



# HERO Happenings

A publication of Deaconess Heimlich Heroes™

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## The Norwood's Train Their Friends: The Rest of the Story

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### A Life Saved Leads to Training

Last year, Elias Norwood choked on a plastic bottle cap, and his teacher used the Heimlich Maneuver® to save his life. Elias' mom, Katrina Norwood, knew she had to share this lifesaving technique with others.

Norwood used Heimlich Heroes™ to train approximately 25 kids, grades 3-6, how to perform the Heimlich Maneuver. She opened up her home to make sure their friends knew this important skill.

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*"The program was superb. Materials arrived with plenty of time, were easy to understand and implement as well as complete. I plan to suggest your program to our Service Unit and Council!"*

Dayna, Girl Scouts



## Heimlich Heroes: for Teens and Adults

### Heimlich Heroes Mission

Our organization's mission is to eliminate preventable choking deaths by training as many people as possible in the Heimlich Maneuver. By expanding our program to teens and adults, we can now reach more people and save more lives!

### About the Teen and Adult Training

Similar to our kids program, the teen and adult program teaches people how to properly perform the Heimlich Maneuver.

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“As a co-leader for my daughter’s 2nd grade Brownie troop it was extremely user friendly and our girls, 8-9 years of age, jumped right in. They loved it and even a few of our parents that stayed for our meeting were able to test their skills!”

Krista, Girl Scouts

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## Heimlich Heroes™: for Teens and Adults

### The program consists of:

- Step-by-step instructions on how to prepare
- A training DVD
- Note taking tools to accompany the video
- Certificates of completion
- Additional training items in the [Heimlich Heroes store](#), including 42” training dolls for hands-on practice.

### Who Can Use the Training

The training materials for the program are designed for those in grade eight and older. Any organization, company or group wishing to train people in the lifesaving technique can use the training.

### Here are some groups that would benefit from our teen and adult training:

- School staff, bus drivers
- Parents of Preschoolers
- Cafeteria, hospital, and restaurant staff
- Babysitting Classes or CPR classes
- High school students, vocational schools
- Camp leaders, YMCAs and community centers



### The Training Video

The training video teaches people how to properly perform the Heimlich Maneuver®. The video demonstrates on a conscious and unconscious victim, the self-Heimlich and how to perform the maneuver on an infant and toddler.

This video was crafted specifically for teens and adults; our younger participants should use Heimlich Heroes (for grades 1-7).

### Teen and Adult Video Process

First came the script. We wrote this video with a more mature audience in mind. That meant covering some information more briefly and presenting the information in a shorter video. Our script was carefully crafted to present the signs of choking, how and when to respond to a choking emergency and ways to prevent a choking emergency.

Second came the casting. It's important that we produce high quality materials for our customers. That meant recruiting qualified actors and videographers. Check out what some of our video actors had to say:

**Keshia T.** “As a paramedic, I already knew how to help a choking patient with the Heimlich Maneuver. However, participating in this experience was a good reminder for me to start with a fist at the belly button, and roll up to the correct position.”

**Richard Y.** “I believe the Heimlich Maneuver is an essential life-saving skill. I urge others to learn it.”

**Angie M.** “I was vaguely familiar with the maneuver before participating [in the video]. As a mom of a baby starting solids, I was especially grateful to see and practice what it would be like if my baby started to choke!”



Third came the production. The Heimlich Heroes team worked for months to prepare a script, find a cast, and to finally bring all our hard work together in a completed video. ChiliDog Pictures Video Production is responsible for the incredible video we have available to you. Their team worked hard to bring all the shots, images and footage together into a beautiful and cohesive video.

### Thank You

Our organization prides itself on providing only the best products and materials to our users. Heimlich Heroes has many friends to make what we do possible.

Thank you to [ChiliDog Pictures](#) and actors for your top-notch work in creating the Heimlich Heroes training video for teens and adults. Thank you to [Paul Neff](#) and [Chuck Rekow](#) for the creation and design of our new teen and adult graphics and illustrations. And thank you to the [Deaconess Associations Foundation](#) for the grant that allowed us to expand our reach.

We're proud to introduce Heimlich Heroes Training for Teens and Adults. **Now available - [Register today!](#)**

# Everyday Hero

## The Norwood's Train Their Friends: The Rest of the Story

### Continued from Page 1

"We started our invite list with [my son's] friends who had seen [him choke] firsthand," said Norwood. "We wanted to empower them to save a life, just like they saw a life saved."

You can read more about Elias' choking emergency in our [summer newsletter](#).

### A Training Day Tale: Told by Katrina Norwood

"Everyone LOVED the training. The materials provided by Heimlich Heroes™ are terrific.

The pacing and tone of the class are upbeat and positive. The video was engaging.

Being able to actually practice the maneuver along with the roll play script, asking if the person is choking and telling another to call 911, made the students get up and engage physically with the learning.

I feel the kids really did learn how to do the Heimlich Maneuver. I think we all especially appreciated learning that there are three ways to perform the Heimlich Maneuver®.



*"Talking to kids about death can be uncomfortable. The Heimlich Heroes material was sensitive to this, and made a scary possibility approachable. Instead of feeling awkward, we were engaged in being problem solvers. Thank You!"*

- Katrina Norwood

## Magnolia Gulf Coast Homeschool Senior Beta Club: A Heimlich Heroes Training

### About The Organization

The Senior Beta Club consists of high school students in the Magnolia Gulf Coast Homeschool Beta Club. They are the local homeschool chapter of the [National Beta Club](#) in Saucier, MS.

The National Beta Club promotes academic achievement, character, service and leadership.

### About The Training

Senior leader, Kimberly Gunter, trained the homeschool's Senior Beta Club members using the Heimlich Heroes program. Those students went on to train 75 community members.

"This year we had about 75 participants ages 4-18," said Gunter. "Several of the parents asked to learn the Heimlich as well, because they had experienced

someone choking, but had never been taught the maneuver."

The Senior Beta Club students led the community-training event as part of their service responsibilities. Their motto is, Let Us Lead by Serving Others!

"We want our children to be prepared in case they are ever in a situation where a friend, sibling, or adult begins to choke," said Gunter. She was introduced to Heimlich Heroes through a friend, and had led the training one time before this community event. She was hooked!

"This training is a fantastic way to give back to your community," said Gunter. "I encourage any and all organizations to use this program, and train every child they can on the Heimlich Maneuver."



## Events

### NASN

Heimlich Heroes was excited to attend the annual [National Association of School Nurses](#) conference this past June. Many new faces and many friends of the program came to find out more about what we have to offer and to share their stories. Remember to check out our eye-catching posters for your school and [register](#) your kids and staff to equip them with the Heimlich Maneuver.

### Boys and Girls Clubs of America

As a recent supporting exhibitor, Heimlich Heroes was thrilled to share information with the leaders of the [Boys and Girls Clubs of America](#). Our Heimlich Maneuver safety training is a perfect fit for BGCA and we look forward to providing [materials](#) to train your staff and kids!

*Did you know...?  
Heimlich Heroes week is  
October 2-6? Dial into our  
social media and share  
your Hero stories.*



## From the Editor's Desk

### How do kids and adults learn?

Experts agree. Both kids and adults learn best when taught with the approach(es) that best fit. Let's look at a few.

For the *visual* learner, pictures, graphs, maps, color-coding, and reading capture their attention. The *auditory* learner will need to hear and say the information they are learning. Reading aloud or using music or rhymes are a big help for them. For the *kinesthetic* learner, movement and action during the learning process are key. (Think of the girl in *Akeelah and the Bee* who learned hard spelling words while jumping rope.) Which of these styles resonates more with you?

### Why does this matter?

The Heimlich Heroes™ training program was created with the student in mind. Using an interactive approach, participants watch and listen to a short (8-15 min) video (*visual/auditory*). They follow along while using age appropriate note-taking tools (*visual/kinesthetic*). Ending with hands-on practice using our specially designed training dolls (*kinesthetic/auditory*). Our mission is that all people know how to appropriately respond to a choking emergency.

And, beyond our tools to equip your staff and students, you can start the learning by building familiarity. Simply place a poster in your school or organization.

### Be Strategic

Placing instructional [Heimlich Maneuver® posters](#) at the water fountain, or where students stand in line every day, visually introduces and reinforces the training message. In fact, recently a life was saved from this very action. A student saw the Heimlich Maneuver poster on the wall at his school, every day, for a number of years. One day, he recognized a fellow student was choking and needed help. Because of that poster, this young man knew just what to do. And, a life was saved!

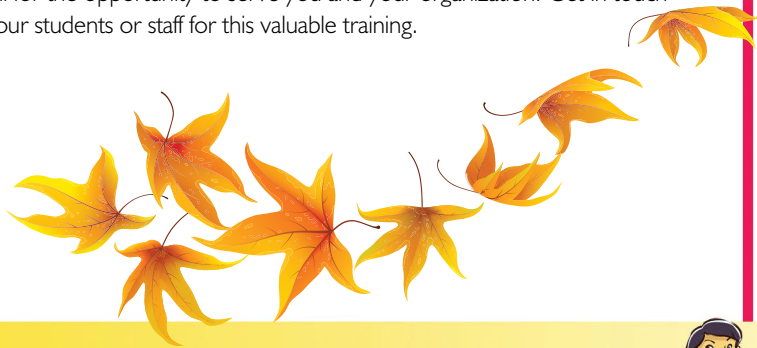
### Be Intentional

Plan to repeat the training each year with different kids. Think about how this will best fit into your curriculum. For example, introduce Heimlich Heroes [training](#) to your fourth graders—every year. Then [go deeper](#) when they hit the eighth or ninth grade. In this way, nearly all students in your school district will receive our life-saving training.

We're always grateful for the opportunity to serve you and your organization. Get in touch with us to [register](#) your students or staff for this valuable training.

Best always,

Terri



## Shout Out To...

### IKRON: Integration of Knowledge and Resources for Occupational Needs

Heimlich Heroes needed help to repackage our training materials to more efficiently serve our users. [IKRON](#), a Cincinnati nonprofit, provided us with dedicated workers that met our repackaging need, while also exposing their program users to valuable work experience. Thank you, IKRON, for the wonderful services you provide to Cincinnati and the Tri-State area!

### American Heritage Girls and Trail Life

The American Family Association Journal (AFAJ) released a 40 Faithful list for their 40th anniversary. [AHG](#) founder, Patti Garibay, was ranked #12 and CEO of [Trail Life USA](#), Mark Hancock was ranked #13. Congratulations to our friends at AHG and Trail Life!



Have questions? Want to learn more? Feedback?

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