

# Three Steps to Help Save a Life

1

## GET TRAINED

The American Red Cross **First Aid for Severe Trauma™** course and digital materials are offered at no charge to high school students under the age of 19.

2

## GET A KIT

Ask your school to purchase Red Cross bleeding control, first aid and training kits.

3

## TAKE ACTION

If you see someone with life-threatening bleeding, tell someone to call 9-1-1, then follow the steps you learned in the **FAST™** course.



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# Traumatic Injuries Are A Public Health Issue

- ❗ **150,000+ deaths per year**
- ❗ **4<sup>th</sup> leading cause of death overall**
- ❗ **Leading cause of death (up to age 45)**



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**5 minutes:**

**How quickly a person can die from blood loss**

**Control bleeding to increase survival odds**

**Be the Difference.**



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# Tourniquets Save Lives

**67%**

**Decrease in battlefield deaths from severe bleeding**

**1,000+**

**U.S. military lives saved**



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**STOP**  
THE BLEED®

# Injuries by the Numbers

- ! Nearly **2.8 million** hospitalizations annually
- ! Injuries cause over **27 million** people to go to emergency departments annually
- ! More than **3 million** non-fatal injuries per year



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**STOP**  
THE BLEED®

# What is Life-threatening Bleeding?

**Blood flows continuously**

**Blood is squirting**

**Blood equal to one-half  
can of soda on the ground**

**Blood is pooling**



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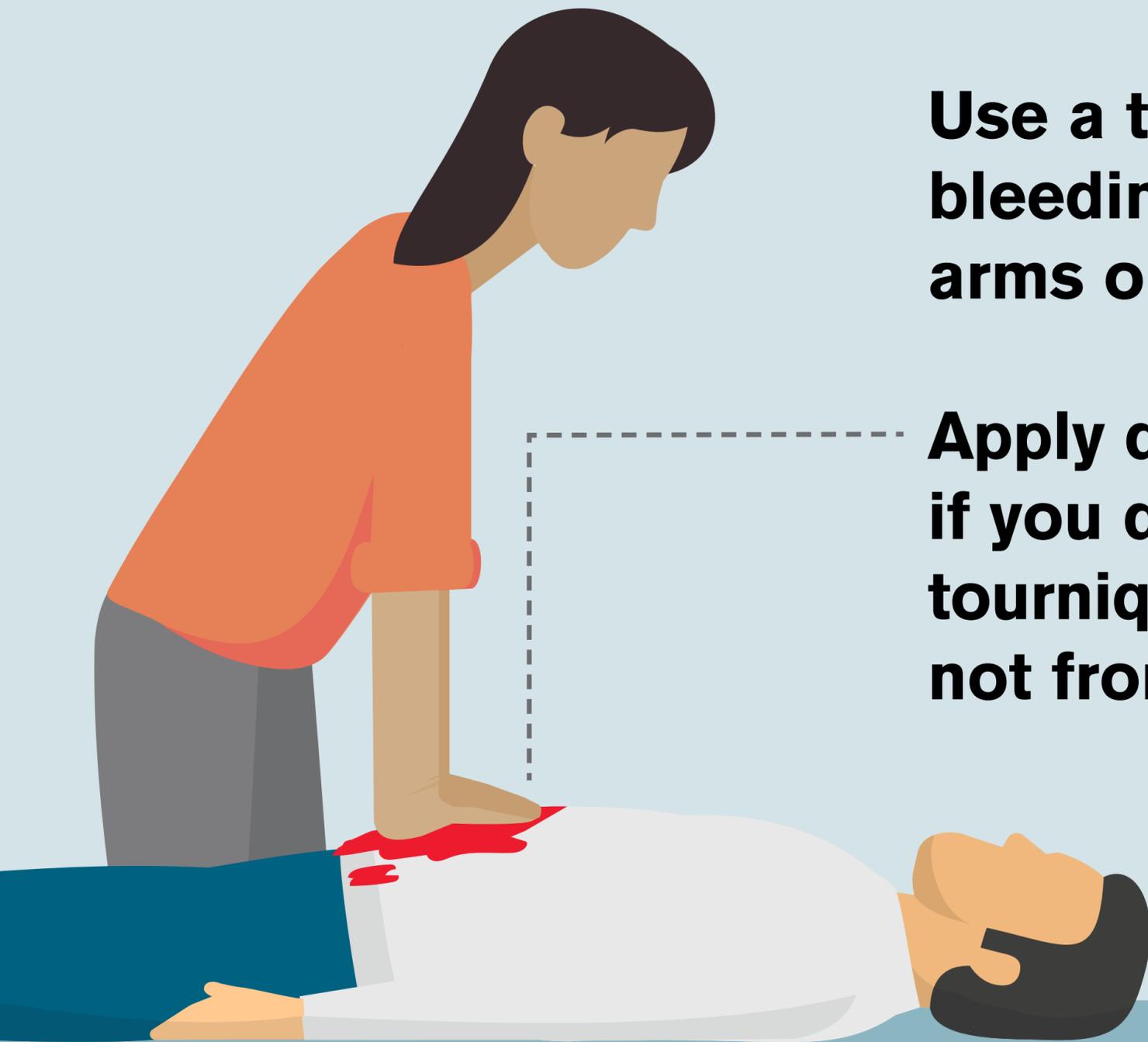


**STOP**  
THE BLEED®

# How to Treat Life-threatening Bleeding

**Use a tourniquet if  
bleeding is from the  
arms or legs.**

**Apply direct pressure  
if you do not have a  
tourniquet or if bleeding is  
not from the arms or legs.**



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**STOP**  
THE BLEED®