

## First There, First Care

Have you witnessed a car crash and not known what to do or how to help? You are not alone. Many people want to help crash victims but have reservations about knowing exactly how to help.

Ordinary people who are trained to use simple actions can save lives. The challenge is to overcome fears of "not doing it right" and the attitude of "not wanting to get involved." The **First There, First Care** campaign is designed to inform the public, build awareness and empower people to take action.

The **First There, First Care** bystander care for the injured campaign was developed by the National Highway Traffic Safety Administration (NHTSA), the Health Resources and Service Administration (HRSA) and the American Trauma Society (ATS). The campaign goal is to give motorists information, training and confidence to provide life-saving bystander care at the scene of a crash, increasing the chance of survival for crash victims.

Whether you're a concerned citizen or a medical professional, you could be the first link in introducing the **First There, First Care** campaign to your community.

To obtain materials, contact the National Highway Traffic Safety Administration or your state Emergency Medical Services office. All materials are **FREE**.

U.S. Department of Transportation  
National Highway Traffic Safety Administration  
EMS Division  
400 7th St. SW, NTI-123  
Washington, DC 20590  
Fax (301) 386-2194

For more information on the **First There, First Care** campaign, contact:

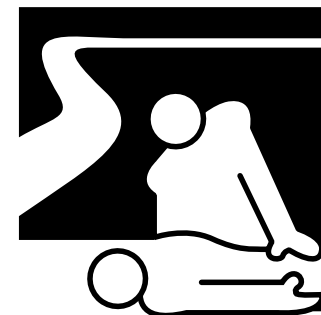
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**National Highway Traffic Safety Administration**

DOT HS 809 292  
Revised April 2003

# FIRST THERE FIRST CARE



BYSTANDER CARE FOR  
THE INJURED CAMPAIGN

## First There, First Care Campaign Why?

Car crashes place a tragic burden on our communities. During 2000 alone, over 41,000 people lost their lives in motor vehicle crashes and another 3.2 million were injured. About one third of all fatal crashes were single vehicle rural crashes.

While time is a critical factor in any crash, it is especially critical in rural areas. National statistics show that rural areas have far higher rates of fatal crashes per mile driven than urban areas. The average time between a car crash and the call for help is about twice as long in rural areas and, due to the greater distances that the ambulance must travel, it takes nearly twice as long for help to arrive.

In many cases, the life of the crash victim could be saved if a passing motorist would stop, call for help and deliver very basic emergency care. Many crash deaths are the result of blocked breathing passages and/or blood loss - both of which can easily be treated by trained bystanders.

## What You Can Do to Get Started

**Step One:** Start the Community Awareness Program – Using this brochure, begin raising your community's awareness of the need to stop and help victims of car crashes.

**Step Two:** Identify Medical Professionals to Deliver the Hands-on Training – Training by a medical professional is a crucial step in preparing citizens to become active bystanders. It teaches people the basic skills needed to perform the actions of bystander care, and training instills confidence to act quickly and responsibly when faced with an emergency situation. Visit your local hospital, fire department, doctor's office, or school nurse's office, and discuss the community benefits of the **First There, First Care** campaign. Identify medical professionals who would be interested in serving as **First There, First Care** trainers. Let them know they will need to take a one hour self-paced CD-ROM lesson to prepare themselves for the training. You can help them obtain the CD-ROM by contacting the offices listed on this brochure.

## First There, First Care Campaign Materials

If you are a medical professional (e.g., physician, nurse, paramedic) and would like to teach **First There, First Care**, you need:

- **First There, First Care** Instructor Preparation Package (item # 3P0116)

- This kit contains all the materials necessary to complete a one hour, self-paced lesson which prepares medical professionals for teaching **First There, First Care** to motorists. The

package includes the **First There, First Care** for the injured awareness kit, the **First There, First Care** train-the-trainer CD-ROM, and the **First There, First Care** training video.

If you are a medical professional who has completed **First There, First Care** instructor preparation, and need materials to conduct **First There, First Care** training, please request:

- **First There, First Care** Student Materials (English kit - item # 3P0124) (Spanish kit - item # 3P0125)

- This kit contains all the necessary materials for students participating in a **First There, First Care** training class. It includes one **First There, First Care** poster, 30 copies of the **First There, First Care** "Action Guide to Roadside Care," 30 copies of the **First There, First Care** emergency action card, and 2 rolls of **First There, First Care** stickers.

If you are a highway safety advocate, you need:

- **First There, First Care** Bystander Care for the Injured Awareness kit. (Item # 3P0093)

- This kit contains materials for a traffic safety advocate who is interested in bringing **First There, First Care** to their community. It contains the **First There, First Care** resource guide and fact sheet, and samples of the **First There, First Care** "Action Guide to Roadside Care," Emergency Action Card and poster, in English and Spanish.