

The Responder

Emergency First Response Corp
Creating Confidence to Care™

emergencyfirstresponse.com
Fourth Quarter 2005



CPR Guidelines Change



In January 2005, experts in the field of resuscitation and cardiovascular science gathered to present their findings to the International Consensus of CPR and ECC Science conference. Conference attendees included the International Liaison Committee on Resuscitation (ILCOR)—which represents various international resuscitation councils around the world. That conference formed the scientific basis for the new CPR guidelines. Some member organizations have already written standards based on these new guidelines while others have not yet released them.

Emergency First Response programs follow guidelines established by ILCOR member associations, so you can

expect course changes to occur. Emergency First Response is currently evaluating how these guidelines will be incorporated.

Generally, the new guidelines emphasize simplification of skills at the layperson level. For example, adult, child and infant compression to ventilation ratios are now easier to remember because they're all the same: 30 to 2. There are other changes but in general, these changes will not force you to modify your existing courses to a large extent; instead there will be some areas of emphasis and a few technique or timing changes that further simplify teaching lay people. To simplify training is perfectly in line with the Emergency First Response philosophy and it is unlikely that instructor retraining will be required to implement these changes.

What does this mean for your current programs? Nothing, yet. Emergency First Response will release specific program changes in upcoming issues of *The Responder* and on emergencyfirstresponse.com. The new guidelines will also be incorporated into Emergency First Response manuals and instructor guides as reprint schedules permit.

In the interim, please continue to offer Emergency First Response training as you have been. The need for emergency care training continues to be essential in business, industry, healthcare and communities. Look for more information to come.



Emergency Preparedness

Be Part of the Solution

In the wake of recent disasters, emergency preparedness has gradually seeped into the forefront of peoples' minds. As these tragic events unfolded, many wondered how they could help or make a difference. As an Emergency First Response Instructor, you are in a unique position to help people prepare for the worst. You can reach out and emphasize the need for CPR, AED and first aid training as a part of a greater emergency preparedness.

Some recent tragedies quickly overwhelmed emergency services networks – leaving many citizens on



their own and fending for themselves. Some feel that individuals should prepare for a three to five day self-sufficiency following a disaster. This includes having food and water readily available as well as training in CPR and first aid to handle emergencies.

This is where

you come in. By teaching people in your community to respond appropriately

and with confidence in the event of an emergency, you become part of the emergency preparedness solution. You can also stress the importance of AED training, as home defibrillators are now available without a doctor's prescription in some areas.

You can get the message out by taking advantage of the customizable press release kit available at the Emergency First Response Instructor website. Just look under the Tool Kit menu and then select Marketing Tool Kit. You'll also find an Emergency Preparedness Checklist, a Family First Aid Supply List and an image to include along with your press release and Emergency First Response course schedule. Emergency preparedness has also been added to the consumer side of the website at www.emergencyfirstresponse.com.

Now is the time to reach out and help your friends, neighbors and local businesses with disaster preparation. The benefits of doing so can be tremendous.



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Are You Due to Renew?

If you became an Emergency First Response Instructor between October 2003 and September 2004, your rating will expire at the end of 2005 and you should have received a renewal application. Renewing is easy. First, make sure you're authorized to teach by either teaching any Emergency First Response course before 31 December 2005 or upgrading your Emergency First Response credentials by taking an Emergency First Response Instructor continuing education course, such as the Care for Children or First Aid at Work programs.

Then, just mail or email your completed Emergency First Response Instructor renewal form. That's all there is to it! Contact your Emergency First Response Office if you have any questions.

Additional Renewal Requirements for First Aid at Work

• Emergency First Response (Asia Pacific) Pty Ltd

Emergency First Response First Aid at Work Instructors in Australia and New Zealand must show proof of an annual CPR skills refresher performed by an Emergency First Response Instructor Trainer or the equivalent. In addition, First Aid at Work Instructors in New Zealand must conduct First Aid at Work programs that cover a minimum of 112 hours annually.

• First Aid at Work Great Britain

To keep their portfolio current, Emergency First Response First Aid at Work Instructors must have an



annual skills check performed by another current Emergency First Response Instructor. You can use the Emergency First Response First Aid at Work CPR Assessment form in Appendix 17 of the First Aid at Work Instructor Guide – Great Britain version, which must be placed inside the portfolio.

Other regional variations may apply. Please contact your Emergency First Response Office for details.

Required Materials

An article in the last edition of *The Responder* clarified the training standard requiring that Emergency First Response participants have, in their possession, (at a minimum) the participant manual for that course to use during independent study before, for use during, and for reference after the course. Because having a reference after a course is central to participant retention and willingness to help in an emergency, this standard benefits participants beyond the course itself.

Skill retention diminishes with time, which is why periodic skills refreshers are recommended. Participants can also refresh knowledge and skill information by rereading participant manuals and viewing *Emergency First Response* videos (of which ownership is highly encouraged). It follows then, that Emergency First Response participants can extend the amount of time they are comfortable in offering skills by retaining and

reviewing course materials after their initial course.

Beyond skill retention itself, here are just some of the immediate and long-term benefits for participants having their own course materials:

- Enhanced course value
- Ability to make notes in the materials, which assists learning and retention
- Allows participants to effectively complete the study questions and knowledge reviews in the materials
- Puts current materials in their hands.
- Increases course quality and adds professionalism
- Provides a resource to reference after the course
- Provides a resource to prompt responders through an emergency
- Access to these resources can serve others who are aware of them

Writing a Successful Bid

Large companies, corporations and government agencies frequently put their CPR and first aid training needs out for bid. This allows them to compare various service providers and choose the vendor that best meets their needs. For the Emergency First Response Instructor, landing a large account through this process can be challenging, but well worth the effort. A critical step in this process is writing a winning bid. Here are some tips for writing a successful bid and, although many are common sense, missing one could cause you to lose a great business opportunity.

Begin by thoroughly reading the Request for Proposal (RFP) to get an idea of what the organization is seeking. Make a note of any areas that aren't clear and develop a

services you'll provide.

- Project Management Plan: Describe how the project will be managed.
- Phase-in plan: Describe how you plan to phase in those already trained, but in need of a refresher, into Emergency First Response.
- Understanding the scope of work: Clearly state how you will fulfill the Scope of Work (SOW). Make sure you clearly understand the SOW and aren't conflicting with Request for Proposal (RFP) specifications.
- Staffing plan: State how you'll staff training sessions and who will be involved.
- Quality Control: Describe how you assure quality



list of questions. Then, call or make an appointment to get these questions answered. Remember, there are no dumb questions – make sure you're absolutely clear on the bid requirements.

Once your questions are answered, organize your material for submission. Your format and main titles should follow the instructions in the bid request and often include the following sections:

- Cover page – Identify the job you're bidding on and tell them who you are.
- Table of contents – Provide an index of the information in your proposal.
- Executive summary: Summarizes your bid and the

instruction and the Emergency First Response quality management process.

- Past performance and references: Include testimonials and other complimentary letters from customers and business associates.
- Organization chart: Include contact information for billing, ordering materials or other facets of your business.
- Resumes: Include a resume for every instructor involved in fulfilling the bid.
- Other Exhibits: Provide any other items requested in the RFP.

There are a few things you'll want to avoid with your proposal and a few things you'll want to make sure your proposal achieves. Here are a few of the things to avoid:

- Using a previous proposal as a template.
- Including statements that conflict with the SOW or the RFP specifications.
- Wordy sentences.
- Bidding on a project you cannot fulfill.

Here are a couple of things you should do with your proposal:

- Keep it simple.
- Be specific to each RFP request.
- Ask for help writing.
- Specifically state how you'll meet the SOW.
- Have someone outside the company read your proposal.
- Submit your proposal early.
- Contact your Emergency First Response office for additional help.

At this point you might want to include something to make your bid stand out from the others, such as including AED or oxygen training. When all other factors are equal this might be the deciding factor.

Once you've completed your bid, look it over one last time to make sure that it answers who, what, why, where and how. Then, package the original with the number of

required copies. Make sure each of the copies is of the same quality as the original. This isn't time to skimp. Then, it goes without saying that you must submit your bid on time. Late bids are usually rejected outright.

Put a little extra work into your bid and set yourself apart from your competition. This will go a long way to getting the contract.



Responders In Action

Matthias Thriene – Leinefelde, Germany

Matthias Thriene didn't have long to learn just how valuable his Emergency First Response Instructor course could be. On his way home from completing his course, Thriene watched as an automobile accident unfolded in front of him. The driver of the car in front of him, falling asleep, drove directly into a truck in front of her. She escaped relatively unscathed but her passenger was less fortunate. The passenger, who was asleep, slipped under the seat belt and slammed into the dashboard.

Thriene immediately offered his help and was able to take care of the victims until emergency services arrived. Talking about the experience, Thriene said that he learned how important Emergency First Response courses can be and hopes to convey this to his future participants.



Kevin Ng, Charles Kang and Lee Leong – Shah Alam, Malaysia

Kevin Ng and Charles Kang had just finished working in the pool with a scuba diving class when they heard some commotion and went to investigate. They found a child of about 12 years old standing at the edge of the shallow end of the pool looking at a submerged child who was face down on the bottom.

Kang jumped in the water and brought the unresponsive child to the surface. Then, with the assistance of Ng and their colleague Lee Leong, checked for responsiveness.

Lee took the lead and, after finding no obvious signs of life, alerted EMS. He then opened the airway and began rescue breathing and CPR. Kang and Ng monitored for signs of life. After several cycles the pair detected some signs of life and turned the boy on his side so he could vomit without obstructing his airway.

After several more cycles the boy regained consciousness but still struggled with each breath.

When EMS arrived they took the child to a nearby hospital for treatment. It was confirmed later that day that the child recovered and was in a stable condition.

Timothy Knight – Ormskirk, Lancashire, England

Timothy Knight credited his Emergency First Response and PADI Rescue Diver courses with keeping him focused in an emergency when he came to the aid of his neighbor.

Earlier this year, Knight found his neighbor collapsed in the driveway. The neighbor wasn't breathing and didn't have a pulse but Knight fell back on his training, as rendering aid was automatic. He was able to perform CPR until the paramedics arrived. Thanks in part to Knight's efforts the neighbor is recovering.

Kristi Raykos, Dillsburg, Pennsylvania, USA

Sitting in her office at the credit union, Kristi Raykos' day was interrupted when a woman and child started screaming at the top of their lungs. Rushing from her office, Raykos found a woman, her chest covered in blood, holding a toddler. After instructing a coworker to contact emergency services, Raykos found that the child was missing a large, triangular chunk of skin from the middle finger of her left hand. The nail was missing and the finger was bleeding profusely. It turns out that the child had apparently left her finger on the doorjamb when coming out of the bathroom and the door closed over her finger.

Raykos as a coworker took the mother and child back to her office and applied pressure to the wound. She continued to apply pressure and add bandages until the paramedics arrived. After they arrived and packaged the child for transport, Raykos was rewarded when a paramedic came back to tell her that it was her bandage that stopped the bleeding and since she had done such a good job, he left it in place.

Emergency First Response Gets the Nod



AUSTSWIM

AUSTSWIM, the nonprofit Australian Council for the Teaching of Swimming and Water Safety, recently recognized Emergency First Response as meeting its CPR course provider requirements. AUSTSWIM swimming instructors are required to hold and maintain a CPR and first aid certificate.

Having a branch in each state and territory of Australia, AUSTSWIM aims to lead the design, development, marketing and delivery of comprehensive, high-quality courses, programs and resources for the training of teachers of swimming and water safety. For more information go to the AUSTSWIM website at www.austswim.com.au.



Royal College of Nursing, Australia

The Royal College of Nursing Australia (RCNA), has endorsed the Emergency First Response Primary, Secondary Care, Care for Children and First Aid at Work Programmes and materials according to their approved criteria. Ten (10) continuing nursing education (CNE) points have been allocated to the Care for Children short course, 15 CNE points have been allocated to the First Aid at Work course and eight (8) CNE points have been allocated to the Primary and Secondary Care short course.



Queensland Department of Communities

The Queensland Department of Communities recently approved Emergency First Response as a CPR Course Provider. The more than 20,000 Queenslanders employed in childcare and early education services are required to have CPR and first aid training. Emergency First Response now meets those needs. For more information go to <http://www.communities.qld.gov.au/>.



Puerto Rico Occupational Safety and Health Administration

The Occupational Safety and Health Administration (PR OSHA) from the Commonwealth of Puerto Rico recently acknowledged that Emergency First Response courses exceed the requirements for the OSHA Directive when evaluated against the Guidelines for First Aid Programs. PR OSHA also lauded the practical learning and teaching value of the video on DVD.

Calendar of Events

Emergency First Response Instructor Trainer Course

Emergency First Response is expanding the Instructor Trainer ranks. Now, active Emergency First Response Primary Care/Secondary Care and Care for Children Instructors who have issued 25 Completion Cards or taught at least five courses qualify for the Emergency First Response Instructor Trainer course. The eight-hour Instructor Trainer course includes hands-on teaching demonstrations, a positive coaching workshop and marketing tips to develop a successful instructor training business. Qualified instructors can register online or by calling their Emergency First Response office. The following is a list of scheduled Emergency First Response Instructor Trainer courses for 2006. More regional programs will be added, please check the Emergency First Response Instructor website for details.

15 January	Dallas, Texas, USA	22 May	Springfield, Ohio, USA
24 and 25 January	Bristol, United Kingdom	5 June	Denver, Colorado, USA
28 and 29 January	Sharm El Sheikh, Egypt	19 June	Seattle, Washington, USA
8 February	Sydney, New South Wales, Australia	3 July	Chicago, Illinois, USA
20 March	Fort Lauderdale, Florida, USA	31 July	Atlanta, Georgia, USA
10 April	Secaucus, New Jersey, USA	25 August	Brisbane, Queensland, Australia
22 April	Rancho Santa Margarita, California, USA	26 August	Rancho Santa Margarita, California, USA
22 April	Singapore	28 October	Rancho Santa Margarita, California, USA
29 April	Manila, Philippines	7 and 8 November	DEMA Show 2006, Orlando, Florida, USA
9 May	Hong Kong, China	10 and 11 November	DEMA Show 2006, Orlando, Florida, USA
15 May	Cincinnati, Ohio, USA	20 November	Melbourne, Victoria, Australia



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