



HERO Happenings

A publication of Deaconess Heimlich Heroes™

Spring 2015

In This Issue:

Welcome Page 1

Aiming to Save Lives Page 2

Gauging the Reach Page 2

Everyday Heroes Page 3

A Sure Bet Page 1-2

From the Editor's Desk Page 4

Like, Tweet, Pin and Visit . . . Page 4

News and Events Page 4

'Hero Happenings' has Launched!

Welcome to the first issue of "Hero Happenings," Heimlich Heroes™ latest news, information and upcoming events. Published quarterly you can find news articles, hero stories and updates on training programs across the nation. Throughout the newsletter, we also "call out" comments from trainers and kids. Detailed stories appear on the Heimlich Heroes website, as well as **What People are Saying** and **Photo Galleries**.

If you're not yet familiar, Heimlich Heroes teaches children how to properly perform the Heimlich Maneuver. Developed by Dr. Henry Heimlich in 1974, the Heimlich Maneuver® has saved thousands of lives. This free training is aimed at young people, and is currently being taught in schools, clubs and groups.

Created by **Deaconess Associations, Inc. (DAI)**, with support from the **Heimlich Institute**, Heimlich Heroes is expanding across the nation. We are reaching growing numbers of children and adults, alike — enabling anyone to become a Heimlich Hero.

Do you have questions, feedback or stories for the newsletter? Our contact information is on the last page of this newsletter. Check out our website to learn more about the program, how to register and bring training to *your* organization.



A Sure Bet: Honoring Cincinnati Horseshoe Casino Employees

Heimlich Heroes also offers training and a completion certificate for companies, organizations and their staff members. We recently honored six Cincinnati Horseshoe Casino employees. Working together as a team, they had administered the Heimlich Maneuver on a choking co-worker and saved his life. *Continued on Page 2*

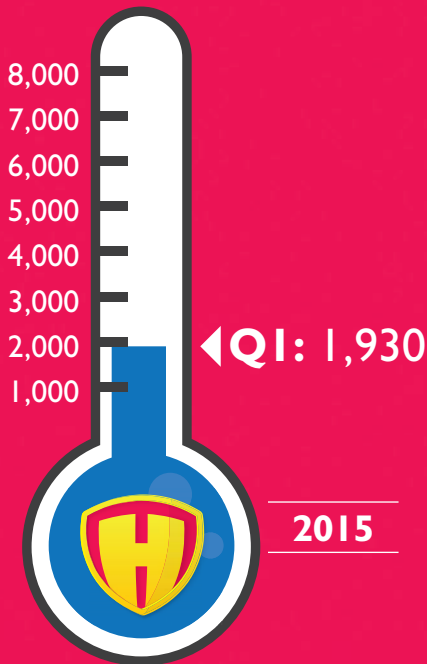


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Gauging the Reach of Heimlich Heroes

As you read in the article "Aiming to Save More Lives in 2015," we've set a new goal for this year: to train 8,000 young people. Every quarter, check the thermometer's growing numbers, reflecting completed Heimlich Heroes trainings.



A Sure Bet: Honoring Cincinnati Horseshoe Casino Employees *Continued from Page 1*

At the ceremony Terri Huntington, Heimlich Heroes program manager, explained the Heimlich Heroes program. Dr. Henry Heimlich then expressed his gratitude and appreciation, while presenting the awards to the employees.

"The first choking victim was saved in 1974," said Dr. Henry Heimlich. "You all should be very proud of yourselves. This is something you will remember for the rest of your lives."

Aiming to Save More Lives in 2015

We've set a new goal for 2015: to train 8,000 young people. The Heimlich Heroes program has been taught in 70 different locations, through schools and other youth organizations, since the 2013 pilot program.

"We are motivated by our new goal, and have already trained over 1,930 young people this quarter," says Terri Huntington, Heimlich Heroes program manager. "It is imperative for young people to know the proper way to respond in a choking emergency, and have the confidence to save a life."

The program's growing awareness is continuously reported through news articles, television spots and other publications (see excerpt from *Deaconess Community Report*). To further expand training opportunities, Heimlich Heroes will be exhibiting at several upcoming tradeshow and events throughout the year.

Growing awareness also extends the opportunity for *anyone* to become a Heimlich Hero. As Terri says, "Training is free and easily accessible. Investing even just one hour can mean the difference between life and death."



The recently published *Deaconess Community Report* highlights the Heimlich Heroes program, among many community care-based initiatives.



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Everyday Heroes Cub Scout 'Saves the Day'

Quick thinking and proper training helped a Cub Scout, who assisted a friend choking on a piece of candy.

Washington Elementary (northern Ohio) student Christian Zaverl, 9, was handing in his test when he noticed his friend, Jason Bailey, also 9, having trouble breathing after eating a peppermint. Christian asked Jason if he was choking. He was.

Christian then asked him, "Do you want me to do that thing we learned?" said Julie Bailey, Jason's mother. The "thing" was the Heimlich Maneuver Christian and Jason, both members of Cub Scout Pack 105, had learned and practiced together just a few weeks before.

Steven Winkler, cub master for Pack 105, said his scouts, currently at the Webelo 1 level, had been learning about first aid as part of the Readyman Badge. "We went over a lot of first aid, everything from how to treat a small cut or bruise to helping someone going into shock," said Nancy Erikson, the Registered Nurse who led Pack 105's instruction. "We also did CPR lessons and the Heimlich Maneuver."

Andy Zaverl, Christian's father, said his son was very nonchalant about the whole ordeal. "My son told us when he came home at dinner time," he said. "They were very calm about it."

Bailey said Jason and Christian didn't seem to be fazed by the whole experience. The teacher was helping another student; by the time they were alerted, the crisis was over.

"When we visited Christian and his family over the weekend, to talk about what happened, Jason said to Christian, 'I guess this makes us friends for life,' and Christian said they already were," Bailey said in an email.

Erikson said all the scouts who participated in the first-aid training did remarkably well. "These are skills kids should know," she said.

Story courtesy Elizabeth Lundblad, *The News-Herald*.



Jason Bailey, left, and Christian Zaverl

"I guess this makes us friends for life."

- Heimlich Hero, Christian Zaverl

One Good Turn Deserves Another: 360 Washington Elementary Students Learn How to Save a Life

Building on the life-saving action of Jason's friend, Christian, every student from grades two through five at Christian's school learned the Heimlich Maneuver®. The principal knew the other students were interested in knowing how they, too, could be prepared if this ever happened again. She decided it was a great "teachable moment" for her students, and brought the Heimlich Heroes program to her school.

Students took notes as they watched a 12-minute instructional video explaining how to perform the Heimlich Maneuver. They then participated in hands-on practice using Heidi and Hank, the training dolls used in the Heimlich Heroes program. Christian also was presented with a Heimlich Heroes t-shirt and a Certificate of Heroism, declaring that he had saved a life with the Heimlich Maneuver.





From the Editor's Desk

Hello!

I am so excited to bring you our first edition of *Hero Happenings!* My name is Terri Huntington, and I am the program manager for Deaconess Heimlich Heroes.

I embarked on this journey with Heimlich Heroes in

September 2013, after 20 years of working in the supplemental education industry. My love for education and my heart for service made Heimlich Heroes a perfect fit.

Service was a core value in my family. As I grew up on our Ohio farm, I was an active member of several organizations that lived out that value, including: 4-H, Order of Rainbow for Girls, Girl Scouts, and my church youth group. Beyond that core value, I truly believe in passing along what we have learned to the next generation.

I first learned about the Heimlich Maneuver when I was in high school. Not long after, my mom saved my sister's life with the Heimlich Maneuver when she started choking at a restaurant. Nearly 20 years later, I used the Heimlich Maneuver to save two children during my education days. It happens fast, and you have to be prepared to help.

My hope is that children and adults all across the United States will take advantage of this free educational program. They can learn to help someone – maybe a loved one – who is experiencing a choking emergency. After all, *anyone* can be a Heimlich Hero!

Thank you for coming alongside us on this journey. Please consider sharing this newsletter with a friend or colleague.

All the best,

Terri



Like, Tweet, Pin, and Visit

Can you believe, just 20 short years ago cell phones and access to the internet were just becoming popular household items? Reception wasn't good, and dial-up was slow. But boy, it was an exciting time!

Today, nearly everyone knows what is meant by "#hashtag," "like," and "pin". It's how we quickly share what we know and think about events happening in the world around us. This is how we engage with people near and far.

Heimlich Heroes is no different. At HeimlichHeroes.com, you will find information about the history of this life-saving program, how the program works, and how to register. You'll also find a map of the communities we have served, testimonials, photos, how to support us, and more.

You can follow @heimlichheroes on [Twitter](https://twitter.com/heimlichheroes), like us on [Facebook](https://www.facebook.com/heimlichheroes) and find us on [Pinterest](https://www.pinterest.com/heimlichheroes). We use these channels to recognize real-life Heimlich Heroes, build awareness of the program, and socially engage with you!

Help us spread the word about this free life-saving program. Go! Like us! Follow us! Tweet and pin with us! And don't forget to visit our website, to see how easy it is to bring Heimlich Heroes to your school or youth organization.



Come visit us at our exhibitor booth.

Upcoming Events

Midwest Homeschool Convention
April 9-11, 2015
Cincinnati, OH

Heimlich Heroes will be exhibiting to 1000s of homeschool/co-op families, here in Cincinnati next month. Besides schools, clubs and organizations, this is a great opportunity to bring our training programs to homeschooled students, groups and families.

Have questions? Want to learn more? Feedback?

Contact us at:

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