



**Laerdal**  
*helping save lives*

Date of issue: 20<sup>th</sup> November 2014

## ***ASPiH 2014 – Simulation community gathers in Nottingham***

*Improving how humans and systems work together in healthcare*

ASPiH keeps getting bigger and better. In 2013, the national conference was held in Harrogate and attracted 390 delegates. This year's conference took place in the East Midlands Conference Centre in Nottingham on 11-13<sup>th</sup> November and played host to 540 delegates from many parts of the UK, North America and Africa.

The theme of this year's gathering was 'Changing behaviours; improving how humans and systems work together in healthcare'. The main programme commenced at 6pm on Tuesday 11<sup>th</sup> November after a day of in-depth preconference workshops on topics including 'Simulation training for resilient healthcare' and 'The business of running a simulation programme' and of course the opening heats of the SimHeroes competition. The evening keynote address was given by Erik Hollnagel of the University of Southern Denmark on the issue; 'What type of safety should we be trying to achieve, and how can simulation help? Using the analogy of how people avoid each other while walking in a crowded street, Erik suggested that we should learn from when we get things right as opposed to forensically analysing our actions when things go wrong. This is true of all professions not just for those working in the medical and emergency sectors. Tuesday's activities ended with an evening reception giving delegates an opportunity to unwind and re-energise for Day One.

### **Day One**

Bright and early, delegates streamed into the conference centre for a day brimming with stimulating workshops and round two of Simheroes. Topics up for discussion on Wednesday included: 'The patient voice in healthcare training; its vulnerability' and 'measuring mental workload – practice and theory'. There was an outdoor activity on 'Pre-hospital simulation: the SimBalance experience' and two expert panels took place as well as a tech forum on making sense of 'Facetube and Twitbook'. Between workshops delegates had an opportunity to visit the exhibitor stands and support their teams in the SimHeroes Semi-Finals.

At 4pm Hege Ersdal, of SAFER Norway, delivered the ASPiH Laerdal Keynote Lecture on 'Low-dose, high-frequency simulation: Saving lives of babies on a global scale'. Described by one delegate on Twitter as a

'humbling and inspiring presentation' and echoed by Bryn Baxendale, ASPIH President, Hege described her work with the ['Helping Babies Breathe' \(HBB\) programme](#).

The HBB programme is an evidence-based curriculum in basic neonatal care and resuscitation, utilising simulation-based training to educate large numbers of birth attendants in low-resource countries. Hege presented how the HBB programme helped reduce the death of babies in Tanzania from birth asphyxia by 47% and from stillborn by 24%! The key point made by Hege was that these highly impactful results did *not* follow a 1 day course – they were realized following the implementation of a “low-dose, high-frequency” in-situ training at the hospitals in Tanzania.



During Hege's keynote, Al May remarked via Twitter that "This little guy has saved more lives than I'm going to save in my entire career".



Al May @TheRealAlMay · Nov 12

#aspih2014 This little guy has saved more lives than I'm going to save in my entire career [helpingbabiesbreathe.org](http://helpingbabiesbreathe.org)



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Afterwards, Jon Laerdal, Managing Director of Laerdal UK, presented Hege with an engraved crystal vase. Jon also suggested that each delegate could help save a baby or a mother by becoming involved in the [10 000 Happy Birthday's campaign](#). The campaign was launched at the first day of the ASPIH conference and has a goal of helping raise £1 million, which can help save the lives of 10,000 women and children in Malawi and Zambia. The funds raised, will be matched by Laerdal Medical (up to £470 000).

Laerdal Global Health is a not-for-profit sister company to Laerdal Medical that develops durable, simple, culturally appropriate and affordable training programmes and therapy products to help train and equip birth attendants in low resource countries. Both Laerdal Medical and Laerdal Global Health have a shared mission of helping save lives and a common goal of helping save 500,000 more lives every year by 2020.

Delegates were invited to the Laerdal Global Health stand to learn more about its work and mark the launch of the 10,000 Happy Birthdays funding programme. Working in partnership with the International Confederation of Midwives (ICM) the goal is to save 10,000 extra lives on the day of birth. By donating £100, ICM can train and support a midwife to save one extra life, helping to achieve this goal and making happy birthdays possible. £256 was donated to the 10 000 Happy Birthday campaign following the generous donations from the delegates at the conference.

Before the day ended 'Mice & Men' were crowned SimHeroes 2014 after beating the team from 'Centre Parks'.

### **The Final Day**

Day Two of the ASPIH National Conference was buzzing with conversations at the various workshops covering issues such as; 'Examining the use of role play within educational curricular' and 'Improve your risk awareness using the SHEEP sheet'. At 12 noon the ASPIH AGM took place and the day concluded with talk of next year's national conference and delegates looking forward to the trip to Brighton.

The 5<sup>th</sup> ASPIH National Conference marked the last for Bryn Baxendale as President of ASPIH and the first for the new President, Helen Higham. In Bryn Baxendale's tenure the ASPIH conference has evolved to become a date in the diary that the simulation community would not miss. It is a credit to all involved from the volunteers wearing the bright orange t-shirts to the team who organise the SimHeroes competition. Laerdal is proud to support ASPIH and is committed to helping save more lives by increasing the impact of simulation, as methodology, in healthcare.

Ends

#### **Notes to Editors**

##### **About Laerdal Medical Ltd**

Laerdal Medical is a global corporation dedicated to helping save lives through the advancement of the cause of resuscitation and emergency care. The vision of Laerdal is that no-one should die or be disabled unnecessarily during birth or from sudden illness or trauma. Since its creation of the pioneering, and now world famous CPR practise manikin in 1960, the Resusci Anne; many more innovative products have followed to improve and support education for Healthcare Professionals around the world, as well as facilitate the spread of CPR knowledge and skills to the would-be Samaritan in the wider lay community. Laerdal has developed break-through technologies that have helped to define its portfolio of simulation, micro-simulation, virtual reality, automated external defibrillators and emergency therapeutic products as reputable market leaders. Other well known brands include SimMan, SimBaby, SimNewB, HeartStart, Q-CPR, Stifneck, the Pocket Mask and BaXstrap.

The Laerdal Corporation employs 1,500 people in more than 20 countries and has further international representation through a network of over 50 distributors. All employees are committed to the company ethos of *'helping save lives'* through the ongoing research, development and supply of innovative products to improve patient outcomes. The Laerdal Foundation based at Stavanger, Norway was established in 1980 to provide financial support to practically orientated research and development in acute medicine. Together with a sister foundation in the US, since 2004, the Laerdal Foundation has supported about 1,500 heart function, brain function, circulation/shock, breathing function, CPR and pre-hospital treatment in Europe and the US with funding in excess of \$15m. [www.laerdal.com](http://www.laerdal.com)

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##### **For Additional Information**

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