



HERO Happenings

A publication of Deaconess Heimlich Heroes™

Winter 2015

Celebrating the Season of Spreading the News and Saving Lives

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 Program

Every year, the first full week of October, we celebrate "National Heimlich Heroes Week" with an [annual media campaign](#). This year's campaign theme, "Life-Saving Children's Program Honors Young Heroes across the Nation", kicked off October 5. Heimlich Heroes training news reached across several media channels, including:

- National radio
- National Television
- National syndicated article
- Social Media

This year's focus was especially exciting. Highlights from our syndicated news article covered the number of states, young people trained or registered to date, and year-end training goal.

The article points out an 11-year-old girl, who saved a life after completing the Heimlich Heroes program. A young girl named Mariana administered the Heimlich Maneuver® on her sister Gabriela, who was



Mariana & Gabriella

choking on an ice cube. This story was also featured on [page 3](#), of our fall *Hero Happenings* newsletter.

With 1086 media placements online, the article has been viewed by more than 66 million people. We are thankful to get the word out to so many about this free, educational, life-saving program.

"Wonderful program—we were amazed, particularly with the younger children, how much they learned!! They also came up with some very insightful questions. Well done!"

- Karen H., AHG leader

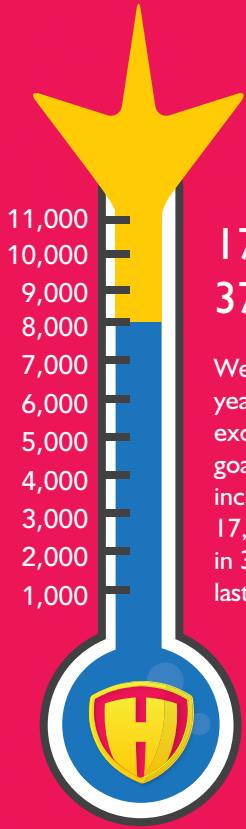
2015: A Season of Blessings

Terri's Editorial (page 4) is entitled *Thankful, Courageous and Full of Hope*, and goes to the "heart" of our many blessings this year.



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2015 Goals Exceeded!



**17,234 trained
37 States**

We're celebrating year-end numbers, far exceeding our training goals! Q4 numbers increased from 11,192 to 17,234, and we're now in 37 states—up from 31 last quarter.

Rotary and Reds Honor Dr. Heimlich

The Cincinnati Reds and Rotary Club of Cincinnati recently teamed up to honor the lifetime contributions of Dr. Henry Heimlich. He pioneered the chest drain valve and the Heimlich Maneuver®, to name a couple.

The Rotary honored Dr. Heimlich with their Founders Award, the Paul Harris Fellow Award, during a pre-game ceremony at the Great American Ballpark. Rotary officials were all on-hand to present Dr. Heimlich with a medal, certificate, lapel pin and Reds baseball cap. The Cincinnati Reds presented him with a custom Reds' jersey, with his name and the number 95 (representing his age).



Boys & Girls Clubs, Greater Cincinnati Joining Hands for Safety Training

The *Boys & Girls Clubs of Greater Cincinnati* is an after-school program that enables all young people to reach their full potential as productive, caring, responsible citizens. As part of fulfilling that mission, over 900 kids have now learned how to recognize the signs of choking and properly administer the Heimlich Maneuver®. This followed a train-the-trainer session for 75 local BGC/GC leaders, earlier in 2015. We thank the Boys and Girls Clubs for their support and the value they have placed on safety training. Watch for more information on upcoming train-the-trainer webinar sessions in Q2 of 2016!



Boys & Girls Club photos



BOYS & GIRLS CLUBS



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Everyday Heroes

Heimlich Hero to the Rescue!

Everyday Hero, Mariyah Carter used her training to save her friend Ryan's life. In August, fourth-grade classmates Mariyah and Ryan received Heimlich Heroes training at Taylors Creek Elementary School, Georgia. School nurse Alyssa Lanier taught the program, with help from the PE staff; Coach Brennan, Coach Polk, and Coach Flowers.

"I was scared and couldn't talk or breathe; people told me my face was purple."

*- Ryan Lippy, fourth grader,
Taylors Creek Elementary School, GA*

Recently, Ryan choked on a chunk of bread while eating lunch. Because they had both received training, Mariyah knew exactly what to do when Ryan indicated the choking "sign"—pointing to his neck. She asked him if he were choking, walked around the table and performed the Heimlich Maneuver® on him.



Pictured are fourth-grader Mariyah Carter and school nurse Alyssa Lanier (both holding plaques). At the presentation were, from left, Superintendent Dr. Valya Lee, Ryan Lippy, Carolyn Carter-Brown, Carter, Lanier and Board Chairwoman Lily Baker.

Photo provided to Coastal Courier, GA, posted November 21, 2015.

Blog On

You may already have seen Heimlich Heroes newest feature: our [blog page](#). Highlighting many contributors, we're blogging the latest items and info on safety, injury prevention and training. Our December blog is entitled "[Keep Children Safe during the Holiday Season](#)." It's an interesting read and a timely reminder to prevent accidents and enjoy your holidays!



*Mariyah and Ryan, friends for life.
Photo: WTOG, Posted: Nov 20, 2015,
Mike Cihla*

Did You Know...?
Slapping someone on the back, when they're choking, can further lodge the food and totally obstruct their airway.

"Mariyah saved my life, I was able to breathe and talk," said Ryan. "I think all kids and adults should know how to do the Heimlich." As part of the school's ongoing curriculum, Heimlich Heroes is taught to all fourth and fifth graders at Taylors Creek.

A Humble Heimlich Hero, Honored

Although Mariyah is very humble about saving her friend's life, she was later honored by the Liberty County Board of Education. For Mariyah's quick thinking and heroic action, she was awarded a certificate. Program trainer and school nurse, Alyssa Lanier, was also recognized and given a certificate.

"The kids really enjoy the training. Thanks again for this program and we will be teaching it every year!"

- School nurse Alyssa Lanier, Taylors Creek Elementary School, GA





From the Editor's Desk

Thankful, Courageous, and full of Hope

"We live in a world in which we need to share responsibility. It's easy to say "It's not my child, not my community, not my world, not my problem." Then there are those who see the need and respond. I consider those people my heroes." - Mr. (Fred) Rogers

As 2015 comes to an end, I want to say how thankful I am for you: our customers, our vendors, our friends, our colleagues. This year I have been amazed at how Heimlich Heroes™ has been embraced by all of you. You, dear friends, saw the need and responded. You are my heroes!

Together we have been able to pursue and accomplish our mission – that is to: Prepare young people to both recognize and respond to a choking emergency, eliminating preventable choking deaths. And prevent them, we have!

Courage is found in unlikely places—a funeral dinner, a living room, the school cafeteria. Just this year, three young people courageously stepped in to help a choking victim after attending a Heimlich Heroes training event. We are so proud of these young ones, for appropriately applying what they learned. Not only did they recognize the signs of choking in their friends and loved ones, but then went on to perform the Heimlich Maneuver®. Before nearby adults could even get there! Mariana, Piper, and Mariyah are true Heimlich Heroes!

"Courage is found in unlikely places."

-J.R.R. Tolkien

Special Thanks to Special Leaders

Using every opportunity to train kids on this simple life-saving measure is vital. You never know when or where choking will occur. So we thank the school nurses and the leaders of American Heritage Girls, Boy Scouts, Girl Scouts and after-school clubs. We thank the teachers, the YMCA camps and the Boys and Girls Clubs of America. You have led the effort across the country to make sure your staff and kids are trained for this emergency. Just as training produces confidence—confidence prompts appropriate action.

Hank and Heidi have certainly been busy providing that hands-on practice! They have traveled to 37 states, a military post abroad, and have been in the hands of over 17000 kids this year. Our hope is that one day we can eliminate preventable choking deaths in the United States and around the world. How? By providing training for all ages to: recognize the signs of choking, understand how to properly respond with the Heimlich Maneuver®, and discover ways to prevent or minimize the risk of choking both for themselves and those around them.

Finally, we are truly thankful for the Deaconess Associations Foundation. The Foundation has funded our development and allowed us to provide this program at no cost to the user. Our material costs are estimated at about \$45 per person trained; so this is no small gift. We encourage like-minded people and organizations to join the Deaconess Foundation in providing financial support.

We look forward to continue serving you, and hearing more of your success stories in the coming year.

May God bless you and yours during this holiday season,

Terri



Year-End Giving

In this season of giving, [your charitable contribution](#) helps us save even more lives. And is greatly appreciated!

Have questions? Want to learn more? Feedback?

Contact us at:

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Year-End Results, In Your Own Words

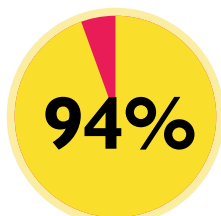
HERO Happenings

As Heimlich Heroes™ serves you, we also listen. We ask for your thoughts, comments and feedback, to continually improve and expand the program. Below are the tallied survey results and comments given, following training sessions.

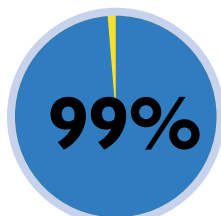


Survey Said!

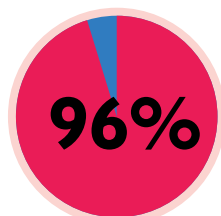
Through over 100 anonymous survey responses, from kids and adults after Heimlich Heroes training, results were:



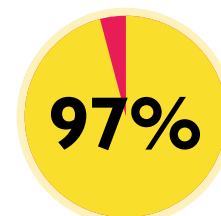
would strongly recommend HH to a friend or colleague



received all needed information and materials to conduct a successful training



agreed that they received the materials in a timely manner



are very satisfied with the content of the HH program material

We're Always Listening

Below are a few of the comments we've received. We appreciate every opportunity to serve, and hear you "loud and clear!"

Adults and Trainers Agree...

"The dolls were a huge hit. Our group includes a lot of non-neurotypical children, and they all appreciated practicing these new skills after going over all of the steps."

"It was a HUGE success and the kids came back more than once to perfect their skills. We were working with foster teens in a youth all-day program. We got rave reviews and lots of smiles and giggles! We are all volunteers, so you guys made our job look easy. Thanks!"

"The training program is fantastic. All supplies are included. The booklets were great for 3rd graders to follow along with the presentation. I will be making Heimlich Heroes training an annual event. Thank you to the Deaconess Association Foundation!"

"Loved all the information and the Heimlich dolls were a great hit! The children are now ready to be Heimlich Heroes."

"To have a kid be able to actually try to do the Heimlich Maneuver® is both engaging and provides a lot more learning. We cleared up a lot of technique issues that would not have been learned from just a video. I have already recommended to other den leaders in my Cub Scout pack."

Kids Have Their Say...

"I will chew my food thoroughly and won't goof around when eating! I'm glad we got to learn this because one time I almost choked and my friend helped me."

"What I liked most was that we actually got to practice the Heimlich. I will pay more attention when I eat."

"I really enjoyed the Heimlich Heroes program. Practicing on the doll was awesome! Doing this program has really boosted my confidence and I feel that I can save someone if they are choking."

Mapping Out a Life-Saving Program

Now in 37 states, Heimlich Heroes training is saving lives across the nation.