



ALERT ACTIVITY REPORT

January 2013 to December 2013

December 1, 2013



ALERT

No. 14, Venkatesan Street T. Nagar Chennai – 600017

info@alert-wecare.org

www.alert-wecare.org

ALERT – An Overview

ALERT is a non-profit organization that aims to spread awareness about wellness in the society. A first of its kind in Chennai in very many aspects, it has been started by a group of young, spirited and service minded professionals who share a vibe in terms of envisioning a society that is fully laden with awareness along with compassion. As a first step towards this journey towards wellness, ALERT has undertaken Golden Hour Care and Emergency Response management as its first and core project. Through this project ALERT aims to train various sections of the society in emergency response. This program is being taken to corporates, educational institutions and other social bodies. The end beneficiary would be none other the common man in our society which includes you and me. It is our aim to increase the sensitivity backed by knowledge to handle the situation with support from the man at the vicinity, the medical, enforcement and the legal fraternity, when a life is in danger due to an emergency. Our aim is to ensure that at least one member in each family to be trained in emergency care. The mission is totally free from any commercial motive. ALERT functions with the only aim of achieving a medically aware, socially conscious and a friendly society around us. The curriculum has been jointly developed and approved by the Indian Medical Association (IMA). Also, to know more about us kindly visit www.alert-wecare.org.

*“TRAIN ATLEAST ONE IN EVERY FAMILY IN
EMERGENCY CARE” – Goal set for ALERT by
Dr. APJ ABDUL KALAM*

We have currently trained over **25000** people but are on a constant endeavour to achieve the goal that Dr APJ Abdul Kalam has given is i.e., - "Train atleast one in every family".

A Typical Workshop

This training programme aims to generate awareness and provide training in handling an emergency situation. A typical session would last for about four hours with some dedicated time for hands on experience. The topics that get addressed in the training session are as follows –

- Inhibitions to render assistance during an emergency
- Chain of Survival
- Basic Life Support Principles.
- ABC of basic life support
- Common Medical Emergencies - Bleeding (external and internal), Fainting, Fractures, Seizures, Choking, Burns, venomous stings and bites etc.
- CPR – Cardio Pulmonary Resuscitation
- A brief about the 108 ambulance service with its benefits and other emergency numbers
- A live demonstration of the 108 ambulance (wherever possible)

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The activities and milestones presented in this document are strictly between the period January 2013 to December 2013.

ALERT 2013 – Highlights and Milestones

Following are some of the highlights and significant milestones for ALERT achieved during the period Jan 2013 to Dec 2013

- Training through regular workshops -
 - Conducted 78 workshops during this period
 - The total number of people trained by ALERT has crossed 25,000 in 2013.
- MoU's Signed by ALERT
 - ALERT has entered into a MoU with TACT (The Academy of Clinical Training) to jointly deliver skill programmes titled Golden Hour Fellow Programme and ALERT @ School Programme.
 - ALERT has entered into a MoU with IIT, Madras specifically with the department of applied mechanics to participate in the research for building high fidelity low cost mannequins.
- New Programmes Launched –
 - ALERT launched a skill programme in emergency care titled “Golden Hour Care and Fellow Programme” where members are trained in detail. ALERT introduced a flash card for members successfully completing the course.
 - ALERT launched a structured programme for schools titled “ALERT @ School”.
- Events –
 - To generate awareness in public forums in the new generation way, ALERT performed FLASH MOBS in two popular malls in Chennai. On a holiday that was ALERT's anniversary day, the message through the mobs could be reached out to huge masses thronging the malls.
 - Being ALERT Campaign – As part of the world first aid day, ALERT ran a weeklong campaign to generate awareness on the need for first aid in three ways – an online pledge taking campaign, a cycling rally and a free workshop to the public. ALERT also published the pledge in THE HINDU newspaper with support from Royal Sundaram.
 - National conference on Cyber Safety – ALERT was a special invitee to the conference on cyber safety where the idea of ALERT was conveyed through a presentation to the delegates, which was extremely well received.
 - Break it Down – Break it down was a corporate cultural extravaganza, which was conducted in aid of ALERT, wherein the ALERT message was reached out to a lot of corporate employees, held at Kamarajar Arangam, Chennai.
 - Safety Partner at social events – ALERT was the safety partner at events for social impact such as the Chennai coastal clean-up organized by Chennai Trekking Club and Bhoomi foundation.



- Significant External Affiliations –
 - Invited by the State Transport department for the fourth consecutive year to be a part of and conduct workshops at the RTO (Regional Transport Offices) as part of Road Safety Week campaign.
 - ALERT collaborated with the Disaster Management Committee (DMC) at IIT, Madras to conduct training workshops for the management students.
 - ALERT successfully continues its regular monthly workshops at IIT, madras which is also open to registered members of ALERT who are from the general public.
 - ALERT was invited to a breakfast meeting at Indo American Chamber of Commerce and talks are on for reaching ALERT programmes to organizations through IACC
- ALERT @ School –
 - After the first pilot of ALERT@School in one school in 2012, ALERT introduced the same to 3 schools in 2013.
- Media Outreach –
 - ALERT was exclusively invited to speak at the peak hour breakfast show in SUN TV
 - ALERT was invited in a chat show with live callers in SATYAM TV
 - ALERT was invited to two interviews at PUDHIYA YUGAM
 - ALERT was invited as a special guest on a show titled “Acham Thavir” hosted by actress Kushboo.
 - ALERT was invited to the breakfast show at 92.7 Big FM as part of Being ALERT campaign
- Simulation Lab –
 - A high level thought process, blueprint and proposals were drawn for ALERT simulation lab for emergency care.
 - Significant support received from Cognizant Foundation towards the procurement of equipment for the simulation lab.
- Operational –
 - ALERT moved into a new office at Adyar after having outgrown the old office.
 - ALERT has added another FTE taking the employee count to 2
 - ALERT conducted outbound exercises thereby increasing the volunteer base by over 40%
- New Initiative –
 - A student from Brookstone High School, USA visited ALERT to spend time in activities and has gone back with a great feedback and report to the school. This opens up opportunities to have international collaborations with educational institutions abroad.



LIST OF WORKSHOPS CONDUCTED IN THE YEAR 2013

S.No	Organizing Team	Venue
1	Puliyanthopu RTO	Meriner college, Royapuram
2	Anna Nagar RTO	LLR Candidates
3	Poonamallee RTO	Sastha college
4	Kolathur RTO	Perambur School
5	Virugambakkam RTO	PonVidyashram, Valasaravakam
6	RRD	RRD, Dr.Radhakrishnan road
7	V care NGO	Child Home, Thandalam
8	Chennai Social Service	Agarsan College, Madhavaram
9	Sathyam Cinemas	Escape staffs
10	Rotary club of south madras	RYLA, Brammakumari hall.
11	Ordnance Factories Institute of Learning	Avadi
12	Uthavum Ullangal	Villupuram
13	Alert Volunteers	IIT, Engineering design dept.
14	Pallavan College	Thirumal pure NSS camp
15	CBRE	OTPL
16	Sahyog Samaj	Mylapore
17	FASS	Sriperambutur
18	Rane, Velachery	Rane
19	HP	Ramanujam
20	TVS	Mount Road
21	TCS Sholinganallur	Auditorium TCS
22	Super Gas	Kandikai site, Vandalur.
23	St.Thomas mount post office	St.Thomas mount, chennai
24	Disaster Management	Students, DOMS, IIT
25	Rotaract members	Dhanalakshmi eng college, Mamallapuram
26	HP, OTPL	HP Cafeteria, OTPL
27	Sathyam, Royapetah	6 degree
28	Sathyam, Royapetah	6 degree
29	Firm Foundation	Firm conf hall - Anna Nagar
30	ELCIA	Electronic city, Bangaloru

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31	Life style super market	Arkey hall, Luz corner
32	Sathyam cinemas	6 degrees
33	GE energy management	Industrial estate, guindy
34	Super gas	T nagars staffs
35	LUXE - Sathyam cinemas	Velachery
36	Vivekanandha school	Teachers, Minjur
37	Sun Direct HD	Taramani
38	Doowon	Oragadam
39	Vazhai Organisation	9 & 10 students, St. Joseph college
40	Perambalur Police training academy	Gread 2 constables
41	CBRE	SP info city
42	N S Instruments	Ponnery
43	Sathyam cinemas	S2 thiyagaraja, Thiruvannmiur
44	Rotary club of AKASH	SANGAMAM - Sevalaya school,
45	Phoenix mall	ERT staffs
46	Bank of America - CSR team	Hir, Sec, school, Taramani.
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48	Teachers training program	Adyar ALERT office
49	Volunteers session	Engineerg design dept, IIT
50	Teachers training - day 2	TACT
51	Sterling Holiday resorts	Kodaikanal
52	Gujarathi association	Mint road, central
53	level 1&2 - 2nd batch	Engineering design dept, IIT
54	Level 3 & 4 - 2nd batch	TACT (9+3 nos)
55	Scope International	Haddows road & Chetpet
56	Sathyam cinemas	Coimbatore
57	Chennai Trekking Club	Thiruvannmiyur
58	Lions club - LEO members	Anna University
59	TCS	Karapakkam
60	In - Shape - gym	Alwarthiru nagar
61	CBRE	Sp infocity
62	Manufacturing company	Hosur
63	NHRD	Hosur
64	BAC - Mass awareness	Class room complex, IIT Madras
65	NS Instruments	Thada, AP.
66	S2perambur (sathyam)	Sathyam staffs
67	Sathyam cinemas	Royappetah
68	Eden Garden School teachers	Salem
69	Rotary club of Tirupur	Rotarians
70	Work shop for public	Engineering design dept, IIT



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71	CBRE team for Security staffs	Ramanujam IT City
72	Lifecell	Mambakkam
73	Madras university	Nemmeli
74	Sathyam cinemas	Coimbatore
75	Vidhyarambam	Youth Hostel, Indranagar, Adyar.
76	Sathyam Cinemas	Royapetah
77	Child	Korattur
78	Desserts Management Student	IIT, Madras





With support from Rotary Club of Chennai Towers, Royal Sundaram, The Hindu, 92.7 Big FM and IIT, ALERT carried out a week long campaign titled BEING ALERT CAMPAIGN for the world first aid day. It involved an online pledge taking campaign, a cycle rally and a free mass awareness training workshop for general public.



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FLASH MOB at VIJAYA FORUM MALL DRAWING GENERATING AWARENESS



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ALERT team with Mr. Lakshmi Narayan and the Board of Cognizant Foundation



ALERT SKILL TRAINING FLASH CARD

LEADER	ALERT FIRST AID	Golden Hour Leader
Rajesh		
S.No AGHM 001 / 2013		
<p>The holder of this card is a Golden Hour Leader at ALERT and has successfully completed the universal BLS-CPR curriculum.</p>		
In association with		
 Academy for Clinical Training		
 WE CARE		 WE CARE
21/Apr/2013	21/Apr/2014	
Issue Date	Recommended Renewal Date	
ALERT curriculum endorsed by Department of Health, Govt. of Tamil Nadu		

LEADER	ALERT FIRST AID	Golden Hour Leader
CHENNAI		
Training Center		
<p>As a Golden Hour Leader at ALERT, I would always act in the best interest of the person in need of first aid and adhere to guidelines that define a good samaritan.</p>		
In association with		
 Academy for Clinical Training		
 WE CARE		 WE CARE
Holder's Signature		
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ALERT GOLDEN HOUR FELLOW PROGRAMME



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ALERT and IIT, Madras sign MoU for research on High Fidelity Low Cost Mannequins**ALERT AT JFX EVENTS – BREAK IT DOWN****ALERT**

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ALERT as Safety Partners in various events



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Outreach through Media



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Acham Thavir in Thanthi TV



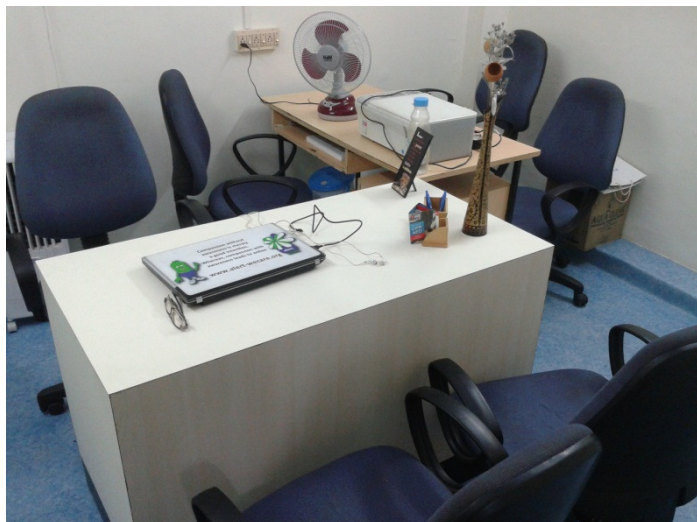
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ALERT's New Office Address at Adyar**ALERT @ School – First Batch**

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Plans in Immediate Future

Simulation Lab

2014 would be a milestone year in the journey of ALERT wherein India's first simulation lab for emergency management would be set up by ALERT. We thank people and corporates

Scale up training programmes – regular and skill

With more number of equipments coming by, we plan to generate more trainers and thereby reach out to more people through our regular workshops and skill programme.

Launch collaboration with schools/universities abroad.

Based on the experience and feedback from one student who visited from Brookstone high school, USA, we plan to launch a programme open for students from abroad to spend time with ALERT and its activities.

International Center for Training for AHA

By setting up a state of the art lab, ALERT plans to become a recognized international center for training by the American Heart Association.

Challenges

Funds – Sponsorships and funding continue to be a challenge. With pure passion to give back something to the society fueling ALERT to do all the service it has done so far, ALERT is in tremendous need for funds to effectively carry out programmes to reach large scale benefits to the society.

Volunteers - Volunteer base needs to be strengthened even though the last year has seen a good inflow of volunteers into the ALERT mission.



A Real Life Incident handled by an ALERT member



13th June, 2013. As written by Dileep Raj Gedella

One of the most memorable days for me after joining Alert as I had an opportunity to be an instrumental part in saving a person's life. Here's how the events turned out on the Tada-Sri Kalahasthi highway at 1400 hrs.

I witnessed a Santro being crushed and there were more than 50 people surrounding the car when I passed the scene. I stopped my car and went towards to scene to know the situation.

As I was nearing the scene and seeing so many villagers around the car, I started getting tensed and was in a fix of what to be done at the moment.. All the training provided by Alert just vanished and fear started to creep in.

As I went near, I could see a partially conscious woman bleeding and her husband is going around the car trying to do something. All I did at that time was, I called Karthick and explained the position to him. He re-assured me and said that I have to call the ambulance.



I did call the ambulance. That's when the words from Nalini mam started to knock my mind on situational leadership. I started to think, what worse can happen to me if I go and render help. The worse that can happen is that the villagers might just tell me to leave the place. So, I gathered all the courage in the world and I went into the crowd flashing my ALERT GOLDEN HOUR LEADER CARD and telling everyone over there that I'm a trained first aid professional and I could be of some help to improve the situation of the lady in the car...

That's when the unexpected started to happen,...

None of the people over there told anything and the woman's husband was more than happy to see a person who has come forward and he started explaining the situation.

I initially started by performing the CAB assessment on her and after knowing that everything is normal with her vitals, I had three challenges to face to make sure everything will be ok.

1) To make sure that lady does not panic and I should make sure that she doesn't slip into unconsciousness as it would take more than 30 minutes for the ambulance to come. So I started talking to her and told her husband to continue talking to her as making her sleep could make the situation worse.

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2) To clear the scene as there was a huge traffic pile up and the worst thing that can happen is another accident.

3) To make sure that the woman is kept completely stationary as she's experiencing a huge pain near the thigh joint.

The first step I did is to inform everyone over there not to provide any fluids to her as we are not aware of her internal situation. Secondly, I told them not to move her as we might make the situation worse in case of any fracture. Surprisingly, none of them objected me and just did what I told them to do. All the time I kept reassuring her holding her hand that she would be perfectly ok and nothing has happened to her.

In a few minutes time, the cops arrived and I explained the whole situation to the Circle inspector. The car was stationed at the centre of the road and the cops thought that pushing



the car aside would clear the traffic. But, since the car's front was completely damaged and the chances of the car falling down completely in case of a push was very likely which would have made the situation of the lady worse. I informed the same to the inspector. Shockingly, the inspector abided my request and ordered his constable to just help me on this and he left the scene.

After a long 40 minutes, the ambulance came in and I informed the entire situation to the paramedic and he took it up from there by initially administering a pain killer shot to the woman.

I still cannot believe how I had that much courage in this world to go and stand against a bunch of villagers and telling them that what they are doing is not right (like giving water, moving the patient...) and they have to follow my instructions.

That 1 hour went like a second and at the end of the day I came to know that all the people over there including the patient and her husband thought that I was a doctor...

Thanking god for giving me an opportunity to save a person's life.

Finally, I would like to bid good bye for now by saying that no other happiness can match the blissful feeling one experiences while saving another person's life... And that feeling can only be felt.

A final thanks to ALERT for giving me all the training required and making me what I'm today.

God bless All!!!

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