

Securing and Engaging Host Sites in Underserved Immigrant Communities

Thank you for your interest in setting up a CPR and AED usage education event in collaboration with Compress and Shock Foundation.

Compress and Shock Foundation's mission is to bring free and equitable access to CPR and AED education to all communities with a specific dedication to those communities most adversely affected by cardiac arrest due to race, ethnicity, primary language, or access to healthcare education.

This document serves as a general *guide* of how to set up a Compress and Shock (C&S) CPR and AED use education event in any community but with particular focus on the special considerations of underserved, immigrant communities.

Regarding the C&S AED donation program—This program is aimed at groups that are underserved and do not have the resources to obtain AEDs on their own such as small businesses, small church groups, small non-profits, etc. Please reach out to C&S directly PRIOR to promising any group an AED so that we may verify what programs they qualify for. Please have the site register with C&S at <https://www.compressandshock.org/host>

General Outline

The basic steps are as follows and will be talked about in depth in this document.

- 1)Secure a Host Site with help from community partners
- 2)Engage your host site in the planning and promoting process
- 3)Find instructors and equipment for the event
- 4)Have a successful event

Securing a Host Site

Finding Community Partners

- 1) Start with any potential personal connections first. Scroll through your social media contacts and look at their affiliations and posts. Start with people who you already know who may go to churches/religious institutions with multilingual/multicultural congregations. Check with friends or colleagues who participate in multicultural activities such as sports teams or clubs. Make sure that you make it known that you are looking to set up a CPR class so that your motives are not questioned and so that people do not feel put on the spot nor offended.

EX: To a friend/colleague "I noticed your post recently on Facebook about your church. I am hoping to set up a CPR class soon to try and reach underserved immigrant communities and I noticed that you have a (insert ethnic group here) congregation. Do you know who I could contact at your church about that?"

EX: To a friend/colleague "I noticed your post recently on Facebook about your sports team/league affiliation. I am hoping to set up a CPR class soon to try and reach underserved immigrant communities. Do you know who I could contact in your league about that?"

Personal connections go a long way.

- 2) Reach out to faith-based organizations and religious institutions directly. **Typically, face to face engagement with leaders is optimal.** Do an internet search for places of worship with services in other languages, ethnic churches, temples, etc. Congregational leaders will often be excited and agreeable to have an educational opportunity for their members. If you can get an in with one leader, that person will likely help connect you with others. Once again, personal connections are very important.
- 3) Local non-profit organizations that serve many non-English speaking constituents can be another source of connection. Find out when these organizations are holding community information and resource fairs and find out if you can participate. Set up a table, hand out Compress and Shock flyers and brochures These are a great opportunity to meet leaders and potential instructors who will also be participating.
- 4) Approach local multi-cultural/ethnic businesses and inquire about where the local target immigrant community comes together (religiously or socially). Ask stores and restaurants if you can post fliers and information in their bulletin areas to scout for locations.
- 5) Schools may be another potential source of information regarding community leaders among ethnic groups. ESL courses can be a source of finding both community leaders for host sites as well as participants in the events themselves.
- 6) Large factories and warehouses may be willing to host you onsite in both English and other languages to fit the needs of their workers.

Keep in mind, immigrants may be hesitant to participate in organized events due to fears regarding immigration status. Some immigrants may also have a general mistrust of events that appear to be associated with government institutions, such as law enforcement agencies, due to unrest and corruption in their homelands. Partnering with places of established trust greatly improves the chances of people being willing to participate.

Meeting with Potential Host Site Leader and Securing Their Commitment

Once you have identified your potential host site. Secure a meeting with the leader of that organization. Face to face communication via a 15-20 minute traditional meeting or video call is ideal. Present them with our model which outlines their responsibilities as noted in our flyer and on our website. Answer any questions they may have and ask for the commitment **now** so that the planning process may begin. If they are unable to commit now due to needing to meet with others etc, give them a deadline of two weeks and set a follow up in your calendar to reach back out to them.

Despite the fact that everyone is busy these days, if a leader is not willing to take 15-20 minutes to hear your plan for how to help save lives within their community, they are not likely ready to be a "champion" for our cause. If that is the case, add them to your list of potentials for future events and move on to the next organization/group leader/contact.

Host Site Secured—Engaging the Host in the Event Planning and Promotion Process

Planning:

Building a participant base:

The participants will mainly come from the congregation/group you have partnered with but the host organization must be open to allowing outsiders to participate in order to reach as many people as possible. Assist the host group with reaching out to other local organizations that may be affiliated with your primary group as necessary.

Pre-registration:

All participants need to register on the C&S website. However, depending on the demographics of the group, you may need to partner with the point of contact to assist with pre-registering participants on the C&S website, as necessary. Get names, emails, and cell phone numbers of participants in order to keep in touch with them prior to and after the event (for marketing future events, etc.). If preferred, use a spreadsheet (template available upon request) to manage registrations. ***Pre-registering will help ensure that the event has sufficient instructors and supplies on the day of the event. You must be diligent with your host site regarding this.***

Maintain regular e-communication with pre-registered participants:

As previously mentioned, hosts should get cell phone numbers and email addresses of all participants. Email them as they register, however, to limit the amount of time spent on this task, you can choose to email new registrants in batches, once a week for example, blind copying the registrants. Then, mass email the growing group every couple of weeks leading up to the day of the event reminding them of the event. Email templates are available upon request.

Establishing a Whatsapp or other Messenger group with the point of contacts and participants is encouraged. This builds excitement as well as accountability for everyone who has pre-registered. Once a week or so, post the flyer to the group and encourage participants to share it with their friends and family. Have fun with the group, post CPR trivia questions for everyone to participate in the final week leading up to the class.

Promoting the Event:

Participant recruiting and event promotion should begin IMMEDIATELY.

Stay in contact with the POC of the organization to be sure that they are promoting the event and not relying solely on C&S or your team to promote the event. We want the host location to be very active in the participant recruitment process as this not only builds accountability but also, their participants know and trust them already. Also, as the host site remains active in the participant recruiting process, not only will they be spreading CPR and AED education, they stand to grow their own organizations as well. It is a win-win.

We have a great promotional video and flyer. The video can easily be edited to include the flyer, date, address, collaborations, etc. for your event. Contact us with the event information and we can get this to you/your point of contact.

Encourage your host organization to:

- Promote the event in their own organization's as well other local relevant social media groups.
- Post fliers in local ethnic stores and restaurants.
- Encourage participants to share the information at work, at school, etc.
- Reach out to local news for TV promotion

Special Needs and Considerations:

Childcare:

Speak with your point of contact about whether or not they will be offering childcare for younger children. Having an environment relatively free of distractions will be important during the event. List whether or not childcare will be provided on your flier when promoting the event. Lack of childcare at events is often a limiting factor for many participants but is particularly so with immigrants.

Snacks:

Speak with your point of contact about them offering participants snacks **after** the event. (Coffee, bagels, chips and soda, just light things). This can encourage participation. *Eating after the class works best simply because trying to get everyone's attention while they're eating and talking is more difficult.*

Your responsibility and partnership with Compress & Shock

Finding Instructors:

Ideally, you will want breakout groups no larger than **6 students to 1 instructor**. If you find a few non-bilingual instructors who would like to help with your event...no problem! There will undoubtedly be some participants who are also bilingual and will be willing to accept instruction in English in their breakout groups. More on this later in the document. However, the majority of the instructors should speak the language of the participants. That's the ultimate goal.

Medical Schools & Education Programs:

Health profession schools typically support community service endeavors for students and there are typically student-run groups with interest in underserved care. Also, many individual medical program students are looking for community service opportunities outside of their schools in order to acquire more experience.

FIRE/EMS Agencies:

Ask your host organization if they have any contacts within their community **FIRE/EMS system**. If not, you could assist them with this, if necessary. Many locales will offer out their staff if they have enough notice of the event to help teach the hands-on portions of the training free of charge as a part of their own community outreach efforts.

Hospital systems:

Ask your host organization if they have any contacts within their community **hospital system**. If not, you could assist them with this, if necessary. Many hospitals will offer out their staff if they have enough notice of the event to help teach the hands-on portions of the training free of charge as a part of their own community outreach efforts.

Current CPR instructors in your area:

Do an online search to find if there are any CPR instructors in your area who would be looking to give back to your community. Interestingly, several of our local C&S instructors and board members are, in fact, certified instructors by profession and it was their desire to give back to our local communities that brought them here to C&S.

Here are some sources to assist you with your search:

<https://atlas.heart.org/home/training-center-list>

<https://hsi.com/solutions/cpr-aed-first-aid-training/locate-a-training-center>

<https://signup.ecsinstitute.org/student/FindCenter.aspx>

Feel free to reach out to C&S, if you need some guidance in this area.

Training instructors:

All instructors must register and take the required C&S instructor training found on our website here: <https://www.compressandshock.org/instructor>. Having an American Heart Association (AHA) instructor certification is **not** required. The only requirement is that they have had CPR class in the past. Further training about specifics on the day of process should be provided in the days leading up to the event.

Running The Event

Delegate, delegate, delegate:

There are many individual components to putting together a successful event. Utilize a team of at least 3-4 members and or create small teams, if possible, to ensure a smooth process. Also, encourage your point of contact to delegate tasks on their end.

EX: Delegate a team to find and register instructors. Delegate a person to maintain a group chat with participants and monitor registrations. Do NOT try to run everything by yourself.

Timeline:

60 Days Prior to the Event

Secure the site:

The site should have at least:

- A large TV or LCD Projector
- Wifi
- Sufficient space for 35 Learners for lecture and practical instructor

Contact the Compress and Shock Foundation with the following (if Not Done so already):

- Physical Address of the event
- High Resolution Graphic (Aspect Ratio of 1:1 or 16:9)
- Age Group Taught
- Maximum Number of Participants
- Please use the following to submit information:
<https://www.compressandshock.org/new-site-form>

30 Days Prior to Event

Contact C&S with the sizes and number of t-shirts needed for you and your instructors for the event. **Subject to availability.*

No less than 3 weeks prior to the event:

You, or a designated teammate must meet with the point of contact at least 3 weeks prior to the event to plan the room set up and to determine what equipment you will need to bring with you (ex: HDMI cable, stand for your presentation, laptop, TV, etc.)

2-3 days before the event:

- Test and install batteries in all of your battery operated equipment such as AED trainers.
- If your host group has met the minimum number of participants and qualified for an AED from C&S, be sure to test the machine, install/assemble anything that is required (such as pre-connecting the cable for the pads) and get pictures of the serial numbers to submit to C&S later.
- Let the Champion know that they will be receiving a DocuSign AED waiver of liability in their email inbox.

Day of Event:

Instructors and facilitators should arrive **at least 60 minutes early** to help set up the space. Manikins should be placed spaced out around the room for the eventual small, breakout groups. A participant check-in desk placed in the entrance of the building, away from the area that is being set up for the presentation works well if the venue space allows for it. Test all electronic equipment, displays, etc.

Participants should begin arriving *at least* 30 minutes prior to the event start time. **Be firm and clear with your host early on in the process that promptness is essential and that no one will be allowed to enter more than 5 minutes after the class has begun. These events require a lot of volunteer hours and the time of your team is valuable. If you want them to continue helping with future events, their time must be respected.**

- **Have students sign in with the QR Code provided or have a roster printed for attendance from the online registrations**
- **Please let participants know if they post on social media, please tag the foundation.**

Teaching:

Have one or two instructors lead the powerpoint presentation. Be sure that there is agreement prior to the event on what to say and that all information given lines up with what we teach and what is in the presentation. Break up the powerpoint demonstration with physical demonstrations appropriately. Encourage audience participation with hand raising, rhetorical questions etc. Save audience questions regarding technique and process until the end of the presentation, however.

Divide into small, breakout groups with the other instructors. If you are short on bilingual instructors, ask participants who themselves are bilingual to raise their hands. Send those students to your English-speaking instructors first. Then divide up your non-English speakers among the remaining instructors who speak their language.

Finish and allow participants to enjoy refreshments provided by the host.

Post-class:

Although we do not award official certifications in CPR/First-Aid, students will receive paper “participation” certificates/cards if they desire.” Bring pens and have your breakout group instructors write their students’ names on the cards. Students that registered online will have a certificate emailed to them as well as any post course paperwork.

Please have the participants complete the online evaluation

<https://www.compressandshock.org/evaluation>

Photos:

Please have someone taking lots of photos during the event for social media and future publicity. Make sure to talk about photo-taking with the host prior to the event. Although 99.9% of people will not have a problem with this, there is always the potential that some hosts or participants will. Always seek permission from a parent or guardian before including minors in photos. After the event, complete the end of course form on the website and upload all photos to that form. If you post on your social media account please tag the compress and shock foundation in them

Liability Waiver:

Have the host site’s designated representative (*Champion*) DocuSign The C&S liability waiver to receive their AED. Go over necessary details about pad expiration, etc. Please complete the post course paperwork online. Please document the serial number for C&S records.

**Please do not hesitate to contact C&S for any questions or concerns that you may have.
Thank you for helping spread our mission to the world!**