



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

PROJECT DETAILS

Project Objective:

The overall goal of the project is to strengthen pre-hospital care capacity in Morelia through two integrated components: 1) advanced training and international certification for a brigade of 20 paramedics from Rescate Michoacán Morelia Delegation, and 2) the acquisition of 100 CPR manikins to establish a large-scale, sustainable community training program in neighborhoods, outlying communities, schools, and workplaces.

The specific objectives are:

- Train and specialize 20 paramedics in advanced pre-hospital care topics.
- Acquire 100 manikins for ongoing CPR practice, internal training, and community instruction.
- Implement a large-scale training program in initial emergency response, with an emphasis on basic CPR (30 compressions to 2 ventilations) and immediate action until professional help arrives.

The direct beneficiaries will be 20 paramedics from Rescate Michoacán. The indirect beneficiaries will be residents of Morelia, especially people living in hard-to-reach areas, as well as 5th- and 6th-grade elementary students, middle school students, and high school students, thereby creating a community first-response network with long-term impact.

Country/Location: México

Focus Area: Disease Prevention and Treatment

Implementation Year: 2026

Total Project Budget: \$68,242.00 USD

Missing Funds: \$58,062.00 USD

Community Assessment:

Overview:

The project responds to a critical and clearly identified need in Morelia and the state of Michoacán. Heart disease is the leading cause of death in the state, with 7,178 deaths recorded in 2023 and a rate of 145.2 per 100,000 inhabitants. At the same time, Rescate Michoacán Morelia Delegation handles more than 90% of emergencies in the capital city and has provided 11,394 free services over the last 2 years and 7 months. However, two major gaps remain: the need for ongoing training and updating of paramedic personnel, and the lack of large-scale CPR and initial-response training in neighborhoods, outlying communities, and other hard-to-reach areas where response time is decisive in saving lives.

Why did you decide to focus on addressing this problem?

What other needs exist in the community?

What other organizations are working in the community on issues that are not related to the problem you identified and what services are they providing?

Who conducted the community assessment and when? What methods were used?

Describe the community and institutions where your project will take place. Include any relevant information about the area

Tell us about the people that the project will help

Based on the community assessment, describe how the problem you identified is currently being addressed or mitigated. What are the key challenges?

What are the community's strengths and resources?

Are any similar programs or initiatives being implemented in the community by non-Rotary entities, government agencies, or nongovernmental organizations (NGOs)? How will these similar initiatives enhance your project's effectiveness?

Project Design:

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).

Direct Beneficiaries:

Morelia, City
Currently, we have:
Total: 2,135,736 inhabitants.
Urban: 1,011,704 inhabitants.
Metropolitan: 1,124,032 inhabitants

Sustainability:

The project includes an intensive community training program in CPR and initial emergency response. During the initial phase, the 20 certified paramedics will serve as instructors. Each instructor will operate with a kit of 5 manikins, allowing simultaneous sessions and rotating practice in small groups. Training will be delivered primarily in:

- Public and private schools.
- Hard-to-reach neighborhoods and outlying communities.
- Community spaces and workplaces.

The school phase will follow the program "A Generation that Saves Lives," aimed at 5th- and 6th-grade elementary students, middle school students, and high school students. The long-term goal is to progressively cover Morelia's entire school network and strengthen a culture of prevention and early response among more than 110,000 young people.

Collaborators:

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.

Evaluation and Monitoring:

Initial result reviews will be conducted weekly, alongside CPR training in middle and high schools. Simultaneously, we will perform monthly monitoring of 911 Emergency System data, specifically tracking heart attack calls and any CPR interventions performed prior to the ambulance's arrival.

PROJECT CONTACTS

Host Club: ROTARY CLUB OF MORELIA INTERNACIONAL (District 4140)

Contact: JOSE ANTONIO GONZALEZ RIO - jaglerio@gmail.com

International Club: CARLINVILLE (District 6460)

Contact: REBECCA DOYLE -

PROJECT FINANCE SUMMARY

Finance Calculator

Funds Sources (Requested / Committed)

Source	Club (Cash)	District (DDF)	Match + 5% Fee	Total
ROTARY CLUB OF MORELIA INTERNACIONAL (Cash)	\$1,000.00 USD	-	+\$50.00 USD	\$1,000.00 USD
Distrito 4140 (FDD)	-	\$5,000.00 USD	\$4,000.00 USD	\$9,000.00 USD
CARLINVILLE (Cash)	\$0.00 USD	-	-	\$0.00 USD
Distrito Intl 6460 (FDD)	-	\$100.00 USD	\$80.00 USD	\$180.00 USD
TOTALS	\$1,000.00 USD	\$5,100.00 USD	\$4,080.00 USD	\$10,180.00 USD

** Required FDD **	\$4,080.00 USD
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Total Requested Budget	\$68,242.00 USD
Total Obtained Funds	\$10,180.00 USD
** Funding Gap **	\$58,062.00 USD
Total 5% Cash Fee (info only)	\$50.00 USD

DOCUMENTS, PHOTOS & FILES (CLICK TO OPEN)

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