training go into motion.”

Thomson learned the maneuver as part of his Boy Scout training. He has also gone through community emergency response training. All his preparation paid off!

***“It’s important to learn the maneuver because it may just be ‘useless’ information to you now, but in the future it may save somebody’s life. Maybe even yours.”***



Cole Thomson

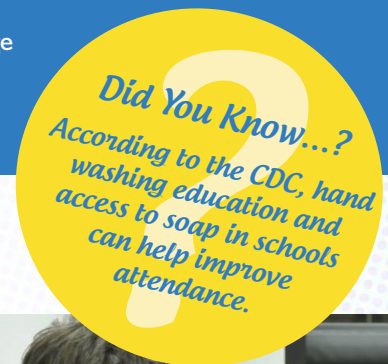
## Different Ways Your Organization Can Use Heimlich Heroes



Heimlich Heroes™ specially designed program trains young people ages 7-14 how to recognize, respond to, and prevent a choking emergency. With our engineered 42-inch training dolls, this interactive program is sure to be a hit with your students, and effective in teaching this life-saving skill.

When your school, club, group or other youth organization take advantage of our program, there are several ways you can implement the training.

[Read more](#) about different ways your organization can use our program.



## Fox Valley Special Recreation Association

Marcella Anderson, Adult Coordinator at Fox Valley Special Recreation Association (FVSRA), led a Heimlich Heroes training for 30 participants ranging from ages 22-50.

FVSRA provides year-round recreational activities to enable residents with disabilities. Check out what Marcella had to say about the training:

*“Both Day Programs meet at our offices in Aurora and focus on exercise, community integration and volunteerism with adults. We are constantly trying to find new ways to offer them experiences to be active members of society, and teach them how to give back.*

*As the trainer I felt that they understood each aspect of the training; and when I felt something was more difficult to grasp, I made an adaptation so they could better understand. My favorite part of the program was having the participants go through the physical process of the Heimlich Maneuver.*

*It gave them a chance to fully understand where the correct placement of their hands should be and that the steps need to be followed in order to perform the maneuver correctly.*

*This is a great life skill they can learn and take anywhere with them. All the participants were excited to share with others what they had learned. They seemed very confident in themselves by the end of the training.”*

This is the first time our program has been used in a special recreation environment. But we hope it won’t be the last. If you have questions about how to make the program work for you, you can reach us via phone, email or social media.







## From the Editor's Desk

Weekly we see stories of lives saved by the Heimlich Maneuver®. Unfortunately, we also read about victims who died from choking, because those nearby didn't know how to help. My mind races... how do we reach every child? And how do we teach adults who've never been trained so they, too, can step in and save life?

### Working tirelessly to expand our reach

You know how rapidly Heimlich Heroes™ has grown from year to year. And we continue to hear how excited you are about the program! But there is much more that's needed to eliminate preventable choking deaths in our country. For example, how do we keep up with the demand and our many requested needs?

Recently, we polled our users as we consider future changes. We read every one of your comments and truly value your feedback! Overwhelmingly, the training dolls, DVD, and student workbooks, along with the Leader Packet, meet your training needs. We are thankful that 86% of the survey respondents agree: absorbing a small cost would not dissuade them from using the program.

*"The whole program, including the materials, reflects a very high standard for organization, accessibility, clarity, thoughtfulness and quality. I was continually impressed by the attention to detail, from the first communication to the last." - Survey respondent*

### So, what's happening?

For the past four months we've pushed training dates out 8-12 weeks, due to increased demand. The new inventory of training dolls, arriving next month, will allow for a much shorter turnaround when you register for the program.

Additionally, our new Spanish materials also allow kids and parents—more comfortable with their home language—to learn these skills with ease. And our new Train-the-Trainer webinar brings a more interactive program approach.

### The bottom line

There are approximately 33 million children, ages 7-14 in the United States. We're on mission to reach them all; however, there are multiple expenses to consider. For example, material costs, alone, average out to about \$19 per student trained. Related expenses include: logistics of materials shipping/handling, website development, project creation/development, (like producing the Spanish materials, video, etc.), marketing/PR, and travel/exhibits.

Deaconess Associations Foundation has generously funded Heimlich Heroes for the past four years. While they remain fully engaged, we must now put some charges into place. A portion of the program will remain free, but other parts will have a nominal cost (for example, doll rental, patches, posters, and the like).

By doing this, we can continue to reach new audiences each year. We can also still serve our many valued repeat customers, who love using Heimlich Heroes in their schools, clubs, and scouting organizations. Stay tuned for future detailed information. And, thank you for training so many how to save a life.

All the best,

Terri



## Events

### National Association of School Nurses

Thank you for visiting our booth at the conference. It was wonderful, to reconnect with those of you who have used our program, and exciting to meet so many new friends. The nurturing you bring to your community as you lead through school nursing is amazing! We always enjoy connecting with passionate people, and can't wait to expand our relationship with school nurses.

### YMCA

Your goal—to unite, inspire, and nurture while infusing your story—brings hope to your community while living your cause. We loved meeting so many of you at our first General Assembly exhibit. We are excited to broaden our audience with YMCAs across the country!

### Heimlich Heroes Week

National Heimlich Heroes week will be celebrated October 3-7. This week raises awareness about how to recognize, respond to, and prevent a choking emergency. It's also meant to celebrate young heroes who have saved lives with the Heimlich Maneuver®.

### Celebrate Lives Saved

Do you have a choking story to share? If you or your students have witnessed a choking emergency, saved a life or had their life saved with the Heimlich, we want to know! Please share your stories with us via social media or email.



*Have questions? Want to learn more? Feedback?*

### Contact us at:

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