



Choke Safe Community

Community Awareness Section

2022

Subject: Choke Safe Community Report

Kindly be informed that a Choking Awareness Campaign with the theme “Choke Safe Community” was conducted successfully from 18th – 28th April 2022 in form of online awareness lectures and visits to Atlantis, The Palm during the month of Ramadan. A total of 772 attendees were provided awareness about First Aid Management of Choking, 327 online and 445 in the Happiness Diet forum in Atlantis.

Introduction

Chocking:

- Choking causes over **100,000** visits to the ER yearly.
- Leading cause of death in **children and adult above 65 yrs. of age**
- **Most choking deaths are caused by food**



About the Initiative

Dubai Corporation for Ambulance Service is planning to organise a Choking Awareness Campaign with the theme “Choke Safe Community” in the month of Ramadan, aimed at preparing and training the community on how to prevent and deal with choking emergencies by acting fast and providing first Aid at home, work, school....etc and also provide awareness about the DCAS SOS app to be able to active ambulance as soon as possible.

Objectives

At the end of the event, the community will be able to:

- To identify the sign and symptoms of partial & complete choking
- To aid in providing the skills needed to provide first Aid for chocking emergencies
- Train the community to act fast to save life in the best proper way possible
- To reduce the mortality rates due to choking
- To increase response time to chocking cases by use of DCAS SOS app
- To activate ESFNI Volunteers in providing awareness about choking emergencies

Initiative Team

Supervision:

- Manal Alali
- Maryam Oafi

Team Members

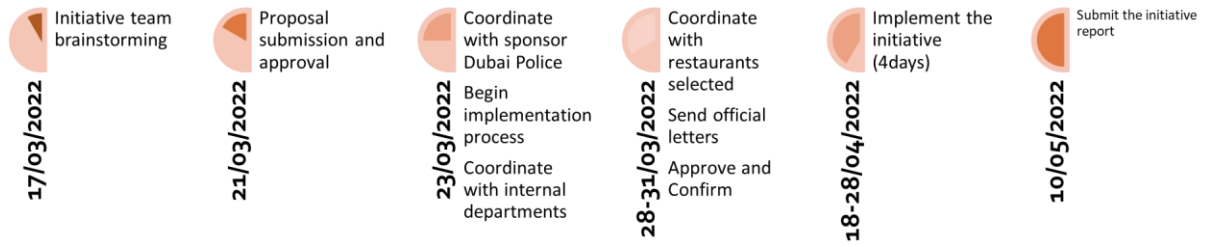
- Amal Abdullahi Suleiman
- Alia Shrokh
- Shahid Parveiz
- Fatima Al Marzooqi

Assigned Tasks

SN	Task	Team Member
1.	Proposal and initiative plan	AMAL
2.	Appointments and team meeting scheduling	
3.	Video Content	
4.	Volunteer Workshop	
5.	Venue Visits	
6.	Follow up with other tasks	
7	Logo	Alia
8	Invitation	
9	Banner	
10	Educational Video	
11	Advertisement and event coverage	

12	Trophies	
13	Certificates	
14	Gift	
15	Bus transportation	Shahid Parveiz
16	Sports Car	
17	Speakers & Mic	
18	Mannikins	
19	Vest	
20	Gloves	
21	Official Letters	Fatima Al Marzooqi
22	Coordination with the selected restaurants	
23	Volunteer certificates	
24	Workshop invitation creation	
25	Evaluation and Registration form creation	

Initiative plan



Initiative details

- Title: Choke Safe community “Choking Awareness Campaign”
- Target group: Community
- Date: 18th-28th April 2022
- Venue: Online & External Restaurants

Initiative Agenda

- Online
- External- Atlantis The Palm

Online Session Agenda

18 April 2022

- Arabic Session – Alia Shrokh

19 April 2022

- English Session – Amal Abdullahi

21 April 2022

- Urdu Session – Shahid Pervaiz

22 April 2022

- Arabic Session – Maryam Khamis Oafi

28 April 2022

- Urdu Session – Shahid Pervaiz

Online Picture:

40:52

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

Choke Safe Community
حملة التوعية عن العضة
CHOKING
AWARENESS CAMPAIGN
Manal Khamis Saeed Khalafan Oafi

CHOKING
AWARENESS CAMPAIGN
Manal Khamis Saeed Khalafan Oafi

AS

FA +17

Participants

Type a name

Share invite

Presenters (3) Mute all

- AS Amal Abdullahi Suleiman
Organiser
- MA Manal Khamis Saeed Khalafan Oafi
Presenter
- MO Maryam Khamis Saeed Khalafan Oafi
Presenter

Attendees (18)

- AA Abobakr Abdulmajid Salim Al-...
External
- AE Amin Ramadan Amin Elgendy
- FA Fatema Al Ali (Guest)
Meeting guest
- H Halima (Guest)
Meeting guest
- HA Huda Alhemyari (Guest)
Meeting guest
- IN Islam Reda Ahmed Ahmed Nafee
- JM John Carlos Daguia Millarez
- L Laila (Guest)
Meeting guest

Maryam Khamis Saeed Khalafan Oafi

Type here to search

29°C

ENG US 22:04 22/04/2022

20 new notifications

حملة التوعية عن الغصة "مجتمع آمن من الغصة"

54:33

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

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Participants

Type a name

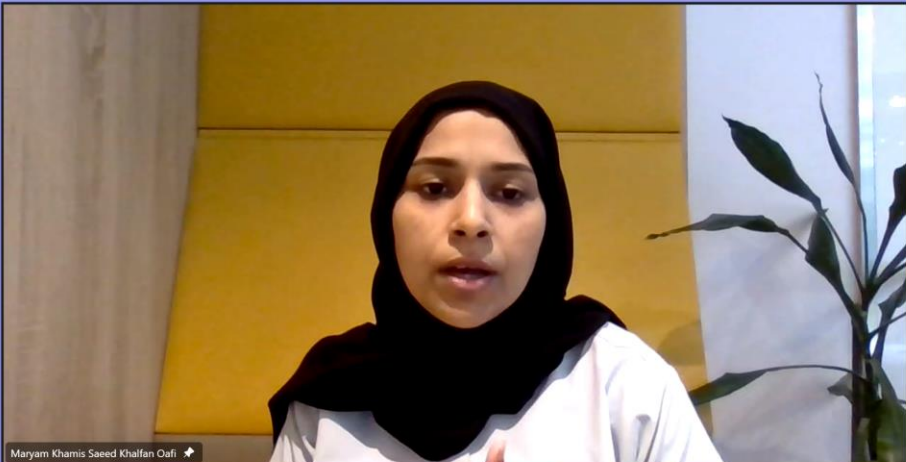
Share invite

AS

MA AO SA AA +32

Manal Kha... On hold Shaima Alre... Abobakr Ab...

Manal Khamees Majid Ismael Al Ali



Maryam Khamis Saeed Khalifan Oafi

Type here to search

29°C

ENG US 22/04/2022

حملة التوعية عن الغصة "مجتمع آمن من الغصة"

01:05:12

Request control

People Chat Reactions Rooms More

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Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

Last read

Kameel Alblooshi (Guest) 22:15
جاوبت على المطلوب

22:16
Registration [https://forms.micr...
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SM salwa mahmoud (Guest) 22:24
هل تجري نفس الطريقة مع
الاطفال!؟

Type a new message

Maryam Khamis Saeed Khalifan Oafi

Type here to search

29°C

ENG US 22/04/2022

01:13:33

Request control

You're recording You are recording this meeting. Make sure to let everyone know that they are bei... Dismiss

Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

22:31
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Type a new message

Manal Kha... +35

Manal Khaamees Majid Ismael Al Ali

Maryam Khamis Saeed Khalfan Oafi

Page 5 of 5 0 words English (United Kingdom) Accessibility: Investigate

Type here to search 29°C ENG US 22/04/2022

01:15:11

Request control

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Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

IBRAHIM AL BLOUSHI (Guest) 22:26

هل تعزى نفس الطريقة مع الاطفال؟! الاجراء مختلف الاستاذة ما شاء الله بترجها ممتاز

22:31
Registration [https://forms.micr...
ofoft.com/Pages/ResponsePage...
.aspx?
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_zAq5ABKuqy8WX5q9K5UQjh...
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Type a new message

MA SA AA IN +32

Manal Kha... Shaima Aire... Abobakr Ab... Islam Reda ...

Manal Khaamees Majid Ismael Al Ali

Maryam Khamis Saeed Khalfan Oafi

Type here to search 29°C ENG US 22/04/2022

01:16:31

Request control People Chat Reactions Rooms More

Camera Mic Share Leave

You're recording You are recording this meeting. Make sure to let everyone know that they are being recorded. Privacy policy Dismiss

Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

IBRAHIM AL BLOUSHI (Guest) 22:26

هل تجري نفس الطريقة مع الاطفال؟
الاجراء مختلف
الاستاذة ما شاء الله شرحها ممتاز

22:31
Registration <https://forms.microsft.com/Pages/ResponsePage.aspx?id=HV79uCyRESVgXQV5IEYK...zAq5ABKuqy8WXSq9K5UQjhWNllzVFQxUkrFMDJSOUJITDNUODRWry4u>
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Type a new message

Maryam Khamis Saeed Khalifan Oafi

Type here to search

29°C 22:39 22/04/2022

01:22:25

Request control People Chat Reactions Rooms More

Camera Mic Share Leave

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Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

IBRAHIM AL BLOUSHI (Guest) 22:40

توضيح مكان الضغط بالنسبة للحامل

Kameel Alblooshi (Guest) 22:41

عندي سؤال .. اذا المصاب اللي صارت له غصه .. ما كان واقف يعني في ناس تكون مرتينكه وبدأ يقعد السيطرة في نفسه ونام عاى الأرض وبدأ بحركات فيها خوف هذا كيف تعامل معاه ... اذا مثلا من العوف ما يرد على تعليماتي ؟؟

Islam Reda Ahmed Ahmed Nafee 22:41

كود التقييم لا يعمل

Type a new message

Maryam Khamis Saeed Khalifan Oafi

Type here to search

29°C 22:45 22/04/2022

حملة التوعية عن الغصة "مجتمع آمن من الغصة"

01:32:05

Request control People Chat Reactions Rooms More Camera Mic Share Leave

You're recording You are recording this meeting. Make sure to let everyone know that they are being recorded. Privacy policy Dismiss

Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Amal Abdullahi Suleiman R 21:49

Fill ... X
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Manal Khamees Majid Ismael Al Ali 22:51
الشكر موصول لكم

احمد طه السويهي 22:51
قواج الله ذكوره ان شاء الله شكراً على جهودكم 🙏

(Guest) 826 جلال احمد الجسمي 22:51
شكراً
دكتورة
واسعاف دبي
على المفادرة
الله يسعدكم

Type a new message

Mariam Khamis Saeed Khalfan Oafi

Type here to search

حملة التوعية عن الغصة "مجتمع آمن من الغصة"

01:33:09

Request control People Chat Reactions Rooms More Camera Mic Share Leave

You're recording You are recording this meeting. Make sure to let everyone know that they are being recorded. Privacy policy Dismiss

Participants

Type a name

Share invite

MO Maryam Khamis Saeed Khal... Mute all

Attendees (29)

- Abdelrahman Mohamed Zakaria...
- Abobakr Abdulmajid Saleem Al-... External
- Dr. Z (Guest) Meeting guest
- Fatema Al Ali (Guest) Meeting guest
- hadi.ranibar.ems (Guest) Meeting guest
- Halima (Guest) Meeting guest
- Hamdi Ali Mohamed Mahmoud...
- Haytham Ibrahim Mohamed
- Huda Alhemyari (Guest) Meeting guest
- IBRAHIM AL BLOUSHI (Guest) Meeting guest
- Islam Reda Ahmed Ahmed Nafee

Mariam Khamis Saeed Khalfan Oafi

Type here to search

01:33:26

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

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Participants Share content (Ctrl+Shift+E)

Type a name

Share invite

AS

MB +22

Manal Khamees Majid Ismael Al Ali

Manal Khamees Majid Ismael Al Ali

Maryam Khamis Saeed Khalfan Oafi

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- Haytham Ibrahim Mohamed
- Huda Alhemyari (Guest) Meeting guest
- IBRAHIM AL BLOUSHI (Guest) Meeting guest
- Islam Reda Ahmed Ahmed Nafee

Type here to search

29°C

ENG US 22:56 22/04/2022

01:34:10

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

You're recording You are recording this me... being recorded. Privacy policy

Participants

Type a name

Share invite

AS

SA Shaikha Alshamsi

بشارككم الصورة فإجابات

Manal Khamees Majid Ismael Al Ali

Manal Khamees Majid Is...

(Guest) طارق

احمد سعيد بن عليته (...)

Attendees (25)

- Abdelrahman Mohamed Zakaria...
- Abobakr Abdulmajid Saleem Al-... External
- Dr. Z (Guest) Meeting guest
- hadi.ranjar.ems (Guest) Meeting guest
- Hamdi Ali Mohamed Mahmoud...
- Haytham Ibrahim Mohamed
- Huda Alhemyari (Guest) Meeting guest
- IBRAHIM AL BLOUSHI (Guest) Meeting guest
- Islam Reda Ahmed Ahmed Nafee
- Laila (Guest) Meeting guest
- Mohamed Elbadrawi Ragab 2... On hold Meeting guest

Type here to search

29°C

ENG US 22:57 22/04/2022

جوگنگ اور نیس کیمین گھان بی محفوظ کمیونٹی

44:16

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Yesterday 16:16 Meeting ended: 2m 43s

Attendance rep...
Click here to download...

Today

10:23 Meeting started

Sara Mohamed Kamal has temporarily joined the chat.

10:58
Registration
https://forms.microsoft.com/Pages/ResponsePage.aspx?id=HVT9uCyYRESVgXQV5iEYrK_zAq5ABKuqy8WX5q9K5UQjhWNlI2VFQxUKRFMDJSOUJITDNUODRWry4u

Type a new message

33°C 11:07 28/04/2022

جوگنگ اور نیس کیمین گھان بی محفوظ کمیونٹی

45:09

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

Meeting chat

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Yesterday 16:16 Meeting ended: 2m 43s

Attendance rep...
Click here to download...

Today

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10:58
Registration
https://forms.microsoft.com/Pages/ResponsePage.aspx?id=HVT9uCyYRESVgXQV5iEYrK_zAq5ABKuqy8WX5q9K5UQjhWNlI2VFQxUKRFMDJSOUJITDNUODRWry4u

Type a new message

33°C 11:08 28/04/2022

وقت بہت اہم ہے

رہنما: خدمات اسعافیہ منکرہ ورادہ عالمی

4-6 منٹ: دماغی نقصان ممکن ہے۔	0-4 منٹ: دماغی نقصان کا امکان نہیں ہے۔
10-12 منٹ: ممکنہ دماغی موت واقع ہوگی۔	6-10 منٹ: دماغ کو نقصان پہنچنے کا زیادہ امکان ہے۔
اوسط ہنگامی ردعمل کا وقت: 7-12 منٹ	

جوگنگ اور نیس کمیون گھان بے محفوظ کمیونٹی

48:36

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

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Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Attendance rep...
Click here to down...

Today

10:23 Meeting started

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10:58
Registration
https://forms.microsoft.com/Pages/ResponsePage.aspx?id=HV79uCyYRESVgXQV5IEYrK_zAq5ABKuqy8WX5q9K5UQjHWNl2VFQxUKRFMDJSOUJITDNUODRWry4u

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11:07 Recording has started

Type a new message

Shahid Parvaiz Iqbal Ghani

Type here to search

33°C

ENG US 11:12 28/04/2022

جوگنگ اور نیس کمیون گھان بے محفوظ کمیونٹی

49:11

Request control

People Chat Reactions Rooms More

Camera Mic Share Leave

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Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Attendance rep...
Click here to down...

Today

10:23 Meeting started

Sara Mohamed Kamal has temporarily joined the chat.

10:58
Registration
https://forms.microsoft.com/Pages/ResponsePage.aspx?id=HV79uCyYRESVgXQV5IEYrK_zAq5ABKuqy8WX5q9K5UQjHWNl2VFQxUKRFMDJSOUJITDNUODRWry4u

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11:07 Recording has started

Type a new message

Shahid Parvaiz Iqbal Ghani

Type here to search

33°C

ENG US 11:12 28/04/2022

جوکگ اور بیس کیمین گھان بی محفوظ کمپوٹی

59:36 Request control People Chat Reactions Rooms More Camera Mic Share Leave

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SK Sara Moha... AS

Meeting chat

Some people in this chat are outside your org. It's possible they have message-related policies that will apply to the chat.

Attendance rep... Click here to down...

Today

10:23 Meeting started

Sara Mohamed Kamal has tempora

10:58 Registration
https://forms.microsoft.com/Pages/ResponsePage.aspx?id=HVT9uCyYRESVgxQV5iEYrK_zAq5ABKuay8WX5q9K5UQJhWNlI2VFQxUKRFMDJSOUJITDNUODRWy4u

11:07 Recording has started

Type a new message

Shahid Parvaiz Iqbal Ghani

Type here to search

34°C ENG US 11:23 28/04/2022

مکمل دم گھٹنے کے لیے ابتدائی طبی امداد (بچے)
شیرخوار (12 ماہ سے کم)

DIAL 998 EMERGENCY

D رکاوٹ کو ہٹانے بغیر 3 سائیکلوں کے بعد ایمبولینس سروس کو کال کریں۔

C بچے کا سینہ پر 5 کمپریشن دیں۔

B منہ کھولیں اور آپ رکاوٹ کو ہٹانے کو شش کریں۔

A بچے کے کندھے کے درمیان 5- ایک بلوز دینے کے ساتھ شروع کریں۔

رویتا، خدمات اسعافیہ منکرہ وراثہ عالمی

External Venue Agenda - Atlantis The Palm

Flash Mob

- 19:30-19:40
- Chocking Flash Mob

Booth Awareness

- 19:00- 23:00
- Registration
- Awareness
- Evaluation

Educational booth topics

- Video
 - Choking Video
- Chocking management
 - Adult
 - Child
 - Infant

Swot Analysis

Strengths points	Weaknesses points
<ul style="list-style-type: none"> • Planned for the initiative in short time • Total customers exceeded target • Team cooperation • Flexibility to changes plans per need • Speed in completing tasks 	<ul style="list-style-type: none"> • No responses or delay from selected restaurants for the campaign • Conditions not allowing use of volunteers in some venues • Coordination for some was last minute due to the delay from the initial selected venues • Management and transport of items was not well managed by Admin Affairs specially TV management and safety
Opportunities	Threats
<ul style="list-style-type: none"> • Media coverage for online campaigns can held in the future in bigger scale • Possibility to involve large number of customers • To include sponsors in the future or smart possibilities 	<ul style="list-style-type: none"> • Some companies refuse to implement the initiative because of fearing of their company reputation in regard to choking demo

External – Flash Mob implementation process

All team to be available in the venue from 18:00

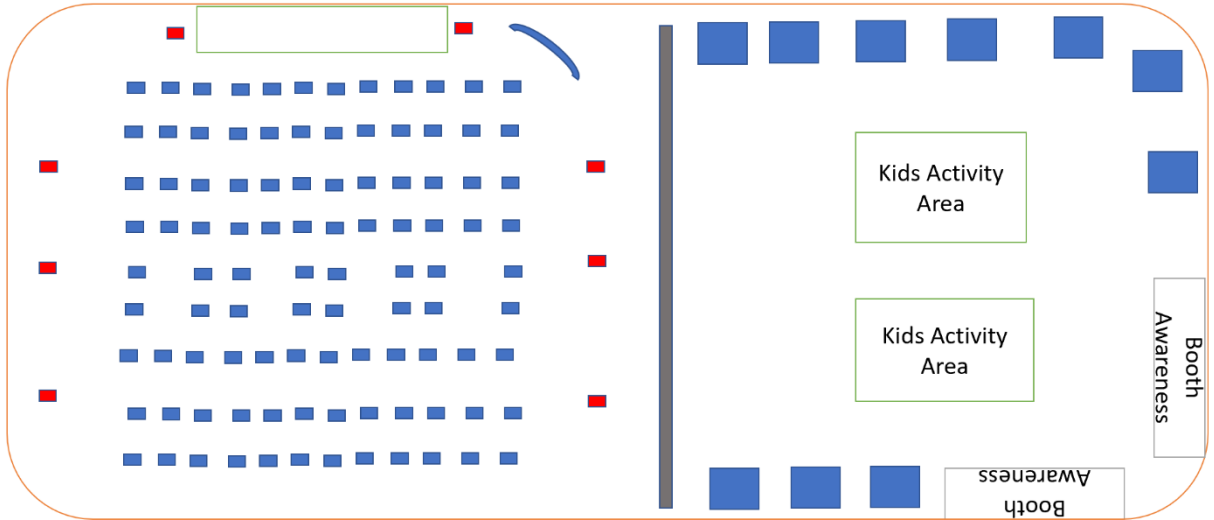
Standby from 18:30 to 19:00

Activate the Chocking flash Mob at 19:15

- Music begins with a beat
- 2 actors in the centre eating and talking or one of the waiters can be the first aider
- The victim starts to choke (Complete choking) where he can't speak or breath showing the universal sign of choking.
- The waiter or friend heads to aid with proper abdominal thrusts with the music
- Music continues for 2 minutes and stops
- We can involve community to participate in the process

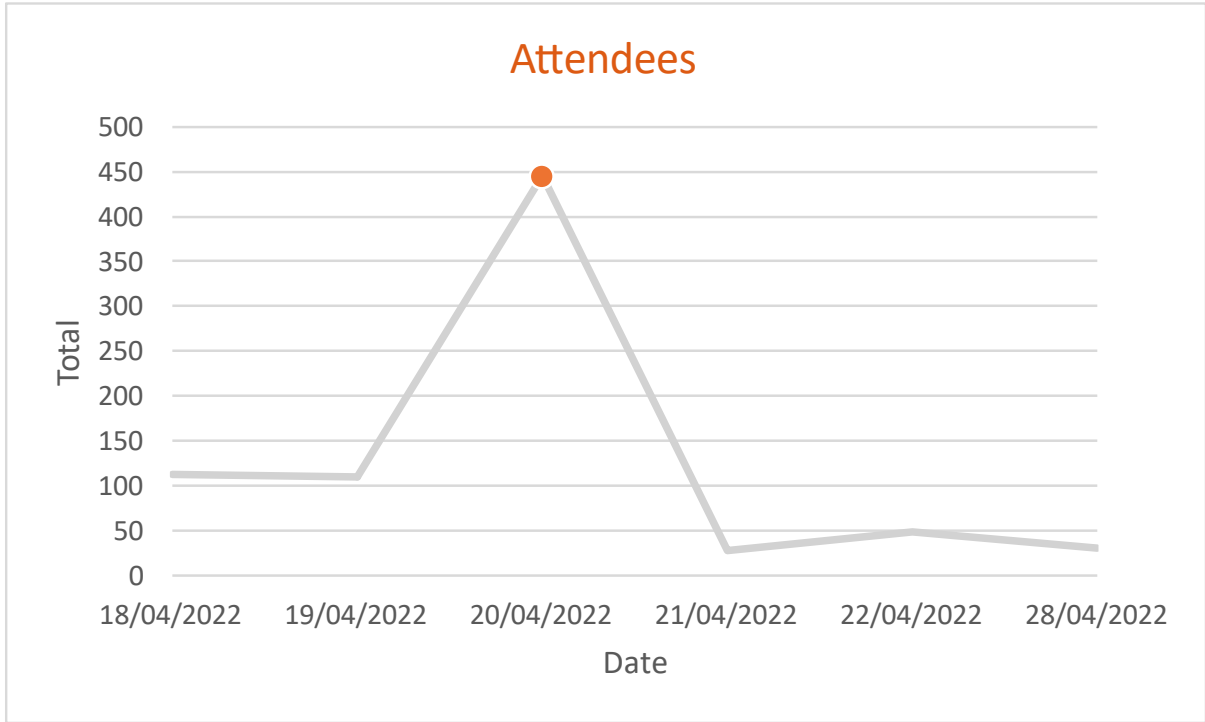
End of activity

Outline - Atlantis The Palm



Total Attendees: -

Row Labels	Sum of Total
18/04/2022	112
19/04/2022	109
20/04/2022	445
21/04/2022	28
22/04/2022	48
28/04/2022	30
Grand Total	772



Evaluation

Date	Time	Venue	Average	Percentage
18/04/2022	16:00-16:30	Online -Arabic	4.84	96.8%
19/04/2022	16:00-16:30	Online -English	4.84	96.8%
20/04/2022	17:00-21:00	Atlantis The Palm	100	100
20/04/2022	17:00-21:00	Atlantis - Volunteers	5	100%
21/04/2022	16:00-16:30	Online - Urdu	5	100%
22/04/2022	22:00-23:00	Online - Arabic	4.66	93.2%
28/04/2022	11:00-11:30	Online - Urdu	100	100
Total				98