

# 5 step guide to becoming **An ICRR Community Champion**



# Introduction



**"Welcome to the ChangeX ICRR Community Champion guide! We're delighted you're thinking about becoming an ICRR Community Champion. We will support and help in many ways, this guide is just the first step and will provide you with an overview of what's involved. We're looking forward to having you on board!"**

**John Kearney, Irish Community Rapid Response**

## What is ICRR?

Irish Community Rapid Response (ICRR) teams enhance local emergency services by providing additional medical personnel to respond to emergency callouts. Funded by the communities they operate in, ICRR supports local groups of volunteer doctors and paramedics who can be called upon through the '999' service in addition to the more traditional local emergency services. ICRR provides doctors and paramedics with all the required training and equipment, ensuring that they can deliver the best possible results for those they help.

With an average of 2 lives saved per month, ICRR is turning community spirit into real impact. By setting up community based rapid response units in key geographic locations around Ireland, ICRR is addressing issues in response time in rural areas. Sometimes potentially lifesaving assistance is

struggling to reach those in need within an acceptable and critical time period. The presence of a specially trained doctor at the scene of an accident at the right time can significantly reduce a casualty's deterioration and promote recovery.

## Who can become a Community Champion?

Anyone who really cares about their community and is already a trusted leader in the community. We've already recruited and trained 100 volunteer doctors but community champions will play a very important role in mobilising the support of the community and creating awareness of ICRR's mission.

## Why is this important?

Rural communities in Ireland are often isolated from the rest of the country, particularly when it comes to the provision of emergency services. Sometimes potentially lifesaving assistance is struggling to reach those in need within an acceptable and critical time period. A longer response time means a greater risk to life, often resulting in serious injuries or unnecessary deaths. ICRR was set up in West Cork in 2008 by John Kearney and Robert Fennell after both had personal experience of the importance of rapid response in emergency scenarios. ICRR have since expanded to East Cork and Wicklow and recruited volunteer GPs in key geographical locations across Ireland. Always working with established emergency services, ICRR teams have responded to hundreds of call-outs, dealing with approximately 500 patients to date and save an average of 2 lives a month.

# Overview



## 5 STEPS

1. Decide to become a Community Champion
2. Complete training
3. Build relationship with local medical team
4. Build your team of volunteers
5. Develop local engagement and fundraising plan

## WHO

Someone who...

- ☐ is a strong and trusted leader in the community
- ☐ is passionate about the mission of ICRR
- ☐ has excellent communication and organisation skills

## RESOURCE CHECKLIST

- ☐ Committed local G.P.
- ☐ Training & induction complete
- ☐ Community support
- ☐ Team of local volunteers

## TIME



As a community champion you'll need to commit to approximately 5 hours a week

# Step 1:

## Decide to become a Community Champion

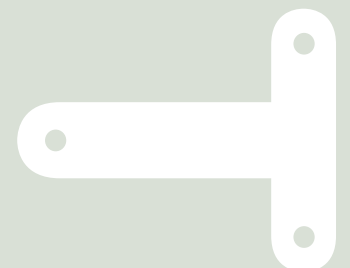
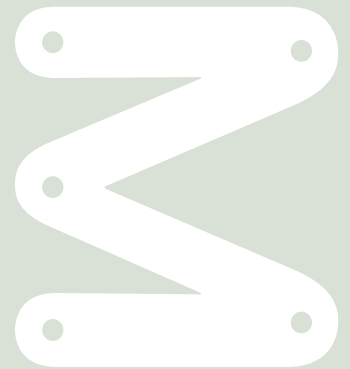
Once you've [Registered to get Started](#) through ChangeX and you've had a quick call you'll be connected with John, the founder of ICRR. This will help you in deciding that becoming an ICRR Community Champion is right for you. Following a Skype or phone introduction to introduce the idea more fully to you and for him to learn more about why you want to be involved, John or someone from his team will arrange to visit you in your community.

The purpose of this visit is to ensure that you're fully up to speed on the mission and ethos of ICRR and particularly how it works at the community level. You'll get a full induction pack and a full overview of the supports available as you set out on your ICRR journey.

On a mission to save lives in communities across Ireland the top 3 challenges faced by ICRR are:

1. Building trust in local communities
2. Fundraising locally to support volunteer doctors
3. Communication and local awareness

In partnership with the local G.P., ICRR and your team of local volunteers, your community unit will focus on these three areas.



# Step 2:

## Complete training

After meeting with ICRR and getting a full understanding of how you can support ICRR services in your area, it'll be time to complete training. ICRR have designed a tailored training programme for community champions and this will be delivered in small groups on a geographic basis.

The training will ensure you have everything you need to begin operating as a local champion in your community including:

- How ICRR works with existing emergency services
- Local engagement
- Building your team
- Generating awareness in the community
- Working effectively with the national network

### TIPS



**You'll also be assigned a mentor who'll give you ongoing support and advice so don't worry about knowing everything after your first training session.**

TRAINING

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## Step 3:

# Build relationship with local medical team

Your relationship with the local medical team will be crucial to the success of ICRR in your area.

After your first visit with ICRR, you'll be introduced to the G.P. and they'll also be involved in the training process so by now you'll know them very well! There are a number of different levels of medical volunteer and together with the local G.P. you'll help to build this team over time depending on the level of demand in your area.

### Bronze Service

Lay people trained up to different levels of Basic Life Support and some off duty ambulance staff as well as nurses, all of these are volunteers and respond to 999 emergencies for the national ambulance service for their community.

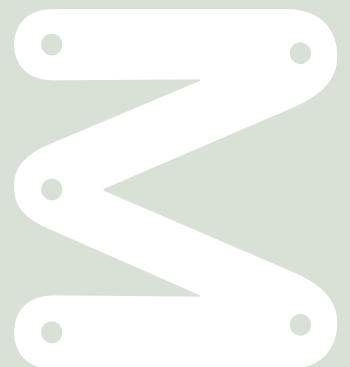
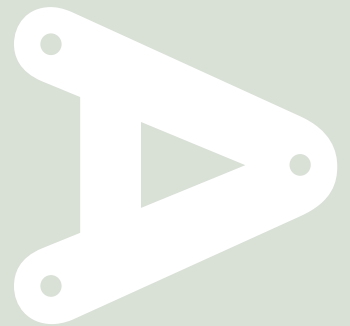
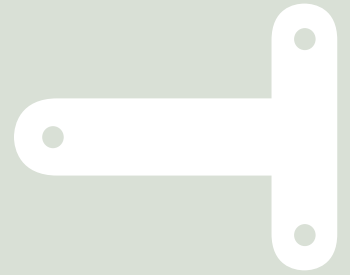
### Silver Service

Doctors who volunteer at different levels who responded at Advanced Life Support level for the national ambulance service under the 999 system.

## VISIT



You can arrange a visit to one of the ICRR centres in Cork or Wicklow to see exactly how they operate.



# Step 4:

## Build your team

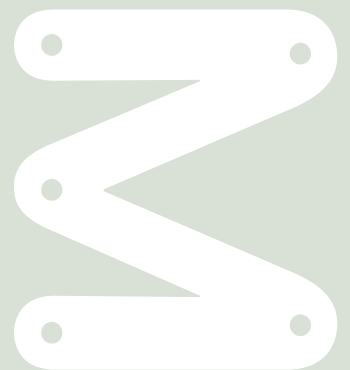
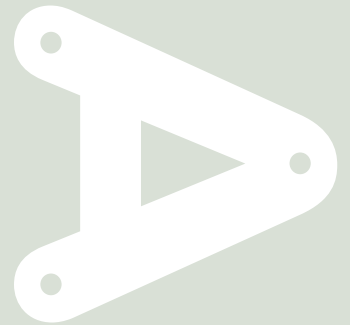
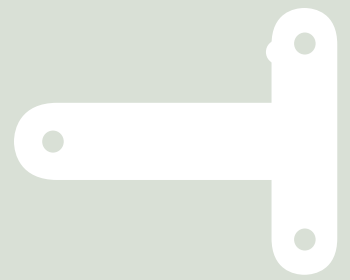
As well as your team of medical volunteers, having some help with fundraising, communications, financial management will be a great help.

Don't worry if this sounds daunting at first. It'll take some time to get this level but once you've created some awareness in your area and the medical volunteers are responding to emergencies, awareness and support will grow and people will want to be a part of it.

All the skills you might need in your team as it grows will be covered in your training and induction but here's the full list:

- PR & marketing
- Logistics
- IT & social media
- Fundraising & finance

Ongoing training and support in these areas will also be available for you and your team of volunteers.



# Step 5:

## Develop local engagement & fundraising plan

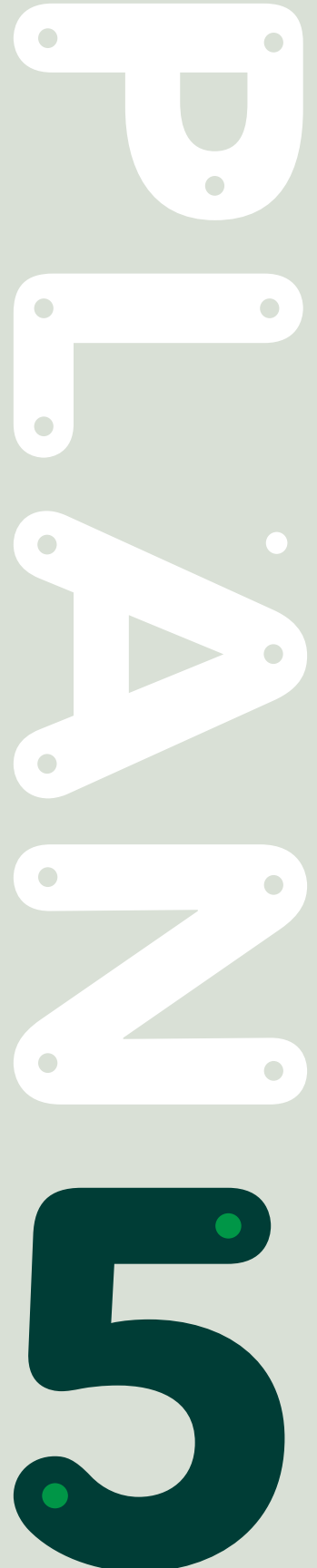
Now that you have your team in place, it's time to come up with a local engagement and fundraising plan. This plan will cover how you spread the word about the work of ICRR in your local community and come up with fundraising plans to ensure that the local medical team has the equipment and resources it needs to operate effectively.

Who are the stakeholders in your community that you need to engage with to ensure that ICRR is a success in your community?

Typically these would include:

- Your local GAA club
- Your local IFA board
- Your local hospital
- Local businesses

You'll be fully supported by ICRR and your mentor in developing this plan.





# What's next?

Now that you have an overview of what's involved in becoming an ICRR Community Champion you can [Register to Get Started](#) and we'll connect you with someone from ICRR.

