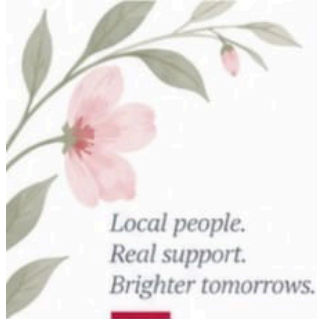




Local people.
Real support.
Brighter tomorrows.

SAVING LIVES, ONE KIT AT A TIME

How a mother's loss became a nationwide mission - and how Jackie Reid is bringing it home to Tower Hamlets

BY THE VOICES NEWSLETTER TEAM / TOWER HAMLETS

In the early hours of 8 July 2017, 26-year-old Daniel Baird was fatally stabbed outside The Forge Tavern in Digbeth, Birmingham, after a night out with friends. No bleed control kit was on hand to help him, and Daniel died shortly after reaching hospital.

Out of that unimaginable loss, Daniel's mother, Lynne Baird, founded the Daniel Baird Foundation - a charity dedicated to making sure no other family has to face the same heartbreak. Working with West Midlands Ambulance Service, Lynne helped design the UK's first publicly accessible bleed control kits: simple, affordable packs containing a tourniquet, trauma dressings and clear instructions that let ordinary bystanders control catastrophic bleeding in the vital minutes before an ambulance arrives.

In the years since, the Foundation has placed tens of thousands of these kits in pubs, shopping centres, transport hubs and community buildings across the country, and its Control the Bleed awareness sessions have trained members of the public in how to use them. Lynne's tireless campaigning was recognised in 2022 when she was awarded an MBE for her services to public safety.



JACKIE REID

Lead Campaigner, Stop the Bleed

LOCAL IMPACT

JACKIE REID: LEAD CAMPAIGNER

Jackie Reid is the Lead Campaigner of the Bleed Control Kits for Stop the Bleed in Tower Hamlets, working directly under the Daniel Baird Foundation's Control the Bleed banner. It's Jackie who turns up, week after week, to run the training sessions, hand out kits and make sure the message reaches the people who need it most.

Her work has been formally recognised with a Distinguished Supporter Award, and she has helped secure funding and donations that have put bleed control cabinets and kits into estates, community halls and public venues right across the country - from the Cartier Estate in Seven Kings to riverside events on the Isle of Dogs. Locally, through partnerships with community groups, including the Voices, she has brought free, hands-on bleed control training directly to residents. Any donations go towards more bleed kits and training, which Jackie delivers in her free time.

FAST FACTS

DANIEL BAIRD FOUNDATION

2017

Founded by Lynne Baird in memory of her son Daniel.

1184283

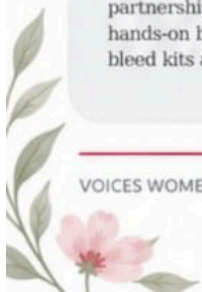
Registered charity No. 1184283 (England).

UK-WIDE

Tens of thousands of bleed control kits placed in public venues.

2022

Lynne Baird was awarded an MBE for her work.



KNOW WHAT TO DO

Simple skills. Real confidence. A safer community.

NEXT VOICES SESSION

DROP IN. LEARN. ACT.



Tuesdays, from 12:30



Samuda 50p Community Centre,
57 Stewart St, London E14 3ZT



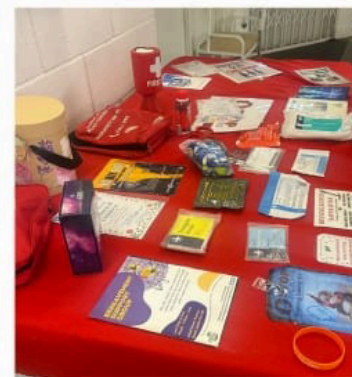
Jackie Reid, Campaign Organizer



Free (small donations welcome)



Just drop in - no booking required



VOICES MEMBERS AT SAMUDA COMMUNITY CENTRE / TRAINING MATERIALS + BLEED KITS

READY - AND UNSTOPPABLE

Over the past four weeks, the women of the Voices have thrown themselves into Jackie's Stop the Bleed training sessions at Samuda Community Centre - and the results speak for themselves. Every woman who took part has now completed her bleed kit training and has her own bleed control kit to keep at home.

More than that, the group has come together as a force to be reckoned with. What started as a training session has grown into a genuine support network - women looking out for one another, sharing what they've learned, and standing ready to act if the worst ever happens in our community.

FREE

TRAINING SESSION
SMALL DONATIONS WELCOME

WHAT'S ON AT SAMUDA

A welcoming space to connect, share and find weekly support.

We are so incredibly lucky to have such a supportive community here on the Isle of Dogs. If you are looking for a welcoming space to connect, share, and find weekly support, we would love for you to join us!

Samuda 50p Community Centre,
57 Stewart St, London E14 3ZT



TRAINING SESSION IN ACTION / SAMUDA COMMUNITY CENTRE

WHAT'S ON

Women & Children's Community Group
meeting every Tuesday from 12:30pm to 3:30pm.
Come along and join our weekly discussions!

Bleed Kit Training
delivered by Jackie Reid. This life-saving training is provided for just a small donation.

Children's Activities

fun activities are provided! Please note that formal childcare provision is not provided, so your children remain under your care and supervision at all times.

Exciting news

our new community boxing gym is officially opening this October!

TAKE PART

HOW YOU CAN GET INVOLVED

- Register to attend a Stop the Bleed training session
- Volunteer to help host or organize a future session
- Spread the word - share this newsletter with friends and neighbours
- Contact Jackie Reid to learn more about the campaign

WHY IT MATTERS

Accidents can happen anywhere - at home, at school, on the playground, or in the community. By training our members in these simple, life-saving techniques, Voices is helping build a safer, more prepared community for our women, children, and families.



Safer
Stronger
Together

WANT TRAINING FOR YOUR GROUP?

JACKIE REID / LEAD CAMPAIGNER, BLEED CONTROL KITS

07827 386064 - Jackiereid356@gmail.com - Facebook: @Stop the bleed