



TIME TO TRAIN

## Training Tips Short Video Rules:

1. Use TikTok or Instagram to create video content about bleeding control. Videos should be “how to” in nature by listing the training tips noted below.
2. Video length should be 10 to 15 seconds
3. Visually list these four instructional steps (required):
  - Call 9-1-1
  - Apply direct pressure, press hard
  - Pack the wound OR
  - Use approved tourniquet (Pull. Twist. Clip.)
- 4 Include this additional information (required):
  - For more information: [stopthebleedproject.org](https://stopthebleedproject.org)
  - #STOPTHEBLEED
  - Display a STOP THE BLEED® logo ([Find and download logos here](#))
5. Sound, in the form of a musical background (song), must be included as part of the video. Voiceovers are not permitted. Any music used must be properly licensed per #7 below. Note that all of the music available on TikTok and Instagram is already licensed for use.
6. Videos should be emailed to: [community@stopthebleedproject.org](mailto:community@stopthebleedproject.org). The email should include a link to the video, your full name, age, email address, telephone number, organization affiliation (if any) and the following statement.

“I grant permission to the STOP THE BLEED® Project to utilize my video as part of any future STOP THE BLEED® Campaign promotion.”
7. Note: By submitting your video, you are granting permission to the STOP THE BLEED® Project to display the video on the Project’s website and to license others to broadcast/ display the video as part of any current or future program to promote the educational and training goals of the STOP THE BLEED® Campaign. You further certify and warrant that the video was created by you and that it does not violate or infringe upon any third-party intellectual property rights or privacy/publicity rights.
8. Submissions must be made by noon ET, May 31, 2022.