

# The Responder

“Progress Saves Lives...”

Edition 62 | November 2023

## From the Editor's Desk

Greetings all and a very warm welcome to the November 2023 edition of The Responder.

What a fantastic month of rugby and cricket we have had. I think I've aged 10 years in the last three Springbok games. Three games and three wins by only one point in each game and then to be crowned world champions on Saturday night for the 4<sup>th</sup> time is an incredible achievement. Well done, Bokke, you have done every South African extremely proud. Now all we have to finish off, is the cricket world cup, which by the looks of things, we are right up there with how we have performed so far. Very exciting for South African sport.

We recently had the great pleasure of exhibiting at the Africa Health Expo 2023. We had a great turn-out of visitors and it was absolutely wonderful welcoming many of you to our stand. It was really fantastic seeing a number of visitors from other African countries. It was wonderful exposure for us and there was a great deal of interest in the products we manufacture. We would like to say a special thank you to the Department of Trade and Industry and Competition (DTIC) for affording us a space on the South African Pavilion. It was a wonderful event and we are grateful to all for their support.

There are two more events that we will be exhibiting at during November. The AGOA Made in Africa Expo takes place at the Johannesburg Expo Centre from the 2 – 4<sup>th</sup> of November and we will be on stand 25. It will no doubt be an exciting event and again, if you are attending, we would love to welcome you to our stand.

The second upcoming event is the 1<sup>st</sup> Annual Stellenbosch University Emergency Medicine Symposium being held at the Hazendal Wine Estate in Cape Town on the 10<sup>th</sup> and 11<sup>th</sup> of November 2023. We are really proud to be one of the event sponsors and we will also have a stand at the event. Mike and myself will be attending and again it will be wonderful to have you visit our stand should you be attending the event. There are going to be some very interesting discussions and talks and we expect it to be well attended. It is definitely going to be well worth a visit.

In this edition's article, we will be introducing you to our new CritiCare® Non-pneumatic Anti-shock Garment (NASG). We are really excited about this device as they have been shown to be extremely effective in managing blood loss and blood pressure in postpartum haemorrhage patients. As many of you may know, this is a condition that still has quite a high mortality rate in developing countries. I hope you enjoy the read. If you have any thoughts, please feel free to drop me a line at [responder@be-safe.co.za](mailto:responder@be-safe.co.za) If there is something you would like me to write about in a future article, likewise, feel free to drop me an email. I am always interested in hearing new ideas

As always, we have some great Responder specials lined up for you in this edition. We know you will take full advantage of them.

Happy reading!

Yours in Healthcare

*Gravin Sutton*

Editor – The Responder



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## The CritiCare® Non-pneumatic Anti-shock Garment

### *Postpartum Haemorrhage*

Postpartum haemorrhage (PPH) is heavy bleeding after birth. The World Health Organisation (WHO) defines PPH as the loss of 500 ml of blood, or more, within 24 hours following birth. It affects about 5% of all women giving birth across the globe, and severe PPH is one of the leading causes of maternal mortality. The severe loss of blood from PPH, postnatal infections, high blood pressure (pre-eclampsia and eclampsia), complications from delivery, and unsafe abortions account for approximately 75% of all maternal deaths globally.

Most maternal deaths occur in resource-limited settings in rural and urban poor communities, and more than half of these deaths take place in fragile and humanitarian contexts located in sub-Saharan Africa and South Asia. Most of the maternal deaths can be prevented with well-known health-care interventions and access to available antenatal, intrapartum, and postnatal health care, as well as with the attendance of skilled care professionals during childbirth. Still, approximately 830 women die a day from preventable causes related to pregnancy and childbirth, representing 303,000 a year, of which 99% occur in low- and middle-income countries.

### *The Non-pneumatic Anti-shock Garment (NASG)*

The non-pneumatic anti-shock garment (NASG) is an innovative life-saving medical device used to stabilise women during obstetric haemorrhage. It is manufactured from neoprene material and incorporates several Velcro fasteners. Designated by the World Health Organization (WHO) for use as a temporary measure, it can stabilise a patient sufficiently for transport to an appropriately equipped health care facility for definitive care.

In many resource-limited settings, a large number of births still occur at home, often in locations at some distance from any acceptable medical facility. In instances of postpartum haemorrhage (PPH), a NASG can effectively contribute to reducing maternal mortality in situations where patients experience delays in reaching appropriately resourced referral hospitals, or where they experience delays in receiving the necessary treatment and care after arriving at the referral hospital.

WHO included the NASG in its global recommendations for the prevention and treatment of PPH. However, despite the product's adoption, its uptake has been very limited, and it is not always available in countries with high maternal mortality rates from PPH. Some of the main challenges faced by countries in scaling up the use of NASG's is product information and awareness, in addition to its relatively high cost-price. Although some projects and studies document best practices and lessons in NASG implementation, there has not yet been any comprehensive programme or technical guidance issued that includes recommended criteria or conditions to guide countries in introducing the NASG, and in which settings.



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The NASG is comprised of nine segments that are wrapped sequentially around the legs, pelvis and abdomen and closed with a Velcro hook and loop system. A foam ball over the abdomen provides additional compression. The NASG works by applying circumferential counter pressure, decreasing blood flow to the compressed area (abdomen, pelvis, and lower extremities), and enhancing blood flow to the heart, lungs, and brain. When blood is increased to these core organs, shock symptoms are effectively reversed. The NASG stabilises the woman to survive transport to a facility where she can receive proper emergency care. The NASG can be applied quickly and easily in less than 2 minutes by virtually anyone, including those with no or very limited medical training. The NASG can also be left in place while performing procedures such as suturing of lacerations and emergency surgery. However, while anyone can place an NASG, only a skilled clinician can treat for shock and remove the NASG.



Clinical trials in Egypt and Nigeria established how using NASG intervention compares to current practice. Two key studies in NASG came out in late 2009—one from Nigeria and one from Egypt. Maternal mortality and morbidity were lower with the use of NASG. In both studies, “the measured blood loss was significantly lower for women treated with the NASG: 78% lower in Nigeria and 50% lower in Egypt.”

UNICEF illustrates the potential number of cases requiring the use of the NASG based on breakdown analysis of global births against WHO's recommendations for the treatment and prevention of PPH. The World Bank estimates that there are approximately 140 million global births a year. UNICEF assumes a global PPH incidence rate of 5%, representing an estimated seven million women annually experiencing PPH. Of these women experiencing PPH, an estimated 2.7 million suffer from severe PPH - heavy bleeding that requires further treatment and the referral to a facility with comprehensive emergency obstetric care. Approximately 2.4 million of these women give birth in low-income and middle-income countries. For the purposes of these figures, UNICEF assumes that all women with severe PPH in low-income and middle-income countries may be experiencing delays in either reaching care or receiving timely treatment and would thus benefit from the NASG, representing approximately 1.7% of total global births.

Be Safe Paramedical is proud to be the first and only medical device manufacturer in Africa to manufacture a NASG. This will provide a steady availability to both the South African and African markets and at South African prices. As has been seen in numerous studies, we believe that the NASG will have a very positive impact on the care of PPH patients and if even just one life is saved, well then, we would have already achieved more than we could hope for.

If you are interested in finding out more about the CritiCare® NASG, please feel free to drop us an email at [info@be-safe.co.za](mailto:info@be-safe.co.za) and we will be happy to fill you in on the details.

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## Specials

### Suction Unit Bag

Product Code: BAG.SUC

Bag Dimensions: 35 x 23 x 28 cm



R200.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

### Laerdal® Little Junior CPR Mankin

Product Code: MAN.LJ



R4 427.50 Inclusive of Vat each

Only 4 units available

Offer valid while stocks last

[Buy Now](#)

### First Aid Kit Criticare® – Women’s Travel Companion

Product Code: REF:FAK.CRITI.WTC



R184.50 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

### CritiCare® CritiSeal Chest Wound Seal

Product Code: CRITI.SEAL



R145.00 Inclusive of Vat each

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[Buy Now](#)

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## BP Palm Aneroid Multi – 5 Cuff Set

Product Code: BPM.P.M5C.WB



R620.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## CritiCare® ResponderPAC EMS Jump Bag

Product Code: REF:BAG.RP.CC



R1 400.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## CritiCare® AmpPAC Micro Drug Bag

Product Code: REF:BAG.AMP.M.D



R197.90 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## First Aid Kit Criticare® – Duo Hikers

Product Code: REF:FAK.CRITI.DUO



R203.45 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

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## CritiCare® GearPAC Kit Bag

Product Code: REF:BAG.GEARPAC.CC



R510.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## CritiCare® 5 Pouch Sling Bag

Product Code: REF:BAG.5P.SL.CC



R349.80 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## CritiCare® 4 Pouch Backpack (Navy)

Product Code: REF:BAG.4P.BP.CC.N



R377.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)

## CritiCare® 4 Pouch Backpack (Red)

Product Code: REF:BAG.4P.BP.CC.R



R377.00 Inclusive of Vat each

Offer valid until 30 Nov 2023 or while stocks last

[Buy Now](#)