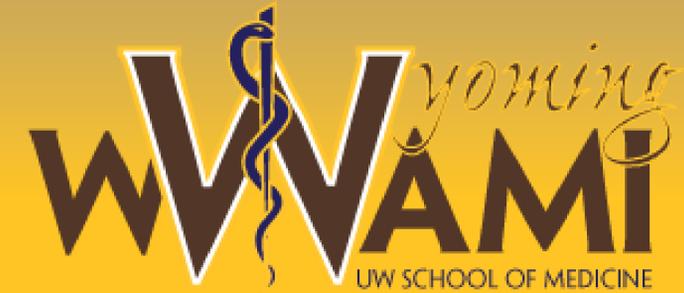


Community Awareness and Intervention Prompts for Hemorrhage Control in Powell, Wyoming



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Hypothesis

- Health education can improve community awareness of issues with trauma and bleeding control in Park County and provide prompts on interventions accessible to the average lay persons



Aerial photo of Powell looking onto the town

Background

Powell, WY is a rural community located in Park County 75 miles east from Yellowstone National Park

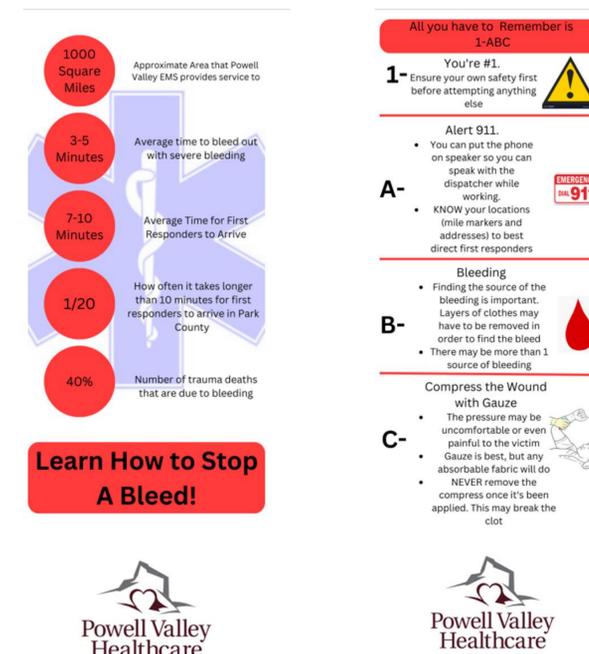
- Local EMS district is approximately 1000 square miles
- Data shows trends of increasing response times of local EMS
- 1/20 calls now takes longer than 10 minutes to respond
- Community with a large focus on outdoor recreation

Literature Review

- Trauma has been shown to be erratic in nature and geographic location and targeting of specific setting for Stop the Bleed interventions (churches, schools, etc.) has not been shown to be more effective than educating general members of the community
- People who have learned basic bleeding control techniques are more likely to intervene (88%)
- Basic bleeding control techniques and supporting actions (calling 911, checking for multiple sources of bleeding, etc.) have been shown to be easily learned across cultures and educational levels
- Written and diagrammatic instructions have been shown to be effective for learning successful bleeding cessation technique and prevention of common pitfalls when hands on instruction is not available

Deliverables to Community

- The Powell Valley Healthcare public outreach department was the community partner
- A rack card was developed to bring awareness to the issue of trauma and prolonged response times in the community and to provide prompts about common pitfalls associated with layperson intervention in bleeding control



Rack card front and back

Next Steps

- Materials were distributed in the Powell Valley Healthcare outpatient clinics, fast track, emergency department, and front desk to the hospital. Varied community members use the hospital system as it serves as a major health provider in Park and Big Horn Counties
- Ideally this will bring awareness of the issues that are common in the area and empower community members to intervene
- Limitations include lack of a direct hands-on component to the education and lack of engagement with community members not in the healthcare system



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