



**American
Red Cross**

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North Central WI
American Red Cross
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News Release
NEWS RELEASE

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FOR MEDIA ONLY

Red Cross Survey Finds More than Two-thirds of Americans Experience a Summer Emergency

As summer approaches, families can be prepared for emergencies by taking a Red Cross course

Stevens Point, Wednesday, July 07, 2010 — A new Red Cross survey shows that 68 percent of Americans have been involved in some kind of summer emergency, ranging from insect bites, heat stroke and broken bones to more life-threatening situations. One in every four people say they have been in a situation where someone needed CPR.

Americans plan to be very active this summer, as the survey found that more than 40 percent will go hiking or camping and almost 75 percent will go swimming. While people expect to be active, the Red Cross found that many were not confident they knew what to do in an emergency - less than two-thirds felt confident helping a heat stroke victim and fewer than half could help someone with an allergic reaction to an insect or snake bite.

Previous Red Cross research found that nearly 90 percent of Americans say they want to be prepared for an emergency, but they don't know where to start or what to do.

“With so many people outdoors camping, hiking and swimming, it's important that someone in every household get trained in CPR, first aid and water safety skills,” says Tammy Ross, health and safety manager for the American Red Cross. “Learning these lifesaving skills is easier and more convenient than you might think, and Red Cross training can help people prevent and respond to life's emergencies – big or small.”

“Your North Central WI chapter is offering First Aid, CPR, Water Safety and other preparedness classes throughout the summer so families can stay safe while enjoying their fun in the sun and be prepared to handle emergency situations,” adds Jay Wagner, local American Red Cross Board Member.

This year, the Red Cross is offering a new Wilderness and Remote First Aid course designed to teach people how to respond to emergencies when help is delayed. In addition, the Red Cross teaches swimming and water safety skills to over 2 million people each year, trains millions in life-saving skills through its Lifeguarding and CPR/AED courses, and offers life saving training for young people through its Babysitter Training courses.

Red Cross training can give you the knowledge and skills to be able to help. More information about Red Cross courses can be found at www.redcross.org or contact your local Red Cross chapter at

redcrossncwi.com for a schedule of class times and locations. Contact the North Central Region of the American Red Cross, serving Clark, Forest, Iron, Langelade, Lincoln, Marathon, Oneida, Portage, Price, Taylor, Wood, and Vilas Counties at 1-800-939-4052.

¹Details: *Telephone survey of 1,018 U.S. Adults 18 years and older on March 26-29, 2010 conducted by Infogroup | ORC. Margin of error is +/- 3.1 percentage points at the 95% confidence level.*

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

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