



HERO Happenings

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"I love the training program and have my nursing students use it each semester. It is extremely well thought out and easy to use. I highly recommend it!"

*- Vickie,
School of Nursing Instructor*

New Year, New Goals

Keep on Training

In 2016, Heimlich Heroes™ trained more than 31,000 kids and we don't plan to stop! Our new goal is to train 55,000 kids in 2017.

"Our goal has always been to save lives, but our target to train 55,000 kids pushes our organization to increase awareness as we continue to seek excellence in all aspects of our program," said Program Manager Terri Huntington.

Adult Training Program: Coming Soon

Since our 2013 inception, our organization has focused on training kids, ages 7-14. We created a strong foundation for teaching the Heimlich Maneuver®. Now we want our training to be available to all ages. In 2017, we will release a training program that targets older teens and adults."

"Now that we're expanding our target audience, we look forward to making sure all ages know how to save a life," said Huntington. "We've always focused on training children, and we will not lose that focus with the new version. It's important that everyone knows the Heimlich Maneuver."



An Everyday Hero Uses a Teachable Moment

Hero Turned Teacher

Darren Lilley was our Everyday Hero in the 2016 winter issue of Hero Happenings. Lilley used the Heimlich Maneuver to save her son and a woman at her golf club.

"I realized it could happen to anyone at anytime; if no one knew what to do, the person could die," said Lilley. **Continued on page 3...**



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We Remember Dr. Henry Heimlich

Our friend and creator of the Heimlich Maneuver®, Dr. Henry Heimlich, passed away this past December. He was 96 years old. World-known for inventing the Heimlich Maneuver, he was an enthusiastic fan and long-time supporter of the Heimlich Heroes™ training program.

Dr. Heimlich called himself a chest surgeon. He was also a medical innovator and humanitarian. He dedicated his life to finding simple, creative ways to save lives and improve the health of people throughout the world. Dr. Heimlich was recognized and received several awards for his many lifesaving innovations. His autobiography, *Heimlich's Maneuvers: My Seventy Years of Lifesaving Innovation*, was published by Prometheus Books in 2014.

Even in later years, Dr. Heimlich always made time for Heimlich Heroes interviews and events. We'll miss him, and will continue to honor his legacy. He was truly our ultimate "Super Hero."



"The program of saving lives is very valuable at any age. The Heimlich team made this process VERY easy. Materials for the students and instructors were very easy to follow and understand. The delivery and handouts were on hand with plenty of time to review."

Dennis, Cub Scout Leader



Best Practices: Ways To Fund Doll Rentals Or Purchases

In Case You Missed It

Program demand continues to increase. To ensure everyone has the opportunity to use our program, changes were made to meet rising costs. In 2017, we began to pass on a small portion of the program cost.

Dolls now cost \$35 per doll to rent or \$149.95 per doll to purchase. Extra items are also available for purchase in our Heimlich Heroes [store](#).

The dolls add tremendous value to the program, and are always a big hit with the participants. If your funds to rent or purchase a doll are low, we have some ideas to help.

Reach Out to Raise Funds

If you are a school, your health or PE department might have a budget that allows you to rent or purchase training dolls. Plan ahead and talk to your administration to add dolls into your yearly budget. If you don't have time to organize a fundraiser, your PTO might be willing to help.

Schools, clubs or youth organizations—that wish to run our program using the dolls—can ask parents for donations. Alternatively, each student could bring in a couple dollars to cover the cost.

Local businesses are a great place to seek donations. When it comes to an educational, life-saving program, local businesses like to show their support. Send flyers and emails requesting funds. Or stop into local businesses and personally ask for donations or sponsorship.



HERO Happenings Spring 2017



Everyday Hero

A Bite Too Big

It was a day unlike any other in the Buford Academy lunchroom. Fifth-grader Bryce Greeson was eating a corn dog, when he swallowed too big a bite and began to choke.

“I was holding my throat and I had my head down,” said Greeson. “Everyone started freaking out that I was choking.”

Luckily, classmate Hayden Gower saw the commotion and ran to aid Greeson. Though Gower had not been formally trained in the maneuver, his instincts took over.

“His face started to turn red when he tried to cough something up,” said Gower. “I was thinking he might die, so I rushed to him and performed the Heimlich Maneuver.”

High Praise for the Heimlich

Greeson recovered from the choking incident with a new appreciation for the technique that saved his life.

“I think schools should teach the Heimlich and that kids should teach it to their friends,” said Greeson.

Buford Academy principal, Kaleen Pulley, was in the lunchroom during the choking incident and heard children calling her name. By the time she reached the students, Gower had already saved the day.

“We are so very proud of Hayden,” said Pulley. “He truly is our Buford Academy hero!”



“The training video was the perfect length for our girl scouts. The doll was super cute and each girl was successful, so that was very satisfying for them. Badges were a great addition for our sashes and the pamphlet was well done. Thanks!”

Julie, Girl Scout Leader



Practice Makes a Lasting Impression

An Everyday Hero Uses A Teachable Moment

Continued from page 1...

Knowing how important this life-saving technique is, Lilley took advantage of our program and trained her Cub Scout Pack.

“The kids really focused on the training video,” said Lilley. “They were excited to record answers in their workbooks. Parents and kids came up to me afterward, thanking me for getting the training.”

The training left a lasting impact on the scouts—especially the hands-on practice with our dolls.

“My son came home from school a few weeks after [the Heimlich Heroes training] and told me that the school nurse came to train his class in the Heimlich,” said Lilley. “He announced to her he was already fully trained with actual patients [training dolls]!”

Did you know...?
Did you know that people over the age of 70 and children under the age of 3 are most likely to choke?





From the Editor's Desk You Matter!

As you have already read, 2017 will be another big year for Heimlich Heroes™—and for you! We continue to train in schools, clubs, and scouting organizations. And our purchasable training dolls are a huge hit—especially with many schools that train throughout the year or train the same grade every year!

We have been honored for the opportunity to get to know and work with Dr. Heimlich over the past few years. Continuing to honor his legacy, we're adding Heimlich Maneuver® training geared toward older teens and adults. Why? Many leaders mentioned an additional benefit, besides training kids. The parents and other high school or adult leaders also gained confidence by reviewing how to help a choking victim. This often repeated request addresses the need for additional materials more appropriate for older students.

Why Do We Continue to Expand and Grow Heimlich Heroes?

Well, let me answer that question with a question: Who do you know that may need to help someone who is choking?

Babysitters or older siblings, who are at home with the little guys after school

- Employees of the restaurants you frequent
- Kids earning a first-aid badge
- Those around you: aging parents, coworkers at lunch, your family members at the next reunion
- Grandparents, teachers, coaches

Maybe the better question is: Can you think of anybody who doesn't need to know how to help a choking victim?

Should the kids in your circle of influence learn how to recognize and respond to a choking emergency? The answer is a resounding "YES!"

We do what we do because **you** matter.

All the best,

Terri



girl scouts

Happy Birthday, Girl Scouts!

Girl Scouts Turn 104!

On March 14, 1912 Juliette Gordon Low, Girl Scouts founder, registered the first 18 members in Savannah, Georgia.

We are excited about the increased involvement Heimlich Heroes has seen from the Girl Scouts. In 2016, we trained more than 13,500 Girl Scouts! Thank you for using our program and preparing your girls for a choking emergency!

Happy Birthday, Girl Scouts!



Have questions? Want to learn more? Feedback?

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