***For STOP THE BLEED® Ambassadors:***

**STOP THE BLEED®: A Decade of Saving Lives**

To the Editor:

Traumatic injury remains a leading cause of death for individuals under 44 and a significant threat across all age groups. The Centers for Disease Control and Prevention reports that uncontrolled bleeding accounts for nearly 35% of prehospital trauma deaths and is the primary preventable cause of death among trauma patients. Someone can bleed out in just a few minutes, while it takes first responders 7 to 10 minutes. Bystanders can help someone until professional help arrives. The STOP THE BLEED® campaign was established to address this issue by teaching bystanders how to recognize and control life-threatening hemorrhage.

As a STOP THE BLEED® Ambassador, I’m proud to help spread awareness of this vital program. STOP THE BLEED® was launched by the U.S. Department of Defense in 2015 and has grown into a global effort, with millions trained in 169 countries. The program teaches people how to respond quickly and effectively in a bleeding emergency—before professional help arrives.

STOP THE BLEED®’s fundamental purpose is to transform ordinary people into immediate responders. Research confirms that hemorrhage control measures applied within five minutes of injury significantly improve survival outcomes. However, a 2021 survey revealed that fewer than 30% of Americans feel confident controlling serious bleeding. This gap underscores the need to expand STOP THE BLEED® training in workplaces, schools, and communities.

May is STOP THE BLEED® Month, during which people are encouraged to be trained. The annual [STOP THE BLEED® Day](https://stopthebleedproject.org/stop-the-bleed-day/) takes place on May 22, 2025 during EMS Week. Its purpose is to increase awareness of the campaign through a wide variety of activities designed to engage both members of the public as well as community organizations.

I urge everyone—individuals, civic groups, businesses, and public institutions—to take part in this campaign. Learning how to stop bleeding is simple, fast, and lifesaving. Together, we can build a more prepared, resilient community.

Together, we can save more lives.

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STOP THE BLEED® Ambassador