

****EMBARGOED UNTIL TUESDAY, FEBRUARY 6, 2018 AT 6:00 AM EST****

citizenAID North America Fact Sheet

What is citizenAID?

citizenAID North America (citizenAID) is a company with a simple, important mission: To save lives in times of crisis.

citizenAID is a system of immediate actions the public can take to save lives – either their own or those around them – should they be caught in any act of violence or act of nature where multiple people are injured. It was designed to educate, empower, and equip the average citizen to save lives during the time between point of wounding and professional medical care arriving.

Specifically, the citizenAID system walks the user through steps that teach them how to:

1. Stay safe
2. Guide others to safety
3. Alert 911 accurately
4. Triage the injured
5. Treat the injured
6. Hand over the injured when paramedics arrive to maximize survival rates

In order to distribute this knowledge broadly we have developed a free mobile application, soon to be available on the [App Store](#) and [Google Play](#). In addition to the app, citizenAID also provides:

1. **Public Treatment Kits:** citizenAID has created kits and wall stations in various sizes for schools, community spaces, offices, and public transportation hubs.
2. **Online Training & Curriculum:** citizenAID offers online training that leverages the knowledge of our Subject Matter Experts (SMEs), who have spent decades working in emergency response. This curriculum will be available for download on our website in early January 2018.

Background

citizenAID was first launched in the UK by four deeply experienced civilian and military clinicians working in collaboration with industry to improve public resilience. citizenAID leverages the success of the Combat Lifesaver Program, which was originally created to decrease the percentage of preventable deaths on the battlefield by teaching basic trauma care to battlefield soldiers. citizenAID has repurposed this training for consumption by non-military citizens, and has created a free mobile application so that this knowledge is accessible to every American, free of charge.

citizenAID North America is launching first in the United States. In doing so, the organization will replicate the model proven to be successful in the UK, to save lives across the pond.

It's simple: the United States needs citizenAID.

Find out more at: www.citizenAID.us.