



## **Where Seconds Matter: Campaign Checklist for COT WSM Champions**

Throughout the campaign, ACS staff will be accessible for support and can be contacted at [wsmtrauma@facs.org](mailto:wsmtrauma@facs.org) with any questions, concerns, or updates.

### **1. GETTING STARTED (June-August)**

#### **✔ Sign up to become a WSM Champion (if not completed already)**

- Go to the [ACS WSM webpage](#) and complete the **WSM Champion Sign up Form**.
  - After signing up to be a WSM champion, you will receive an email from [wsmtrauma@facs.org](mailto:wsmtrauma@facs.org) requesting additional information. ACS staff will then provide personalized contact information for Congressional offices (DC and district), including staff names, emails, and phone numbers.

#### **✔ Identify Trauma Center(s)**

- Identify a trauma center or multiple centers in your area that would be willing to host a visit.

#### **✔ Engage Hospital Leadership**

- Secure leadership buy-in and identify 2-3 preferred visit dates during the **August recess** (early August through Labor Day) or later in the year if needed.
  - Contact your institution's **government affairs** and **communications teams** to involve them early.

#### **✔ Reach out to Congressional Offices**

- Use the **ACS DC Office outreach template** to contact your state's Congressional offices (Congressional contact information will be provided by ACS staff)
  - Include **Where Seconds Matter one-pager**, which outlines campaign goals and importance, as an attachment in outreach email.

### **2. VISIT PLANNING & COORDINATION**

### ✔ Finalize Visit Timing

- Confirm date, time, and trauma center site.

### ✔ Identify Stakeholders and Confirm Availability

- Engage community partners or trauma survivors who can share their stories.
- Confirm availability of trauma team members (physicians, nurses, administrators) for visit participation.

### ✔ Assign Roles

- Assign roles including main point of contact, tour guide, clinical speaker, legislative briefing lead.
  - Share **ACS talking points** and brief speakers on key messaging goals.
  - Ensure all patient presentations follow HIPAA and consent protocols.

### ✔ Assemble Visit Materials

- Create a detailed **run-of-show** with timing, speakers, and talking points.
- Create a brief description of the trauma center, highlighting capacity, volume, specialties, etc.
- Assemble a visitor packet for legislators which includes:
  - Agenda, speaker bios, trauma center description, and **ACS Federal Trauma Advocacy document**
- Coordinate media strategy with hospital communications team.
  - If possible, coordinate a press release or joint statement/photo with the visiting member of Congress.

### ✔ Notify ACS Staff

- Inform **ACS Staff** through [wsmtrauma@facs.org](mailto:wsmtrauma@facs.org) once the visit is confirmed.

## 3. CONDUCT TRAUMA CENTER VISIT (*August -November*)

### ✔ Conduct the Visit

- Tour trauma bays, ICU, OR, and helipad (as feasible).
- Facilitate meet-and-greet with trauma staff and leadership.
- Feature **interactive demonstrations** (e.g., Stop the Bleed, trauma simulations).
- Include **patient impact stories** or survivor case studies.
- Lead a discussion on **ACS priority policy issues** and local trauma system needs.

## 4. FOLLOW-UP & FEEDBACK (*by November 15th*)

### ✔ Post-Visit Communications

- Send a thank you note to the Congressional Office
- Use the **Where Seconds Matter Press Release Template** to promote the visit
- Share photos and posts on social media using:  
**#SecondsMatter #TraumaCareMatters**

### ✔ Campaign Close Out

- Complete the **end of campaign survey**. Link will be provided by ACS Staff via email ([wsmtrauma@facs.org](mailto:wsmtrauma@facs.org)).

### 📌 Toolkit Materials (*Provided by ACS*)

- ACS DC Office Outreach Template
- 2026 Congressional Calendar
- Where Seconds Matter One-Pager
- Where Seconds Matter ACS Talking Points
- ACS Federal Trauma Advocacy
- Where Seconds Matter Campaign Webinar Slides
- Where Seconds Matter Press Release Template