



The campaign aims to provide civilians with the knowledge and tools to help control severe bleeding.

## Find Out How You Can “Stop the Bleed”

The American College of Emergency Physicians (ACEP) is proud to partner with the White House National Security Council and the U.S. Department of Defense in an initiative to expand the role of bystanders as immediate responders in stopping life-threatening bleeding.

### PURPOSE

The purpose of the campaign is to build national resilience by better preparing the public to help save lives by taking basic actions to stop life-threatening bleeding following everyday emergencies or disaster events. Severe hemorrhage control kits should be readily available to the public in easily accessible locations such as public access automatic external defibrillator (AED) locations in business, schools, airports, and other public buildings.

### OBJECTIVES OF THE CAMPAIGN

- ✓ The general public will know the phrase and associated logo, “Stop the Bleed”
- ✓ The general public will have access to lifesaving bleeding control kits at home and in public places
- ✓ Every bleeding control kit will provide “just in time” audio and visual training



# Don't be a Bystander!

The “Stop the Bleed” campaign is a local initiative to provide lifesaving bleeding control kits for easy public access and training — both before the need and in a “just in time” format.

### TO ORGANIZE A “STOP THE BLEED” CAMPAIGN

- Work with local government officials, hospitals, healthcare providers, civic groups, and others to identify funding to purchase bleeding control kits.
- Identify appropriate locations to position bleeding control kits in businesses, schools, airports, and other public buildings.
- Provide public training on the principles of bleeding control and the use of the contents of the bleeding control kits.

[dhs.gov/stopthebleed](https://dhs.gov/stopthebleed)

