



# Project for Strengthening Pre-Hospital Care Capabilities and Massive Community Response in Morelia.



FUNDACION ROTARIA  
DISTRITO 4140



## Focus Area

Disease Prevention and Treatment

# Identificación del Problema / Problem Identification



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- The H. Cuerpo de Bomberos Voluntarios, Rescate y Salvamento de Michoacán (Rescate Michoacán) is an I.A.P. (Institution of Private Assistance) that handles over 90% of emergencies in the capital city, providing 11,394 free services in the last 2 years and 7 months. However, they face two critical challenges:
- **Need for Continuous Specialization:** Medical science is evolving at "leaps and bounds". To maintain certification (NOM 034) and be one of the best rescue corps in the country, the paramedic staff (including this 20-member brigade) requires constant, specialized training.
- **Large-Scale Community Training:** Cardiopulmonary Resuscitation (CPR) is a vital maneuver that requires massive practice to save lives. The institution currently lacks the necessary manikins to bring this training to the community on an extensive scale. Furthermore, communities in hard-to-reach areas (*tenencias* and *colonias*) lack the training to provide a critical first response while emergency units are en route.

# Identificación del Problema / Problem Identification



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## State-Level Statistics (Michoacán and Morelia)

 Deaths in Michoacán The trend in Michoacán mirrors the national situation:

**Number One Cause of Death:** Heart disease is also the leading cause of death among Michoacán residents.

**Total Figures:** In 2023, there were 7,178 registered deaths in Michoacán due to heart disease.

**State Rate:** Despite the high figure, Michoacán's incidence rate (145.2 per 100,000 inhabitants) places it 16th nationally, slightly below the country's average (146.4).



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# Objetivos del Proyecto / Project Objectives

- The general objective is to improve the specialization of a **20-paramedic team** and, **simultaneously, to scale up emergency response capabilities** within Morelia's vulnerable communities.
  - Specific objectives include:
  - **To train and specialize** a team of **20 paramedics** in advanced pre-hospital care topics.
  - **To acquire one hundred (100) manikins** for practice, strengthening staff efficiency and, most importantly, implementing a large-scale community training program.
  - **To implement a massive community training program** aimed at the population in hard-to-reach areas, teaching them to handle emergencies until professional help arrives.
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# Actividades y Estrategia de Implementación / Activities and Implementation Strategy



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- The strategy is divided into two interconnected phases:
- **Internal Strengthening (Personnel):**
  - Manage and fund the **20-paramedic brigade's** attendance at advanced training courses.
  - Implement continuous in-house CPR drills using a portion of the requested manikins.
- **Knowledge Transfer (Large-Scale Community):**
  - With the acquisition of **100 manikins**, a plan will be designed to visit hard-to-reach *tenencias* and *colonias*, as well as schools and workplaces.
  - Free, large-scale training sessions will be provided to the public. The large number of manikins will allow for much more efficient practice and broader population coverage.
  - The primary focus will be on teaching the public basic CPR maneuvers (30 compressions for 2 ventilations).



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# Presupuesto y Financiamiento / Budget and Funding

The formal request for your help with:

1. **The donation of one hundred (100) manikins.**
  2. **Financial aid for the payment of training courses for our staff (20 paramedics).**
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# Presupuesto y Financiamiento / Budget and Funding

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To facilitate the evaluation of this request, the following is a market-based cost estimate for the requested materials and services:

## 1. Estimate for 100 CPR Manikins

Estimated Cost (100 units): \$700,000 MXN. = USD \$ 36,842.11

# Presupuesto y Financiamiento / Budget and Funding



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- **2. Estimate for Training Courses (for 20 Paramedics):**
  - a) PHTLS (Prehospital Trauma Life Support): \$ 79,000 MXN. = USD \$ 4,157.90
  - b) AMLS (Advanced Medical Life Support): \$72,000 MXN. = USD \$ 3,789.47
  - c) BLS + ACLS (Basic Life Support & Advanced Cardiovascular Life Support):  
\$ 98,000 MXN. = USD \$ 5,157.90
  - d) For a comprehensive certification package for 20 paramedics (e.g., including PHTLS and ACLS, at an approx. cost of \$8,850 per person), the total estimated cost for the 20-member brigade would be **\$177,000 MXN.** = USD \$ 9,315.79



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# Presupuesto y Financiamiento / Budget and Funding

- Estimate for 100 CPR Manikins **\$700,000 MXN. = USD \$ 36,842.11**
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- AMLS \$72,000 MXN. = USD \$ 3,789.47
- BLS + ACLS \$ 98,000 MXN. = USD \$ 5,157.90
- Certification package **\$177,000 MXN = USD \$ 9,315.79**
  
- **TOTAL** **\$1,126,000 MXN = USD \$ 59,263.06**
  
- T.C. \$19 MXN

# Presupuesto y Financiamiento / Budget and Funding

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C.R. MORELIA INTERNACIONAL  
D. 4140 DDF

US \$ 1,000 Dlls  
US \$ 5,000 Dlls

NEED

US \$ 53,263 Dlls

# Sostenibilidad y Cierre / Sustainability and Closing



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- The project's sustainability is based on **building installed capacity and massive knowledge replication**:
  - **Operational Sustainability**: The advanced training of 20 paramedics ensures a core of high-level staff. The 100 manikins become an invaluable fixed asset for the continuous training of staff and, above all, the community.
  - **Community Impact Sustainability**: By training thousands of citizens in vulnerable areas, the project creates unprecedented community resilience. The knowledge transferred on this scale will have a multiplier effect, allowing society to autonomously save lives.
  - **Long-Term Youth Empowerment**: A key strategy for long-term impact is a **10-year plan to visit all private and public schools in Morelia City, between January and March each year**. This program will focus on training secondary school students (ages 15-18) on what to do in case of an emergency, empowering the next generation with life-saving skills and fulfilling the institution's motto: "Saving lives is our reason for being".
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