**How to build a comprehensive STOP THE BLEED program: tips and lessons learned**

Moderator: Andrew Peitzman

Panelists Lenworth Jacobs, Jr., Alexander Eastman, Matthew Neal

The presentations should each be no longer than 15-20 minutes, to allow active audience discussion on development of such a program.

Topics which will be covered will be:

1. Identify the players:
   1. The backbone of the STB program is the Charles Copeland Regional Trauma Council; this includes all trauma centers in our region
   2. Training the trainers: partnership with each community hospital and EMS in every county
2. Strategy development
   1. Goals were to have a bleeding control kit in every public school building in the region and a tourniquet on the belt of every law enforcement officer within 3 years--- train the lay public to use the equipment.
   2. Webpage development
   3. Media blitz
3. Leadership and infrastructure
   1. Executive Committee
   2. Education Committee
   3. Implementation Committee
   4. Marketing Committee
   5. Finance Committee
   6. Law enforcement Committee
4. Establishing scale
   1. County by county roll out strategy
   2. Developed specific law enforcement focus
   3. How to obtain funding