

The Responder

Emergency First Response Corp.
Creating Confidence to Caresm

emergencyfirstresponse.com
SECOND QUARTER 2007



Don't just stand there...

Special offer – EFR updated student materials

Maintaining Authorization to Teach EFR Courses

Responder in Action

AED Trainer Software Update to Guidelines 2005

Don't just stand there...

...and be not able to help? Or even worse ...and wait until someone else does the course you should be doing? Or you might have another way to complete the sentence.

...and not be able to help

That's probably the motivation for most participants to join the program. The other one is to progress with their continuing education. Nobody doubts the importance of CPR and first aid skills and many organizations offer this kind of training. In some situations the competitive offer looks maybe much more interesting that you feel your offer can be. Maybe the instructors are better qualified, are medical professionals, have a better infrastructure, and maybe a lower price. There are many options. What can you do to get participants for your courses?

...and wait until someone else does the course you should be doing

The answer: *use your strengths and find niches.*

Who are the people you can attract most? What kind of situations you can speak best about? In what subjects do you have extraordinary expertise that might link to EFR courses?

These kinds of questions might lead you to find a key to open the door to success in establishing yourself in Emergency First Response. Going against big players in a local market is often not possible, but niches often provide enough opportunities for growth and to get started.

One example that fits very well is with diving and PADI instructors. If you are competing with the Red Cross or similar organizations, you are often up against motivated first aid instructors that may even have professional medical backgrounds. One thing they don't have however is relevant knowledge applicable to the group close to you – divers. Very often this group would like to progress with their continuing education path. This is your chance to enrich your EFR programs with some elements relevant to diver training in preparation for their Rescue Diver course. You might add some elements that do not belong to the performance requirements, such as handling decompression sickness or other injuries that might apply to diving. You can also use the scenarios to enrich the course experience. Suddenly you have a package that a Red Cross most probably can not compete with.

So you certainly have choices. And you can use your personal experience to get people excited about what you offer. You can "modify" your programs in such a way as to include rele-

Dear Emergency First
Response Instructor,

Emergency First Response®
is pleased to bring you
the second quarter 2007
edition of The Responder
in electronic format.

Please email
training@emergencyfirstresponse.ch
if you have any questions or
concerns.

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vant examples to suit your customers and use and share your personal experiences.

Divers are only one group, but there are also many other opportunities. You might be parents; so Care for Children would be an interesting possibility that you can speak about. New parents are always eager to get prepared for the big day and for the days that follow. You can provide them with information that helps avoid pitfalls – from parent to parent.

Are you involved in other sports that require special first aid skills? You might have similar options like with diving for that activity because of your personal link. The best part in this – you teach to customers you can relate to and you can share your knowledge with, which is automatically more fun for you.

The start is the most difficult part; word-of-mouth will help you from there. But... – it won't happen if you just stand there...

Keep it simple

The trend in first aid training for the layperson is simplification while maintaining effectiveness. The latest guidelines took another step in this direction. With the implementation of the ILCOR Guidelines 2005, your EFR materials are once again up to date. However, in order to get your programs full, other factors are relevant too.

One of the most important rules about handling emergency situations is to reduce the number of choices. This might apply also for your courses offered. As an instructor you are the filter between all the options (there are up to 14) you have with Emergency First Response and your customer.

It is easy to get confused if you offer all these options to your clients. Keep it simple for them and offer what works best for their personal goals. Certification statistics show that the majority are interested in getting full training (primary and secondary care including AED). For many, that makes sense because within diving CPR and first aid is called for. If this is your biggest customer base for EFR, then reduce your courses offered to that and you can avoid a lot of questions. Another example: if you promote to parents, then EFR alone might be not the most popular, but to include Care for Children as well will suit their needs better. So then you can change the offer just for that customer group. It is important to prepare your program well when you adapt it to a new customer group, so that you can be more individual with your offers.

Special offer – EFR updated student materials

As of early June updated EFR student materials and DVDs for participants are in stock. The new guidelines have been implemented in the *Participant Manual*, the participant exam and the DVD are updated to reflect the latest ERC Guidelines.

In order to support the introduction of these new materials PADI Europe and Emergency First Response Europe is offering a 10% discount when ordering a minimum of 5 EFR *Participant Manuals*. This applies on top of any other applicable discounts like for PADI IRRA Members or PADI Master Instructors. This offer is valid until the 30th of September 2007.

Maintaining Authorization to Teach EFR Courses

Effective immediately, EFR Instructors and Trainers who demonstrate professional commitment by maintaining EFR renewal and keeping current with emergency care training standards will maintain the authorization to teach. This means that as long as you maintain an unbroken renewal with EFR and read and implement training standards and philosophies as indicated in *The Responder* and on emergencyfirstresponse.com, you are eligible to teach EFR courses.

This change helps keep things simple for you – the EFR Instructor and Instructor Trainer: stay renewed, read *The Responder* and implement its related standards information.

If your EFR rating expired at the end of 2006, you can renew now and maintain authorization to teach for 2007-2008. If your EFR rating expired in 2005 or earlier, you can still renew now; contact PADI or EFR to find out how you can regain teaching authorization.

Responder in Action

We, a group of 6 divers, went to Marsa Alam in Egypt to have a diving holiday. The first day we started to dive from the shore on the house reef. Really amazing. The second day we went diving with a boat. We went to Mahaleq – a nice reef.

We saw a guy walking with an oxygen cylinder when we got back at the diving school. Douwe said it was too late to be putting a bottle of oxygen on the boat, because we were already back.

But he started running along the beach. That was not a good sign. We followed him and saw an Egyptian instructor, Mohamed A. Elhassan, starting CPR. The patient was blue over his whole body. I told him to continue with mouth to mouth respiration while I took over the compressions. We followed the new guidelines 2 respiratory breaths and 30 chest compressions. There was no pocket mask. Douwe took care of the oxygen. After 20 minutes of CPR the patient started to breathe again. We quickly put a non-rebreather mask on his face and tried to keep his airway open with a jaw thrust. Meanwhile a doctor arrived. He started to listen to the lungs. After that we put the patient in a pickup truck and moved him to the clinic at our resort. The patient woke up after 20 minutes in the clinic. We arranged a rendezvous with the ambulance from Hurghada. The patient got into the ambulance for a 45 minute ride. Meanwhile he still had his non-rebreather mask on. He had to stay in the hospital in the Intensive Care Unit for at least 48 hours. After 48 hours he was released from the hospital. They couldn't find any cause for his cardiac arrest.

The patient went back to the diving school the next day to thank us. It was really amazing to see him walking and talking like that.

He was an experienced diver with more than 100 dives. He was busy doing a scuba review. The patient had told the instructor that he didn't feel well when they tried to descend. So they didn't descend at all. They took his weight belt off and right after that he collapsed. The instructor dragged him onto the beach and started with CPR.

By Dennis Goosen
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AED Trainer Software Update to Guidelines 2005

Your AED Trainer 2 unit can be updated with the new 2005 guidelines. You will first have to download the software from

<http://www.laerdal.com/document.asp?subnodeid=1850973>
[If that link does not work, you can get there by going to www.laerdal.com, click on Basic Life Support (on the left side of the screen), click on Laerdal AED Trainer 2 (located towards the center of the screen on the right)].

*** You will need an RS-232 standard serial cable to connect the trainer to the computer. The cable can not have a USB connection; it must have a serial to serial connection.

- Click on the link "AEDT2 2005 Guidelines Software Upgrade"
- Click on Run – if prompted again, click Run
- Click Start
- Click OK
- Double click Update
- Select your language
- Select COM1
- Turn the AED Trainer 2 on
- Click Start on the Update page

The software will begin to update your trainer.