ALERT ACTIVITY REPORT

January 2016 to December 2016

ALERT
No. 5/75, Bonanza 1, Blue Beach Road, Neelankarai, Chennai – 600115
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 **46000** 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)

The activities and milestones presented in this document are strictly between the period January 2016 to December 2016.

ALERT 2016 – Highlights and Milestones

Following are some of the highlights and significant milestones for ALERT achieved during the period Jan 2016 to Dec 2016

- ALERT completed 10 years in service in the year 2016 having registered in the year 2006.

- Training through regular workshops -
  - Conducted 176 training sessions during this period
  - The total number of people trained by ALERT has crossed 45,000 in 2016.
- ALERT Simulation lab of Emergency Response Management first anniversary –
  - In commemoration of the anniversary of the simlab, a cycle rally was organized from Adyar to Mamallapuram.
- ALERT – Karnataka
  - ALERT has begun operations in Karnataka with an operational office at Bangalore. In 2016, significant meetings were held with the Addl. Chied Secretary and heads of different Government departments such as health, police, transport, education and BBMP. MoUs with the Government of Karnataka will be effected in the year 2017.
- MoU's Effected by ALERT in 2016 –
  - ALERT has entered into a MoU with the Youth Red Cross of the Easwari Engineering College for collaborating in reaching out training programmes to various audiences.
- @ALERT – A new e-magazine launched
  - ALERT launched an e-magazine titled @ALERT which will be available as an app on the magzter platform for anyone to download and read for free.
- ALERT VoICE - New Project Undertaken –
  - ALERT has undertaken the analysis, design and development of a mobile based first response solution. During the year, after successfully satisfying due diligence, the project has been sponsored by United Way of Chennai.
- ALERT Awareness Modules at Car Free Sundays – Elliots Beach
  - ALERT conducted 12 awareness sessions at the elliots beach as part of the Car Free Sundays initiative by THE HINU which was a runaway hit.
- ALERT VoICE Good Samaritan Award
  - ALERT instituted an award titled the ALERT VoICE Good Samaritan award and presented the same to 5 recipients from the hands of Mr. Shakeel Akhtar IPS, at a function held at the Elliots beach as part of World First Aid day.
- ALERT-A-THON 2016

December 31, 2016

- o ALERT organized an awareness run titled ALERT-A-THON which was a runaway hit amongst the people of Chennai making the running fraternity take note of such a success in ALERT's maiden edition.

- Actor Amy Jackson becomes the Brand Ambassador of ALERT
  - o Actor Amy Jackson became the brand ambassador of ALERT by promoting the cause through ALERT-A-THON.

- Received Columbia Asia Good Samaritan Award
  - o ALERT was chosen as the winner in the organization category for the Columbia Asia Good Samaritan award and was conferred the same by the Police Commissioner and the BBMP Commissioner, at a function held at Bangalore.

- Received 'Hero of the Year' award from Association of Healthcare Providers of India
  - o ALERT was conferred the HERO of the Year award by the Association of Heathcare Providers of India in recognition of the service rendered by ALERT during the Chennai floods in 2015.

- ALERT - Bombay Dyeing – Flood Distribution work (CSR activity):
  - o ALERT was chosen as the CSR Partner by Bombay Dyeing for distribution of blankets, bed sheet and towels to families affected by the Chennai flood which was carried out successfully in January 2016.

- Events participated as First Aid Partners – IN the year 2016, ALERT was invited to be First Aid Partners to 20 events which include the following significant ones (refer section below for a detailed list)
  - o The Wipro Chennai Marathon - Participated as first aid partner in Chennai's biggest marathon - "The Wipro Chennai Marathon - 2015" edition were 18000+ people participated in that event. Along with 30 ALERT first responders team, 10 Disaster Management Committee students from IIT of Madras and 20 HAM Radio operators were on the field for medical emergency first aid.
  - o Chennai's biggest Coastal Clean-up by Chennai Trekking Club
  - o Partnered with Ace Athletic Club as first responder in inter school sports competition at Nehru indoor stadium, Chennai as a second consecutive year.
  - o Supported as First aid partner for 21 days*21 Kms run as an ALERT-A-THON promotional activity and received Limca book of record for the same.

- Significant External Affiliations –
  - o ALERT continues to operate as trusted partners of 108.
  - o ALERT has collaborated with the Disaster Management Committee (DMC) at IIT, Madras to conduct training workshops for the inmates, security and staff of IIT Madras.
  - o ALERT trained the entire batch of first year UG students of IIT Madras in association with Disaster Management Committee (DMC) in Golden Hour Care & Emergency Response Management as a third consecutive year.

December 31, 2016

- o CAG – Invited and participated in the Road Safety Awareness rally on July 1st 2016 at Marina organized by CAG organization.
  - o Partnered with THE HINDU to generate awareness in the Car Free Sundays at Besant Nagar, Elliot's Beach, Chennai.
  - o Youth Red Cross team from SRM - Eashwari Engineering College has taken an initiative to partner with ALERT to take up the trainings to their college and to neighboring areas.

- Significant Workshops:
  - o Successfully conducted work shop for Self Help Groups team Organized by Kamala Trust headed by Mr.Vaithyanathan – Parliament Secretary of Pondichery Chief Minister.
  - o Conducted mass awareness workshops at Vivekananda and SRM colleges, through this we have reached 1800 college students successfully.
  - o Conducted mass awareness session for students at Kalasalingam University, Srivilliputhur as a third consecutive year

- ALERT @ SCHOOL –
  - o ALERT @ School programme has successfully completed its 5th batch @AMM School in Chennai.
  - o ALERT @ School programme, one year first aid curriculum for 9th 10th 11th & 12th grade students implemented at Hiranandani Upscale School, Siruseri for the academic year of 2016-17.

- Media Outreach –
  1) ALERT was invited to participate in the program called "Hello Doctor" which was a live interview Show at DD Podhigai channel.
  2) Cauvery news channel done a promotional video bite about ALERT & medical emergency.
  3) Given awareness speech at the FM called Chennai One.
  4) Thandhi daily magazine published ALERT article at their Sunday edition.
  5) ALERT-A-THON event was covered in Sun News which has a tremendous reach with the public about the event and the cause.

December 31, 2016

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LIST OF WORKSHOPS CONDUCTED IN THE YEAR 2016

S. No.	DATE	AUDIENCE	ORGANIZATION	LOCATION	TRAINING TYPE
1	05.01.16	Corporate	Jazz Cinemas	Chennai	PEER Basic
2	06.01.16	School	REVOOR School	Chennai	PEER Classic
3	06.01.16	School	REVOOR School	Chennai	PEER Classic
4	09.01.16	G H Champions	ALERT	Simlab	PEER Intense
5	12.01.16	School	School	Outbound	PEER Basic
6	12.01.16	School	School	Outbound	PEER Classic
7	16.01.16	School	SRS Sarvodaya Ladies Hostel	Chennai	PEER Classic
8	18.01.16	Drivers	RedHills RTO	Chennai	PEER Classic
9	18.01.16	School	SCS School	Chennai	PEER Classic
10	24.01.16	General Public	Great Lakes Institute of Management	Outbound	PEER Classic
11	29.01.16	Corporate	Johoku	Outbound	PEER Classic
12	02.02.16	School	School	Chennai	PEER Classic
13	05.02.16	College	WCC college	Chennai	PEER Classic
14	06.02.16	General Public	ALERT	Simlab	PEER Classic
15	07.02.16	School	MELLOW Circle Home	Chennai	PEER Classic
16	09.02.16	Corporate	S2 Cinemas	Chennai	PEER Classic
17	10.02.16	College	prince Shri venkateshwara college	Chennai	PEER Classic
18	10.02.16	College	prince Shri venkateshwara college	Chennai	PEER Classic
19	16.02.16	Corporate	S2 Cinemas	Chennai	PEER Classic
20	18.02.16	College	Loyola college	Chennai	PEER Classic
21	18.02.16	College	Loyola college	Chennai	PEER Classic
22	20.02.16	G H Champions	Great lakes college	Chennai	PEER Classic
23	23.02.16	Corporate	S2 Cinemas	Chennai	PEER Classic
24	24.02.16	Corporate	S2 Cinemas	Chennai	PEER Classic
25	24.02.16	G H Champions	Kamala Trust	Outbound	PEER Classic
26	24.02.16	G H Champions	Kamala Trust	Outbound	PEER Classic
27	25.02.16	General Public	SOS Home	Outbound	PEER Classic
28	25.02.16		SOS Home	Outbound	PEER Classic
29	26.02.16	General Public	Nisha mat school	Outbound	PEER Classic
30	26.02.16	General Public	TISWA	Outbound	PEER Classic
31	27.02.16	General Public	Good luck Mat school	Outbound	PEER Classic
32	27.02.16	College	IIT Madras	Chennai	PEER Classic
33	27.02.16	General Public	ALERT Simlab	Simlab	PEER Advance
34	28.02.16	College	IIT Madars	Chennai	PEER Classic
35	29.02.16	Corporate	S2Cinimas	Chennai	PEER Classic
36	29.02.16	School	Revoor School	Chennai	PEER Classic
37	29.02.16	School	Revoor School	Chennai	PEER Classic
38	01.03.16	School	Revoor School	Chennai	PEER Classic
39	01.03.16	School	Revoor School	Chennai	PEER Classic
40	02.03.16	School	Revoor school	Chennai	PEER Classic
41	02.03.16	School	Revoor school	Chennai	PEER Classic

December 31, 2016

S. No.	DATE	AUDIENCE	ORGANIZATION	LOCATION	TRAINING TYPE
42	03.03.16	College	NSS	Outbound	PEER Classic
43	05.03.16	Corporate	CBRE	Chennai	PEER Classic
44	05.03.16	General Public	ALERT	Simlab	PEER Classic
45	06.03.16	College	Great Lake Manage	Outbound	PEER Classic
46	09.03.16	General Public	Agaram Foundation	Chennai	PEER Classic
47	10.03.16	College	Bharath university	Chennai	PEER Classic
48	12.03.16	College	IIT Madras	Chennai	PEER Classic
49	12.03.16	G H Champions	ALERT	Simlab	PEER Intense
50	12.03.16	Drivers	Mahindra Tech	Chennai	PEER Classic
51	13.03.16	College	IIT Madras	Chennai	PEER Classic
52	15.03.16	General Public	World Vision Org	Chennai	PEER Classic
53	16.03.16	Corporate	Jasmine	Outbound	PEER Classic
54	16.03.16	General Public	World Vision Org	Chennai	PEER Classic
55	17.03.16	Corporate	JAZZ Cinemas	Chennai	PEER Classic
56	19.03.16	General Public	ALERT Simlab (WOW)	Simlab	PEER Advance
57	20.03.16	College	Mamallan Institute of Technology	Chennai	PEER Classic
58	22.03.16	College	Stella Maries College	Chennai	PEER Classic
59	29.03.16	Corporate	SPI Cinemas	Outbound	PEER Classic
60	30.03.16	College	Hindustan College	Outbound	PEER Classic
61	02.04.16	College	IIT Madras	Chennai	PEER Classic
62	02.04.16	General Public	Classic	Chennai	PEER Classic
63	03.04.16	College	IIT Madras	Chennai	PEER Classic
64	09.04.16	Clubs + Assoc	Agaram Foundation	Chennai	PEER Classic
65	11.04.16	Corporate	Australian Consultant General	Simlab	PEER Advance
66	12.04.16	Corporate	Australian Consultant General	Simlab	PEER Advance
67	16.04.16	General Public	ALERT Simlab	Chennai	PEER Intense
68	22.04.16	Clubs + Assoc	ANEW - Org	Chennai	PEER Classic
69	22.04.16	Clubs + Assoc	ANEW - Org	Chennai	PEER Classic
70	23.04.16	General Public	ALERT Simlab	Chennai	PEER Advance
71	23.04.16	Corporate	iMMi	Chennai	PEER Basic
72	26.04.16	Corporate	Evanescene	Simlab	PEER Intense
73	26.04.16	Clubs + Assoc	ANEW - Org	Chennai	PEER Classic
74	28.04.16	Corporate	LUXE, Jazz Cinemas	Chennai	PEER Classic
75	29.04.16	School	AMM School	Chennai	PEER Classic
76	05.05.16	School	AMM School - Summer Camp	Chennai	PEER Classic
77	05.05.16	School	Manikka Manavar Tuition center	Chennai	PEER Classic
78	06.05.16	General Public	Ezone -Summer Camp	Chennai	PEER Classic
79	07.05.16	General Public	PEER classic	Simlab	PEER Classic
80	10.05.16	Corporate	SPI-S2 Perambur	Chennai	PEER Classic
81	10.05.16	Corporate	PEER Advance - iMMi	Simlab	PEER Advance
82	11.05.16	Corporate	SPI-Palaso	Chennai	PEER Classic
83	12.05.16	Corporate	SPI-Sathaym	Chennai	PEER Classic
84	14.05.16	G H Champions	PEER Intense	Simlab	PEER Intense

December 31, 2016

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S. No.	DATE	AUDIENCE	ORGANIZATION	LOCATION	TRAINING TYPE
85	18.05.16	School	Karkai Nandre Org	Outbound	PEER Classic
86	19.05.16	Corporate	Kirby India	Simlab	PEER Classic
87	23.05.16	Corporate	SPI-S2 Thiyagaraja	Chennai	PEER Classic
88	30.05.16	School	Ramakrishna Mission	Chennai	PEER Classic
89	30.05.16	School	Ramakrishna Mission	Chennai	PEER Classic
90	30.05.16	School	Ramakrishna Mission	Chennai	PEER Classic
91	04.06.16	General Public	ALERT SIMLAB	Simlab	PEER Classic
92	04.06.16	College	S J T Surana Jain Vidalaya Junior College	Chennai	PEER Classic
93	05.06.16	General Public	Green Wish Foundation	Chennai	PEER Classic
94	11.06.16	G H Champions	ALERT SIMLAB	Simlab	PEER Intense
95	18.06.16	School	Aruljothi School	Outbound	PEER Classic
96	18.06.16	General Public	Gree Wish Foundation	Chennai	PEER Classic
97	24.06.16	General Public	Airtel, tower operators	Chennai	PEER Classic
98	26.06.16	General Public	Atelier's Fitnesss studio	Chennai	PEE Classic
99	26.06.16	General Public	Karkai Nandre - Arul Jothi Team	Outbound	PEE Classic
100	02.07.16	General Public	ALERT	Simlab	PEER Classic
101	03.07.16	School	Karkkai Nandre	Thiruvallur	PEER Classic
102	05.07.16	School	Govt. School	Chennai	PEER Classic
103	08.07.16	Corporate	Pershing India Operational Services Pvt Ltd.	Chennai	PEER Basic
104	09.07.16	General Public	world vision	Chennai	PEER Classic
105	16.07.16	Corporate	Golden Towers Hotel	Chennai	PEER Classic
106	19.07.16	Corporate	Jazz Cinemas	Chennai	PEER Classic
107	23.07.16	GHF	ALERT	Simlab	PEER Intense
108	01.08.16	College	Rajeshwari arts & science College	Outbound	PEER Classic
109	01.08.16	College	Rajeshwari arts & science College	Outbound	PEER Classic
110	01.08.16	College	Rajeshwari arts & science College	Outbound	PEER Classic
111	01.08.16	College	Rajeshwari arts & science College	Outbound	PEER Classic
112	02.08.16	School	Steria	Chennai	School
113	03.08.16	school	HUS School 10th student	Chennai	School
114	05.08.16	College	MSSW College	Chennai	PEER Classic
115	05.08.16	College	Teacher training students	Chennai	College
116	06.08.16	General Public	ALERT	Simlab	PEER Classic
117	06.08.16	school	Hus School 11th student	Chennai	School
118	06.08.16	school	Hus School 12th student	Chennai	School
119	07.08.16	General Public	Green Wish Foundation	Chennai	PEER Classic
120	10.08.16	school	Hus School 9th student	Chennai	School
121	12.08.16	School	Karapakkam Govt school	Chennai	PEER CLASSIC
122	13.08.16	college	SRM University, Eshwari college	Chennai	PEER Classic
123	13.08.16	college	SRM University, Eshwari college	Chennai	PEER Classic
124	17.08.16	school	Hus School 10th student	Chennai	School
125	18.08.16	School	Vivekanadha matric .Hr.Sec.School	Outbound	PEER Classic
126	18.08.16	General public	IOC	Chennai	PEER classic
127	20.08.16	G H Champions	ALERT	Simlab	PEER Intense

S. No.	DATE	AUDIENCE	ORGANIZATION	LOCATION	TRAINING TYPE
128	20.08.16	school	Hus School 12th student	Chennai	School
129	20.08.16	school	Hus School 11th student	Chennai	School
130	24.08.16	school	Hus School 9th student	Chennai	School
131	31.08.16	school	Hus School 10th student	Chennai	School
132	31.08.16	College	Vivekanadha College	Chennai	PEER Classic
133	01.09.16	General public	Agaram Foundation	Chennai	PEER Classic
134	03.09.16	School	Hus. School 12th	Chennai	School
135	03.09.16	School	Hus. School 11th	Chennai	School
136	03.09.16	College	Kalasalingam Univarsity	Outbound	PEER CLASSIC
137	07.09.16	School	Hus. School	Chennai	School
138	07.09.16	College	Viveganadha college	Chennai	PEER CLASSIC
139	13.09.16	College	Guru Nanak College	Chennai	PEER CLASSIC
140	13.09.16	College	Guru Nanak College	Chennai	PEER CLASSIC
141	14.09.16	College	SRM University	Chennai	PEER CLASSIC
142	17.09.16	General Public	PEER INTENSE	Chennai	PEER INTENSE
143	22.09.16	Corporate	SP Infocity	Chennai	PEER CLASSIC
144	28.09.16	College	Asaan memorial college	Chennai	PEER CLASSIC
145	06.10.16	corporates	cyber tech	Chennai	PEER CLASSIC
146	14.10.16	School	School Students - Rotary Inner wheel	Chennai	PEER CLASSIC
147	17.10.16	corporates	S2 Thiyagaraja	Chennai	PEER CLASSIC
148	17.10.16	corporates	NSN - Oragadam	Outbound	PEER ADVANCE
149	18.10.16	corporates	NSN - Oragadam	Outbound	PEER ADVANCE
150	18.10.16	corporates	Sathyam cinemas	Chennai	PEER CLASSIC
151	18.10.16	General Public	Post office Staff	Chennai	PEER CLASSIC
152	19.10.16	corporates	SPI - Escape	Chennai	PEER CLASSIC
153	19.10.16	School	Saradha Vidyalaya	Chennai	PEER CLASSIC
154	19.10.16	corporates	SPI- Palazo	Chennai	PEER CLASSIC
155	21.10.16	College	AMET University	Chennai	PEER CLASSIC
156	22.10.16	College	ANNA University	Chennai	PEER CLASSIC
157	22.10.16	General Public	PEER CLASSIC	Simlab	PEER CLASSIC
158	24.10.16	school	Vellammal school	Chennai	PEER CLASSIC
159	25.10.16	School	School Students	Outbound	PEER CLASSIC
160	25.10.16	School	School Students	Outbound	PEER CLASSIC
161	26.10.16	School	School Students	Outbound	PEER CLASSIC
162	26.10.16	School	School Students	Outbound	PEER CLASSIC
163	12.11.16	General public	ALERTATHON Participants	Chennai	PEER Classic
164	15.11.16	General Pulic	S2 Cinemas	Chennai	PEER Classic
165	16.11.16	School	THRIVENI ACADEMY CBSE SR.SEC.SCHOOL	Outbound	PEER Classic
166	18.11.16	Corporate	Stahllform Pvt Ltd	Outbound	PEER Classic
167	23.11.16	Corporate	Jazz Cinemas	Chennai	PEER Classic
168	24.11.16	General public	J C DECAUX ADVERTISING INDIA Pvt Ltd	Simlab	PEER BASSIC
169	26.11.16	General public	ALERT	Simlab	PEER Classic
170	28.11.16	School	Govt School	Chennai	PEER Classic

December 31, 2016

S. No.	DATE	AUDIENCE	ORGANIZATION	LOCATION	TRAINING TYPE
171	28.11.16	College	IIT Madras	Chennai	PEER Classic
172	29.11.16	College	IIT Madras	Chennai	PEER Classic
173	30.11.16	College	IIT Madras	Chennai	PEER Classic
174	01.12.16	College	IIT Madras	Chennai	PEER Classic
175	17.12.16	General public	ALERT	Simlab	PEER Intense
176	24.12.16	General public	ALERT	Simlab	PEER Refresh

LIST OF EVENTS PARTICIPATED AS FIRST AID PARTNERS

S.NO	MONTH	EVENT PARTICULARS	ORGANIZATION	ROLE
1	January	The Wipro Chennai Marathon	Chennai Runner	First Responder
2	January	Republic Day Heritage Ride	Cycling Yogis Chennai	First Responder
3	February	Run	REDLEY RUN 2016	First Responder
4	March	Marathon	CTC	First Responder
5	March	Marathon	Men Run for Women	First Responder
6	April	ALERT SIMLAB's 1st year anniversary - Cycle rally	ALERT	Organiser
7	April	World Heritage Day Ride	Cycling Yogis Chennai	First Responder
8	April	Annual day of SPI	SPI DAY - EVENT	First Responder
9	June	Inter- corporate cultural	JFX Events	First Responder
10	June	Car Free Sunday - Quick CPR	ALERT	Organiser
11	June	Marathon	CTC	First Responder
12	June	Cycle Rally	WCCG	First Responder
13	June	Car Free Sunday - Rescue Methods	ALERT	Organiser
14	July	Walkathon	CAG	First Responder
15	July	Car Free Zone -Common Medical Emergency	ALERT	Organiser
16	July	Triathlon	CTC	First Responder
17	July	Car Free Zone -Rescue Methods	ALERT	Organiser
18	July	Marathon	Kanchipuram Half Marathon	First Responder
19	July	Car Free Sunday -CPR	ALERT	Organiser
20	July	Car Free Sunday- Rescue Methods	ALERT	Organiser
21	August	Marathon	Jawathu Hill Marathon	First Responder
22	August	E-Magazine Launch	ALERT	Organiser
23	August	Car Free Sunday- Common Medical Emergency	ALERT	Organiser

S.NO	MONTH	EVENT PARTICULARS	ORGANIZATION	ROLE
24	August	Run	Independence Day Run	First Responder
25	August	Car Free Sunday- Domestic Fire General	ALERT	Organiser
26	August	Car Free Sunday- EMRI	ALERT	Organiser
27	August	Madras Day Heritage Ride	Cycling Yogis Chennai	First Responder
28	August	Car Free Sunday- Domestic fire & general topics	ALERT	Organiser
29	September	Being ALERT Campaign: Mass CPR Training	ALERT	Organiser
30	September	Chennai Trail Marathon	CTC	First Responder
31	September	Car free Sunday	ALERT	Organiser
32	October	ALERT -10th Year Anniversary	ALERT	Organiser
33	October	ALERT-A-THON 10K	ALERT	Organiser
34	October	Cycle Rally	CB Richard Ellis	First Responder
35	October	Cycle Rally	WCCG	First Responder
36	November	Heritage Site Clean-up	Cycling Yogis Chennai	First Responder
37	November	Car free Sunday (CPR)	ALERT	Organiser

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December 31, 2016

Flood Relief-Material Distribution

The 2015 South Indian floods happened as a result of heavy rainfall during the annual northeast monsoon and affected the Coromandel Coast region of the South Indian states of Tamil Nadu and Andhra Pradesh with the city of Chennai particularly badly hit. Nearly 600 people have died as a result of the flood and over 1.8 million people have been displaced.

ALERT'S EFFORTS ON CHENNAI FLOOD RELIEF

Essential Relief material such as food, blankets, mats, clothing etc. privately sourced as well as contributed by various organizations and individuals were delivered to identified and requested areas. A base camp was set up for collection of material and its segregation. Through a hub and spoke model, these materials were dispersed to the needy in Chennai and Cuddalore. Upon choosing ALERT as the CSR partner for the activity, Bombay Dyeing sent relief materials in the form of towels, bedsheets and blankets. All distribution to end beneficiary, whether direct or through associate organizations were carried out by or in the presence of ALERT volunteers.

December 31, 2016

Cycle Rally

ALERT celebrated its first year anniversary of its SIMLAB (A first of its kind for a common man in India) in Chennai. To celebrate the occasions ALERT organized an awareness cycle ride of 50KMS starting from MGR Janaki College to finish at Confluence, ECR via OMR. The ride was concluded at Confluence with a talk about Alert SimLab and with medal distribution and breakfast.

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@ALERT - E-magazine launch

ALERT launched its own e-magazine '@ALERT' via Magzter Inc. on 3rd August 2016 at ALERT SIMLAB. **@ALERT** brings every common man bytes from experts, decodes first aid, and presents viewpoints of citizens, share experiences of volunteers and much more.

Columbia Asia Good Samaritan Award 2016

ALERT was conferred upon, the <u>Columbia Asia India</u> 'Good Samaritan Award- 2016' under the "organization" category @ the J.W. Marriott hotel, Bengaluru on 30th Sep 2016. The award was given away by the Additional Commissioner of Police, Bengaluru City and the Commissioner of Bruhat Bengaluru Mahanagara Palike (BBMP). ALERT was represented by Mr. Veerappan, trustee; Mr. Sarabjit Ghose, advisor and Mr. Jagadish, manager.

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Celebration of ALERT's 10th year anniversary

ALERT celebrated its 10 years of service on the 2nd October 2016 at Gandhi Nagar club, Adyar.

ALERT
No. 5/75, Bonanza 1, Blue Beach Road, Neelankarai, Chennai – 600115
info@alert-wecare.org   www.alert-wecare.org

WORLD FIRST AID DAY- Being ALERT Campaign

ALERT organized a mass awareness session on Basic Life Support and CPR with 100 mannequins at Elliot's beach on 11th September 2016. ALERT constantly explores innovative ways of reaching out the message that – YOU, CAN SAVE A LIFE!

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ALERT VoICE Good Samaritan Award-2016

ALERT initiated the 'ALERT VoICE Good Samaritan Award-2016 for 5 good Samaritans, as a gesture to recognize and honor their noblest act of intervening in an emergency situation and taking the right actions to make a difference to the victims involved in the emergency.

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ALERT-A-THON 2016 maiden edition was successfully held on 9th October 2016 (Sunday) on the OMR which received overwhelming response with nearly 1000 registrations from many regular runners and ones new to running. The run was also an effort to raise awareness about saving lives by getting trained *in emergency response. The start and* finish was at the DB Jain College. The event featured with a 10K timed run and a 5K fun run.

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Car Free Sunday – Awareness Program

Partnered with The Hindu daily magazine to generate awareness in the Car Free Sundays at Besant Nagar, Elliot's Beach, Chennai. Through this event spreading awareness to general public like, Hands on Quick CPR, Rescue Evacuation Techniques, Common Medical Emergency's like Bleeding, Fracture & Chocking, Domestic fire and general topics, First Aid Awareness Flash mob, ALS (Advance Life support and Ambulance)

Common Medical Emergencies:

Rescue Evacuation Techniques:

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Domestic Fire and ALS (Advance Life support)

Hands Only CPR:

December 31, 2016

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Media Outreach

Amy Jackson as the Brand Ambassador of ALERT

December 31, 2016

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Plans in Immediate Future

Launch of ALERT VoICE

In the year 2017, ALERT plans to launch the ALERT VoICE, a mobile based first response solution which will Uberize the availability of voluntary first response to people in need during emergency situations.

Launch of ALERT in Karnataka

ALERT plans to get into a formal relationship with the Government of Karnataka by signing MoUs with the appropriate departments and launch the Karnataka Division for the benefit of people in the state of Karnataka.

Scale up training programmes – regular and skill

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

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.

December 31, 2016