



# criticalink

## 2014-2015 in Review



*World App Award in Health*

*In October 2015, CriticaLink was selected as the World Champion of the United Nation's World Summit Awards in Health.*

*Read more about the mobile app on the last page!*



## CriticaLink launches free emergency medical system in Bangladesh

Every year more than 6 million people die as a result of road accidents and injuries, with the majority (5.8 million) of these deaths occurring in low-resource settings, like Bangladesh, where there are no formal Emergency Medical Services (EMS).

CriticaLink was founded in March 2014 with the goal of saving the lives of accident victims in medically underserved areas by training community volunteers as "First Responders." These volunteer First Responders are taught basic life-saving medical skills such as bleeding control, splinting of fractures, triage, burn care, and CPR. In order to dispatch volunteers in an emergency, CriticaLink has also developed an innovative technology platform that uses a location-based mobile app, SMS, and a call center to allow people to report accidents and send alerts to nearby First Responders.

In November 2014, CriticaLink officially launched its free emergency medical response service in seven areas of Dhaka with the opening of an emergency line and call-center as well as releasing the CriticaLink mobile app (now available for Android and iPhone). Since then, CriticaLink has continued to expand service around Dhaka with the goal of launching in several new cities (both inside and outside of Bangladesh) in 2016.

 /CriticaLinkApp

 @CriticaLinkApp

### Overview

Total # Trained:	1846
Total Volunteers:	911
Certified First Responders:	235
University Chapters:	14
Local Area Teams:	8



In April 2015, CriticaLink Founder, Jennifer Farrell was selected by President Obama as an Emerging Global Entrepreneur for her work with CriticaLink

## CriticalLink provides First Aid help during community events

In addition to responding to daily accidents around Dhaka, CriticalLink also works hard to support other community-based organizations by providing volunteer First Responders to stand-by and give first-aid during major events.

Some of the events that CriticalLink has taken part in over the last year include:

- **Dhaka Half-Marathon** (coming up in November 2015)
- **Kick for Hope-** a soccer tournament to encourage collaboration between several youth organizations working on different issues in Bangladesh.
- **United Children’s Day-** an annual carnival for street children sponsored by JAAGO.
- **100 Smiles-** an event created by 1 degree initiative to allow impoverished children to enjoy a day of fun with youth volunteers
- **Physically-disabled Development Fund (PDF) medical clinic-** CriticalLink volunteers and doctors help assist in free medical clinics in several slums around Dhaka.



### Helping street children smile

CriticalLink Team Leader Shakila Rumu helps take care of an injured street child during the “100 Smiles” event. This event, which is organized by the youth organization 1 Degree Initiative, is held every year to provide street children with a day of fun thanks to high school and college volunteers who play sports and games with them, paint their faces, and help them let loose and smile. In case of any accidents, our CriticalLink First Responder were there to wipe away tears and bandage the kids up quickly so they could continue the fun!



First Responders arrive on-scene during the Scenario Challenge to give urgent medical treatment to their road accident “victim” (here played by dedicated volunteer and team leader, Fahad Hossain) on a rainy afternoon in Dhaka.

## CriticalLink Scenario Challenge a Huge Success

In August 2015, CriticalLink held its first annual Scenario Challenge, an event that put teams of volunteers onto the street to compete for the title of “Best First Responder.” During the event, teams of volunteers were dispatched to previously undisclosed locations where they would have to respond to a live, albeit fake, accident scene. Despite the massive amount of rain and flooding on the street, CriticalLink First Responders braved the weather and put their life-saving skills in action in scenarios throughout the capital city of Dhaka, Bangladesh. It was a tough competition, but in the end the team “Rescue Rangers” proved they had what it took to be crowned 2015 champions.

## CriticalLink, a month-by-month look through the first year

Although groundwork was being laid from early 2014, CriticalLink officially launched its mobile app and First Responder service on November 14, 2015.

In this report we look back on the activities of CriticalLink during these first eighteen months, from our very first meeting until today.

### 2014

**April:** In April 2014, CriticalLink had its first meeting with potential First Responders at the EMK Center in Dhanmondi (Dhaka, Bangladesh). 118 people showed up to the meeting and team leaders were selected to represent seven areas of Dhaka. Three training sessions were arranged, including one to commemorate the 1<sup>st</sup> anniversary of the collapse of Rana Plaza.

- Training Sessions: 3
- Number of people trained: 90

**May:** CriticalLink kicked off May with a training session for garment workers at Far East Knitting and Dyeing. We then followed-up on our previous training sessions by arranging two exam sessions to certify our First Responders. We then arranged several training sessions with the Boy Scouts and Girl Guides.

- Training Sessions: 4, Exam Session: 2
- Number of people trained: 250

**June:** In June CriticalLink continued with training and exams to build up our teams in the seven areas of Dhaka. Founder Jennifer Farrell also gave a TEDx talk at UIU.

- Training Sessions: 1, Exam Session: 1
- Number of people trained: 35
- TEDx: "[Where there's no 911: How mobile technology is saving lives in Bangladesh](#)"



**July:** As the summer continued, CriticalLink continued to put heavy emphasis on training as many volunteers as possible to prepare our seven teams. We did two open sessions and one training at Daffodil University. In addition we volunteered at a First Aid tent for the "100 Smiles" event.

- Training Sessions: 3
- Number of people trained: 105
- Event: 100 Smiles

**August:** Despite the Eid holidays, we continued to hold as many training sessions as possible. We also did an Advanced Training session for students at Daffodil University, and held a general body meeting. Founder Jennifer Farrell was also featured on the morning show "Shokaler Bangladesh" to talk about CriticalLink.

- Training Sessions: 1
- Number of people trained: 95
- General Body Meeting
- [MEDIA: Jennifer on Shokaler Bangladesh](#)

**September:** In September, CriticalLink had an exciting month when one of the major TV channels, Channel-i decided to feature CriticalLink in a two episode special for their show, The Future Leaders Program. As a result, we trained contestants from the show and then ran live scenarios on the streets and in a garments factory.

- Training Sessions 1, Exam: 1
- Number of people trained: 30
- MEDIA: [Future Leaders Program](#)

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October: As we came closer to our launch, we focused on preparing First Responders and getting our mobile app ready. We held one training session at BRAC University and two review and exam sessions. We also began collaborating with PDF Foundation on road safety.

- Training Sessions: 1, Review/Exams: 2
- Number of people trained: 30
- Event: PDF Road Safety Initiative

November: We officially launched our mobile app and call center! After training sessions at Dhaka University and a final exam session, we gave out our first ID badges and credentials to First Responders. We also did promotion with Radio Shadhin and had an article published in GOOD magazine. We trained police officers at the Police Academy for 4 days and volunteered at a First Aid tent for United Children's Day with JAAGO.

- Training Sessions: 5, Review/Exam: 1
- Number of People Trained: 350
- Event: United Children's Day with JAAGO
- [MEDIA: Radio Shadhin "TechMania"](#)
- GOOD Magazine: ["Turning Rubbernecking into a Life-Saving Moment"](#)

December: After the launch we continued building our university chapters with a training at Jahingir University and a training with the Rotary Club. We presented our mobile app at the National Hack-a-thon and attended World Volunteer Day. Dhaka Tribune does a spread about CriticaLink.

- Training Sessions: 2, Review/Exam: 1
- Number of People Trained: 110
- Event: World Volunteer Day, National Hack-a-thon
- [Dhaka Tribune: Safety First, Real Life Superheroes](#)

## 2015

January: As the new year kicked-off, we focused on promotion and media campaigns. Washington Post named us "7 Start-ups Driving Social Change" and we were picked up by the World Economic Forum, Huffington Post, and others. Share America, Fast co-exist, and iMedicalApps did features on CriticaLink and we began to work on our incorporation paperwork.

- Washington Post: ["7 Admirable Start-ups Driving Social Change"](#)
- Fast Co-Exist: ["In places that don't have 911, this app finds the closest volunteer to save a life"](#)
- Share America: ["This app may save your life"](#)

February: We continued to work on legal paperwork, media campaigns, and we conducted a leadership training workshop with our team leaders and volunteers. GizMag does a feature on CriticaLink

- Event: Leadership Training Workshop
- GizMag: ["CriticaLink provides emergency care when 911 isn't an option"](#)

March: Continuing to do media work, legal work, and launching our website. We celebrate Women's Day by highlighting women team leaders. The Guardian does an article, and we also have features on Radio New Zealand and local paper Kaler Kantho.

- Event: International Women's Day
- Kaler Kantho: [CriticaLink](#)
- The Guardian: [Can an app really make Bangladesh's notoriously dangerous roads safer?](#)

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April: In April we started training sessions again to fill out our teams and start working on expansion. We also put together a memorial event for the 2<sup>nd</sup> Anniversary of the Rana Plaza collapse. We did an interview with Colours FM and found out we won the National App Award for Bangladesh. Founder Jennifer Farrell went to Nepal and was caught in the earthquake.

- Training Session: 1, Review/Exam: 2
- Total People Trained: 40
- Event: Rana Plaza Anniversary
- Media: Colours FM Radio Show
- Award: Bangladesh National App Award

May: Focused on training and team building. CriticaLink also launched as an initial partner with Facebook for the internet.org project. Jennifer went to the White House as Emerging Global Entrepreneur.

- Training Sessions: 1, Review/Exam: 2
- Total People Trained: 40
- Event: Launching of Internet.org
- Award: Emerging Global Entrepreneur

June: Team building and trainings continue, as we expand out we start to recruit new Team Leaders. A special training was done at BUET, where we established a new university chapter. Two interns join us from the US for the summer: Cherie Chung from Georgetown and Tina Chen from Duke. A few newspaper articles are published in Bangladesh.

- Training Sessions: 2, Review/Exam: 2
- Total People Trained: 90
- Youth Time Magazine: [CriticaLink](#)

July: Trainings continue to build depth in our teams. In further preparation, several Advanced Training sessions are held ahead of the first Scenario Challenge event. Jennifer attends Global Entrepreneurship Summit with President Obama in Kenya.

- Training Sessions: 3, Review/Exams: 4
- Total People Trained: 60
- Event: Scenario Challenge
- Event: Global Entrepreneurship Summit

August: More trainings and we begin to push out on social media and start to make plans for expanding outside of Dhaka. We do training sessions at Bangladesh Medical College and Mymensingh Medical College. We elect Arifin Shuvoo, a Bangladeshi celebrity as our brand ambassador. We also have our annual General Meeting and give out awards.

- Training Sessions: 3, Review/Exam: 2
- Total People Trained: 280
- Event: General Body Meeting
- Media: [Arifin Shuvoo Brand Ambassador](#)

September: Continued trainings and our first visit to Mymensingh where we make plans to expand CriticaLink and train medical students to take leadership roles. We also begin testing the mobile app with a new SMS notification system.

- Training Sessions: 2, Review/Exam: 2
- Total People Trained: 390
- Event: Planning Meeting with Mymensingh
- Media: [Daily Ittefaq on CriticaLink](#)

October: We continue with training and do our first training of trainers. We also found out we won the WSA International App Award in Health from the UN. We acquire a fiscal sponsor and move forward with plans for fundraising with Global Giving.

- Training Sessions: 4, Review/Exam: 4
- Total People Trained: 120
- Trainers Trained: 21
- Award: World Summit Award in Health
- Event: Kick for Hope

## CriticalLink Photo Album



Jennifer awards members of the “Rescue Rangers” team with medals for winning the CriticalLink Scenario Challenge



## Supporting Women in STEM

As a female-founded organization, one of the core values of CriticalLink is to promote leadership opportunities for women in the STEM fields (science, technology, engineering, and medicine).

Over the course of the last year, CriticalLink Founder Jennifer Farrell has spoken at over a dozen events promoting women in tech, women in entrepreneurship, and women in STEM. She is also currently working on a task force with the US Embassy in Dhaka, as well as the EMK Center, and several universities to support young women entering STEM fields.

In 2016, CriticalLink will lay out a set of specific objectives to promote opportunities for women including a Women in Tech fellowship, coding workshops and a hack-a-thon for girls, and a women in STEM mentorship program.

First Responders check-in on the CriticalLink mobile app after arriving at the simulated accident site during the 2015 Scenario Challenge.



Medical students training to be CriticalLink instructors demonstrate how to move an injured patient during “Training for Trainers”

## Founder Jennifer Farrell helps in the Nepal earthquake

In April of 2015, Founder Jennifer Farrell traveled to Nepal to meet up with her mentor, Dr. Jaffe, and a team of surgeons from Tulane University School of Medicine where they planned to conduct workshops on advanced trauma and disaster management. One day before the trainings were set to begin, a devastating 7.8 earthquake struck Nepal.

Jennifer was on the road about 80km outside of Kathmandu when the earthquake struck, having arrived early to spend some time with friends in Nepal. She immediately returned to Kathmandu where she joined up with a team of US Army Special Forces medics to do health assessments and search and rescue operations in the first few days following the earthquake. Over the course of several days, Jennifer assisted in writing reports about health conditions and hospitals in Kathmandu, training First Responders at collapse sites throughout the city, and helping organize medications and medical teams for missions outside of Kathmandu.



Jennifer helps prepare local First Responders during a search and rescue mission in the historic Durbar square area of Kathmandu



Download the CriticaLink mobile app:



## CriticaLink wins national, international App awards

In early 2015, CriticaLink submitted their mobile to a national competition sponsored by the Government of Bangladesh's ICT Ministry. Despite tough competition from dozens of other apps, CriticaLink was thrilled to be awarded the National App Award in the Health and Environment category.

As a result, CriticaLink was selected as one of 12 mobile apps to represent Bangladesh in the World Summit Awards, an international competition hosted by the United Nations Summit on Information and Technology. The competition featured mobile apps submitted by 178 countries, with the theme being "mobile apps that make a difference."

In October 2015, the WSA announced the CriticaLink App as a World Champion in the Health category. As part of their award, members of the CriticaLink team will travel to China in February 2016 to collect the award and present CriticaLink to a group of representatives from the United Nations and ICT Ministers from around the world.