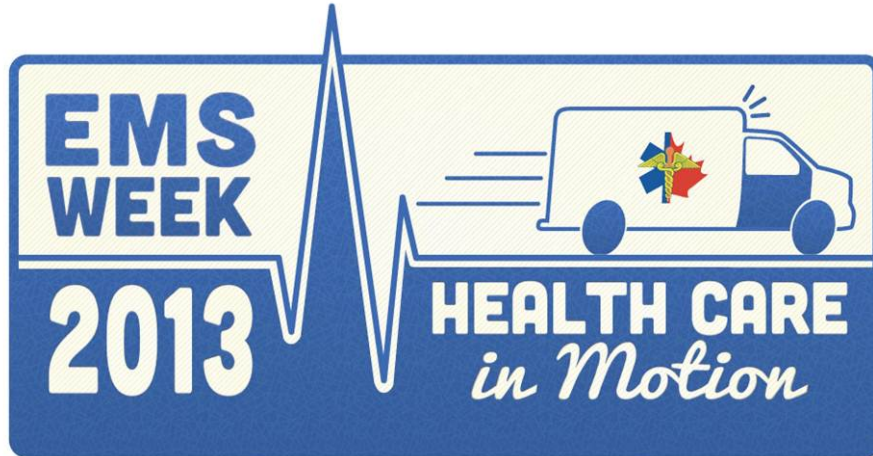




Paramedic Chiefs
of Canada

Chefs Paramédics
du Canada



May 26-June 1-2013



EMS Week Planning Guide

Emergency Medical Services Week 2013

Mark your calendar the Paramedic Chiefs of Canada EMS Week 2013 is May 26 – June 1, 2013. The theme this year will be EMS: Health Care in Motion! SMU: Soins de santé en mouvement!

The EMS (Emergency Medical Services) Week working group is a subcommittee of the Paramedic Chiefs of Canada Membership Services. Thank you to the following members: Lyle Karasiuk, Parkland Ambulance Care, Saskatchewan (Chair); Andre Berard Winnipeg Fire and Paramedic Service; Stuart Brideaux Alberta Health Services; Caroline Mellor Toronto EMS; Gale Chevalier Frontenac Paramedic Services, Ontario; Michael Janczyszyn, Emergency Medical Care, Nova Scotia; Sophie Cormier-Lalonde, New Brunswick EMS; Stacey Brown, Emergency Medical Care, Nova Scotia; Tracy Bell, New Brunswick EMS. These individuals have been working during monthly teleconferences to produce the soon to be released EMS Week kit.

The Paramedic Chiefs of Canada have chosen the week of May 26 to June 1, 2013, to give Paramedics across Canada a unique opportunity to show case the profession to the public. Whether we are full time or part time, rural or urban, industrial or ground based ambulance, paramedics across Canada stand ready to respond to emergencies every single day. The unique opportunities paramedics have to shape the health care system are evident in the work being done each and every day. From community paramedics to community emergency centers, paramedics are fulfilling their role of being responsive to the needs of the public; paramedics are health care in motion. Paramedics are very trusted health professionals in this country. Paramedics are not only the people who get there first in an emergency but know what to do when they get there.

As trusted health care professionals our brand is very unique and authentic. But to develop a consistent, solid and reliable recognition we need to better tell the public who we are. The public needs to understand that paramedics are integral to health care. Our adaptability to the changes in the Canadian Health Care system is essential for further growth of paramedics in this country. In addition to the lifesaving skills paramedics are delivering, there are a growing number of jurisdictions involving paramedics in tactical teams, special rescue teams and disaster preparedness teams. Paramedics are equally involved in remote or after hour health centers, industrial sites and air medical teams. Paramedics can also be found in the field of injury prevention. Paramedics have a unique ability to share their experiences through first aid and CPR classes, ACLS (advanced cardiac life support), PALS (pediatric advanced life support), other training programs. Giving their peers, members of the public and allied health professional's opportunities to improve their knowledge and skill. Paramedics, in some jurisdictions, are involved in other injury prevention programs such as car seat safety, fall prevention, public access to defibrillation (PAD) programs or more. Such program partnerships show the leadership of paramedics but more important the care paramedics bring to communities. EMS: Health Care in Motion is highlighted in many injury prevention programs offered by paramedics.

Paramedics take great pride in our ability to provide health care services to the public we care for! Our theme this year, Health Care in Motion, is a reflection of where paramedics are moving in Canada today. Paramedics are moving forward and developing strong working relationships with other health disciplines, regulators and government officials. Paramedics are leading the profession and forging partnerships with other emergency medical services groups like first responders or telecommunication specialists to build stronger teams. EMS: Health Care in Motion reflects the movement by paramedics to lead the changing and challenging world of health care in our country. Paramedics are the solution and through our continued actions and upcoming EMS activities, paramedics will provide opportunities for everyone to learn more about this exciting profession.

In 2013, EMS Week will give everyone across Canada an opportunity to learn more about paramedics. The tool kit we are developing will:

- Help paramedics and paramedic services appreciate and take pride in their profession.
- Give everyone some background on why the name paramedic is not the person but the profession. It is about the brand paramedic and how the public or other groups such as government officials view us.
- Give paramedics an opportunity to show case their wide variety of skills and talents.
- Help you plan some activities for the week with suggestions on few things like mall displays, paramedic of the day contest, easy community paramedic activities such as blood pressure clinics or a senior safety presentation. The kit will not prescribe that you specific activity on a set day of the week but give you some background to possibly add something new to your week. The EMS Week kit hopefully will give some ideas to start something new in your area of the country.
- Bring together the other parts of the emergency medical services team who in some areas of the country might include first responders, emergency medical dispatchers, industrial paramedics or emergency medical technicians. We want to focus on the team under the brand paramedic.
- Help you to engage colleagues across Canada on Facebook and Twitter so that activities in one part of this great country are recognized in others. Bring together of people through social media is what we hope to create this year.
- The EMS Week working group wants to hear from you. So please share photos, newspaper clippings, congratulatory messages, video, posters and anything else you can share. The EMS Week web site will also contain a blog so people across Canada can post their local happenings. Please ensure that permission is given to folks in the photos so that if we might possibly use them for future publications of the Paramedic Chiefs of Canada.

The committee will also involve partners of the Paramedic Chiefs so that in your community or paramedic service, you might find programs you can bring to your area. It is the hope of this year's EMS Week to create an open dialogue so that you can get information, share information and more importantly learn about your paramedic

colleagues from coast to coast. Through the Paramedic Chiefs of Canada web site, look for the 2013 EMS week web page coming soon. The Paramedic Chiefs web site is www.emscc.ca!

How can you or your service get involved? Share your ideas by email so that we know what's happening. If there is already a schedule of events let us know. If you don't tell us what is on in your area, we won't know. So as you start planning please keep the Paramedic Chief's EMS Week working group updated. It is our hope that in every province, community's big and small; Paramedic Chiefs of Canada Emergency Medical Services (EMS) week will be celebrated. If you have any comments, suggestions, want to share materials or even get involved please email directly to emsweek@paramedicchiefs.ca. We would love to hear from you! **Mark your calendar the Paramedic Chiefs of Canada EMS Week 2013 is May 26 – June 1, 2013. The theme this year will be EMS: Health Care in Motion! SMU: Soins de santé en mouvement!** (This article was originally printed for the Canadian Paramedicine 2013)

Why the change in Canada? In the past, EMS week has followed the 3rd full week in May which always starts on the Victoria Day long weekend in Canada. As paramedics, we would only get a portion of that week for our celebrations due to the holiday. One of the key factors in having our own week in Canada was the need to give you extra celebration days. The EMS Working Group of the Paramedic Chief's also wanted to create a uniquely Canadian EMS week. In 2012 the Paramedic Chiefs of Canada voted to proclaim EMS Week to be the last full week in May of every year. The Paramedic Chiefs want to give all paramedics the unique opportunity to show case our profession to the public.

Whether a full time or part time, rural or urban, industrial or ground based ambulance, paramedics across Canada stand ready to respond to emergencies every single day. The unique opportunities paramedics have to shape the health care system are evident in the work being done each and every day. From community paramedics to community emergency centers, paramedics are fulfilling their role of being responsive to the needs of the public; paramedics are health care in motion. Paramedics are very trusted health professionals in this country. Paramedics are not only the people who arrive first at an emergency, but know what to do when they get there

Visit the Paramedic Chiefs web site at <http://www.emscc.ca/> to download an EMS week package. The EMS working group has put together some suggested activities, ideas for events that you might want to have and other great EMS week resources. Please share with us what you are doing. Send us pictures, videos, posters and anything else that shows your community and paramedic service celebrating EMS week. Remember **Emergency Medical Services Week** in Canada. **EMS: Health Care in Motion. Semaine des SMU 2013: Soins de santé en mouvement - May 26-June 1, 2013.**

What is in this kit?

This kit is a compilation of activities both past and present from the members of the EMS Week Working Group. These items are meant to be shared, copied or possibly give you an idea of something you might be able to do in your community.

The goal of EMS Week 2013 is to have as many communities participate in EMS week and to “share” their ideas, activities, pictures and anything else to tell the nation what they did for EMS week 2013. Different submissions will be separated by a line and where possible the contact person will be listed.

You’ll find the EMS Week Working Group contact information at the end of this document.

PUBLIC EDUCATION EVENT PLANNING

EMS Week provides Paramedic Services across Canada the opportunity to engage the communities they serve and to showcase the highly trained personnel dedicated to the profession who proudly wear your uniform. Vehicle and equipment displays are only the beginning. Be sure to highlight the people who make up your service and the skills and knowledge they have to share with the public!

Use the opportunity to exercise your Incident Management System. Assign Incident Command, Operations, Planning, Logistics and Finance/Admin roles. Assign a Public Information Officer to create your event messaging. Create situation reports and sign in sheets. Maximize the opportunity of a planned event to better prepare your service for unexpected one.



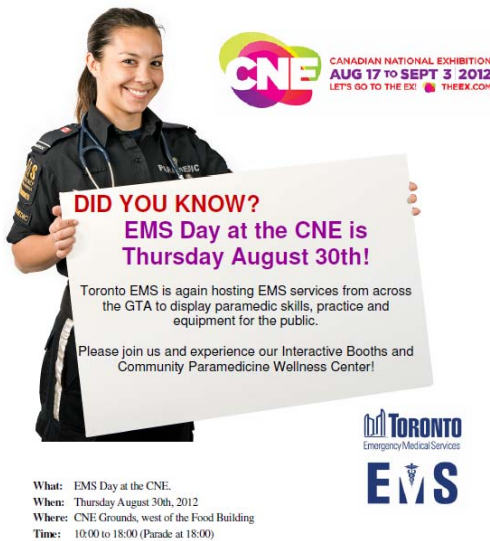
Planning:

- **Choose a location**
 - Ensure permits are obtained, check weight restrictions, access to hydro/water if required
 - Indoor venue
 - Check availability for set up and tear down times, foot traffic, demographics

- Ensure accessibility of location – any stairs, parking, secure carpets
- Outdoor venue
 - Check availability for set up and tear down times, foot traffic, demographics
 - Call for utilities locate if staking tents or equipment
 - Ensure adequate tie downs/weights for signage, tents etc.
 - Check weight restrictions on park space, public display space
 - Check clearance heights/widths for vehicles being displayed
 - Safety assessment – ensure clearance height for hydro lines etc for flags, tents

Plan date and times

- Ensure availability of Senior Management Team to attend and provide welcoming remarks
- Plan times to match with availability of staff (operations, modified and logistics) – don't forget travel times to venue for staff – should they book on at location or at a station and travel in with vehicles?
- Plan equipment loading time, load in/load out time with venue operator



Promotion

- Establish guest list and send invitations (Mayor, Councillors, Media, Ministers, MPPs)
- Reserve date in Chief and Deputies calendars as appropriate
- Internal promotion to staff and municipality
- External promotion to community, ethnic media outlets (some of your best media comes from this coverage!) health care providers, social services, seniors groups, local churches, Paramedic colleges, local hospitals, etc.
- Set up social media messaging and release schedule – Twitter, Facebook, LinkedIn, YouTube
- Notify Corporate Communications if required

Logistics:

Equipment

- ***Ensure availability and readiness of operational equipment bags and "fit" Paramedic(s) for first response for all hours of event**
 - Response bags, oxygen, radio
- Tables, chairs, table cloths, privacy screens
- Signage, public education displays
- Tents, tie downs, weights
- Alcohol wipes, antibacterial hand cleaner, percept wipes, gloves
 - Blood Pressure Cuffs and Stethoscopes if running a Wellness Clinic
- Pens, branded note pads/cards/pamphlets
- Mascot – ensure sent to drycleaners and returned in advance (we do this at end of each event)
- Bottled water for staff and participants if appropriate
- Sun screen/bug spray for staff if appropriate
- Refrigeration for staff meals

Transport

- Book display and logistics support vehicles and schedule trained drivers
- Consider Ambulances, Response Vehicles, Multi-patient Transport Vehicles, Bikes, Gators, ATVs, Snow Machines, Vintage Vehicles, etc.
- Tents, tie downs, weights – consider size and weight of equipment – ensure capacity of chassis
- Transport of staff to venue – consider arranging for free parking



Utilities

- Extension cords and power bars – ensure cable matting for Health and Safety
(NOTES: these can often be borrowed from other City services. Expensive to rent/purchase. Bulky and heavy)

- Consider power hook ups at venue

Staffing

- Consider staffing options:
 - On Duty Operations Staff
 - Fit Paramedic(s) for first response
 - Volunteer Staff
 - Modified Staff
 - Pioneers/Retirees from service
 - Communications Staff/Emergency Medical Dispatchers
 - Local Paramedic Association
 - Medvents
 - St John Ambulance or local volunteer service
- Be clear about uniform expectations on day of event – hats are important if in the sun all day
- Be mindful of planning rest periods for staff

Displays

- Special Operations equipment – CBRNE Uniforms, equipment
- Scenario demonstrations
- Children's Area – colouring table, pediatrics illness and injury information, "My trip to the Hospital", "My ride in an Ambulance" children's books (opportunity to create your own).
- Paramedic dress Up – uniforms, helmets, eye protection, gloves, stethoscopes
- Trauma Kits
- PAD Program
- CPR and First Aid Program – information and demonstrations
 - Ensure appropriate ground cover if teaching CPR on ground. Padded mats are ideal
- Display Equipment Bags

- Vehicle Displays
 - Ensure you have a step stool to assist people out of rear doors
 - Create a ramp if possible to allow for wheelchair access
 - Spotless interior
 - Photo Ops in driver's seat
- Communications/Emergency Medical Dispatch
- WinDoor Display
- Community Paramedicine Display
- Disease Education – Asthma, STEMI, Diabetes – mannequins and information boards
- Medvents Program
- SWAG – Stuff We All Get – branded band aids, magnets, stickers, colouring books, pens, calendars, etc.
- Promotional Materials
 - Service Information literature
 - ICE (In Case of Emergency) cards
 - Get staff to show folks how to program ICE contacts into mobile phones
 - 911 in Any Language information
 - Heat Alert brochures
 - Window Balcony Safety information
 - Consider cross-promotion for other City/Ministry services
 - Public Health – flu prevention literature
 - Office of Emergency Management – 72 Hour Kits
 - Seniors Health – falls prevention literature
 - Consider having promotional information translated into languages commonly used in your community



Site Map

- Measure out and map location for all displays, tables, vehicles, demonstration areas
- Share site map with participants and logistical support people

Operations

- Have an identified "Incident Commander" for event.
- Conduct a briefing at beginning of shift
 - Outline expectations and schedule of events
 - Break schedules
 - How to handle media inquiries, requests for interviews
 - Health and Safety info (i.e. modified to be restricted to xyz procedures, location of hazards such as hydro lines, uneven ground)
 - Emergency procedures (rendezvous location for staff during fire alarm, lost child/lost senior, suspicious package reporting etc).
- Ensure Media spokesperson identified
- Identify meal/rest area away from public view
- Ensure you have contact information for host venue (liaison, security, facilities management etc).
- Keep event on time!!

Finance/Administration

- Create a budget and cost centre for the event (even if the budget is \$0!)
- Create staff schedule, book on locations
- Inventory equipment, promotional materials and SWAG

MULTI-SERVICE EVENTS (EMS Week Kick Off or Marquee Events)

Creating annual events for EMS Week is an important way to generate interest and reach for your event programming. Consider creating a marquee or "Kick Off Event" annually that provides and anchor for the weeks activities. Pool resources with area

Paramedic Services to create larger events and encourage greater exposure for Paramedic Services.

Set the date and times for the event as early as possible and send "Save the Date" invitations to local services and ask for a lead contact to be assigned and provided. Conduct a meeting or teleconference with leads to generate display, programming and event ideas for the kick off and assign each service to a different piece.

Co-brand promotional materials if possible and ensure that media releases and event advertisements acknowledge all of the services attending. Co-produce media and ensure approvals as appropriate from all participating services.

Multi-service events are a great time to display vehicles, uniforms and equipment. Use the opportunity to get stock photography for your media library.

Plan for multi-service response scenarios. Try a full cardiac arrest scenario including 911 activation, by-stander CPR, first response and Paramedic unit arrival, treatment and transport. This is an excellent opportunity to include Emergency Medical Dispatchers who can narrate the call and provide post-dispatch instructions to the "caller".

Use this as an opportunity to recognize your Paramedic of the Year publicly or hand out your stork awards.

COMMUNITY PARAMEDICINE WELLNESS CLINIC

A Community Paramedicine Wellness Clinic is an excellent opportunity to hold an event that not only highlights your service but also provides an opportunity for your Paramedics to engage with members of the public, one-on-one, in a non-emergency setting while highlighting skill sets, professionalism and dedication to improving the health of the community.

In addition to the above considerations, be sure to staff an appropriate number of certified Paramedics to conduct interviews and blood pressure checks with community participants. Create branded "script" pads to write down information such as date, time, weather and blood pressure reading to provide to participants so that they may present it to their primary care physician at their next appointment.

It is important to remember that this wellness check is for information only. It is not intended to be a clinic to provide medical advice. Brief staff at the beginning of the day on this piece and make sure that they communicate this to each person upon providing the blood pressure reading. Ensure infection control procedures are maintained with equipment and PPE.

BLOOD DONOR CLINIC

Blood Donor Clinics are a perfect community partnership event opportunity to utilize the promotion of EMS Week to generate desperately needed blood units for your local donor clinics. Use the opportunity to cross promote events and generate community engagement in your service and Canadian Blood Services.

Try to break the record for most units collected in a day. Invite local EMS services, Police and Fire Services, hospital staff, local college and university students to participate. Invite your Mayor and Councillors to attend and to give. Promote the event in local newspapers and on social media.

Recognize first time donors and milestones donors (10th donation, 25th donation, 100th donation etc) with swag. Get your Medvents and Pioneers/Retirees to help with the refreshment tables.

Be sure to use the opportunity to display vehicles, equipment and public education information. Provide co-branded backdrops for media interviews. CPR and First Aid demonstrations are a hit as donors are waiting for registration or are in post-donation mode.

Hand out ICE (In Case of Emergency) cards, branded stickers, magnets and temporary tattoos to participants.

Be sure to advertise the success of your event. Paramedics save lives. Blood products do too!

See this link to our most recent Clinic!

<http://www.torontoems.ca/main-site/newsletter/emstoday/?p=1502>

THE PARAMEDIC CHIEFS OF CANADA PARTNER WITH MEDICAL DATA CARRIER SPECIALISTS

By Andrew Trevitt

THE PIECE OF PAPER THAT COULD SAVE YOUR LIFE

It's just a tiny slip of paper, but the Medical Data Carrier may be the most valuable part of your gear when it comes to surviving an accident. That piece of paper, tucked inside a pouch and attached to the side of your helmet, provides first responders to an accident scene with important information such as your blood type, allergies, emergency contact, and so on. The MDC is a Canadian product, with its roots in motorcycle track days, but it has quickly found a global audience in many other markets including other powersports industries, recreational activities and even the workplace.

"I was a track day enthusiast trying to convince my wife of the safety behind riding on the track vs. riding on the street to hone my skills," says Steve Reed, president of Medical Data Carrier. "It brought to the forefront that I wasn't able to stick my wallet in my leathers, and should I go down, there wasn't really a product out there that would be on my person and allow EMS (Emergency Medical Services) guys to quickly know 'this is Steve Reed, and he has this type of blood, and you should call his wife to let her know and come pick him up.' That's where the idea formed for me."

Reed originally found such a product in the United States and began distributing it in Canada, "but there were some shortcomings and deficiencies that just made it a show-stopper. It didn't have any means for bilingualism, which in Canada is a must-have, so I developed my own version." A new company was created, with Reed designing and producing his own medical information carrier that incorporates patented improvements, including a more aerodynamic shape and a more secure enclosure, and — of course — it's bilingual.

The Medical Data Carrier affixes to the outside of your helmet and displays a warning that the untrained should not try to remove



Multi-time Superbike champ Jordan Skoke (above), Olympic gold medalist Clara Hughes (below) and 14 year old up-and-coming racer Charly Wu (bottom) all proudly wear the MDC.



the helmet, as that can cause collateral injury, paralysis or even death. Inside is the synthetic paper with space for two emergency contacts, consent to treat, blood type, medications, allergies, medical history and insurance information. That vital information can be relayed by anyone, not necessarily EMS, to a chopper in the air, an ambulance on the way, or even the hospital. "Even having the right blood type ready to go can mean the difference between life and death. I speak a lot about saving lives, but this is also about saving limbs, eyes... all the small things that happen, the less serious accidents." The Carrier also includes a key tag with a 1-800 number and QR code to access stopconcussions.com, a concussion awareness and educational resource. Currently, the company has aligned with Full Bore Marketing to distribute the Carrier to powersports dealers in Canada. The Canadian Superbike Series and various track day organizers have taken note, and the MDC is mandatory equipment for CSBK racers and at some track days.



84 WWW.INSIDEMOTORCYCLES.COM

MEDICAL DATA CARRIER

Medical Data Inside
DO NOT REMOVE HELMET
 Improper Removal May Cause Paralysis
 Données médicales à l'intérieur
NE PAS ENLEVER LE CASQUE
 Risque de paralysie

Open Here / Ouvrir ici

MEDICAL INFORMATION FOR
 Emergency Contact 1 Name: _____ Phone: _____ Cell: _____
 Street: _____ Relationship: _____
 Emergency Contact 2 Name: _____ Phone: _____
 Street: _____ Relationship: _____
 Patient Name: _____
 Date of Birth: _____ Sex: _____
 Blood Type: _____ Organ Donor (Yes/No)

MEDICAL INFORMATION FOR
 Blood Type: _____ Organ Donor (Yes/No)
 Allergies (e.g. Penicillin): _____
 Medication (e.g. Warfarin): _____
 Medical History (e.g. Heart Disease): _____
 Medication: _____
 Medical History: _____

"And of course, these [track day riders] are then putting on the same helmet when they go for a street ride, so they benefit from both ends."

One interesting relationship that MDC has cultivated is with Ferno, a global supplier of EMS equipment. "Ferno is one of the world leaders in supplying to first responders and emergency rescue in 110 countries and counting," says Reed. "They have decided they want to distribute the MDC to the first-responder/rescue community. What I didn't know is that so many firemen, rescuers and EMS guys are actually getting injured on the job. They are not necessarily carrying their wallets on the job; I can't imagine a fireman tucking his wallet into his pants when he jumps in a fire truck. So Ferno is going to be equipping all these EMS first responders around the world with the MDC. The great benefit is to the proud men and women that are helping us in our time of need, but the second benefit is that now, not only do the EMS people use it, but they also have more awareness of the product when they're dealing with the general public. They are going to be looking for it on an injured person's helmet."

While providing all your pertinent information to first responders is important, it's just as critical — if not more so — that it gets to the right people as quickly as possible. A future version of the MDC will have additional QR capability to facilitate just that, with users creating their own QR code and applying it on the data form (space is already included and marked as such). That code can be scanned using a smartphone or a dedicated handheld device, and the data uploaded directly to the receiving hospital or the am-

balance en route. "So there's instantaneous transmission and a 'team triage', if you will, as opposed to the EMS guys starting the triage and then radioing your information to the receiving hospital. There's been some testing in that, but it's hard for anyone to get standardized and for hospitals to get funding for that sort of thing. So it's probably the way forward but it's not the here and now."

The Medical Data Carrier is available for \$5.99 at Full Bore dealers while a similar arrangement with Outdoor Gear Canada covers the cycling and skiing market.

The Medical Data Carrier is quickly gaining acceptance worldwide in markets covering a wide variety of daily activities, with appropriate distributors coming on board. More information is available at www.medicaldatacarrier.com. **IM**



Young riders in the CBR250 series learn the importance of the MDC from Pro standout Jodi Christie (right, with MDC visible on helmet).



Island BMW
 Victoria, BC
 (250) 474-2088

Vancouver Motorrad
 Vancouver, BC
 (604) 731-5505

Pacific Motorrad
 Richmond, BC
 (604) 276-2552

Bentley Motorrad
 Kelowna, BC
 (778) 755-5540

Argyll Motorrad
 Edmonton, AB
 (780) 435-6811

Blackfoot Motorrad
 Calgary, AB
 (403) 243-2636

European Motorrad
 Saskatoon, SK
 (306) 934-3717

Wildwood Sports
 Winnipeg, MB
 (204) 477-1701

Open Road BMW
 Newmarket, ON
 (905) 895-8700

Budds'BMW
 Oakville, ON
 (905) 845-3577

BMW Toronto
 Toronto, ON
 (416) 623-4269

Endras Motorrad
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 (905) 619-5522

Wolf BMW
 London, ON
 (519) 951-9482

Ottawa Motorrad
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 (613) 731-9071

Monette Sports
 Laval, QC
 (450) 668-6466

Moto Internationale
 Montreal, QC
 (514) 483-6686

Moto Vanier
 Vanier (Quebec), QC
 (418) 527-6907

Evasion BMW
 Sherbrooke, QC
 (819) 821-3595

Atlantic Motoplex
 Dieppe, NB
 (506) 383-1022

Avalon Motorrad
 St John's, NL
 (709) 726-6500



Interested in Medical Data Carrier contact

Steve Reed

President

Medical Data Carrier IM Inc.

613-709-2941

www.medicaldatacarrier.com

Make Your Helmet a Lifesaver...Today!

Steve Reed steverreed@medicaldatacarrier.com

Children-related events (*I know that someone is already doing children safety education but these are some events that we had on the agenda last year and it also appears to work throughout the year*)

Teddy Bear Clinics

- A teddy bear clinic can be a great way to bring out the children in your community and educate them about emergency medical services. Focus on daycares, preschools, early elementary classes, library groups and organized play groups.
- Arrange a date with the coordinator from the child care group. Perhaps there could be some preparation by the teacher such as an introductory to 9-1-1, what to do in an emergency, etc.
- The participants will be asked to bring a stuffed animal or doll the day of the teddy bear clinic. The paramedic will ask the bear what is wrong, where it hurts, where they are sick, etc. The paramedic will treat the bear medically, much as they would treat the child presenting with the same injuries. *We are at an advantage here where our mascot is actually a bear (In Nova Scotia). Different services may adapt for their different mascots*
- Paramedics should use the equipment that makes noise and is potentially scary to children in order to introduce the procedures and teach that the equipment helps - it doesn't hurt. Try introducing the following procedures.
 - o oxygen therapy
 - o taking a blood pressure
 - o fix cuts with band-aids
 - o monitor the heart beat if time allows
 - o splinting and bandaging
- If time allows, allow the children to play with the equipment so that they get used to it.

Coloring or Poster Contest

- A lot of paramedics enjoy reaching out to the schools in their community. Have the paramedics reach out to individual teachers or schools and ask if they would like to be involved in an EMS Week coloring or poster contest.

- Split the children up into age groups for the contest (Ages less than 6; 6-9; 10-12)
- *Coloring contest:* Have the children color a page (predetermined by the local paramedic(s)) and get them to include at least 2 safety messages on the page.
- *Poster contest:* Have the children create an EMS-themed poster that includes at least 2 safety messages
- Every child who completes the contest will get a promotional item but paramedics will pick the best colored page/poster and present them with a bigger prize (TBA)
 - o Tip for this contest is to do it at the beginning of the week so that the colored pages/posters can be posted at the local paramedic base (maybe during the open house?). If this happens, you can maybe get the public to vote on which ones they like better.

Art or poem contest

- This falls in line with the previous contest with more of a broad approach.
- Initial phase: Paramedic service will initiate a contest for whoever can create the best EMS Week art or poem from scratch. The groups will be (Ages under 6; ages 6 to 13; ages 14 to 17; college/university). The announcement about this could be a press release, newspaper ad, paramedics reaching out to their closest school, etc.). This advertisement would need to be put out there a couple of weeks before EMS week, with the deadline being the Friday before EMS week.
- Secondary phase: The top pictures from each age group (number TBD), from each region, will be posted on the internal website so that paramedics can vote on the best art/poem. These can also be displayed at the bases that are planning to have an open house, as well.
- Third phase: Voting will come to a close on the Thursday of the EMS Week and all votes will be calculated. The winning poem/art from each region will be framed by the service and posted at the regional office. If we can get enough media attention around this, maybe we can get some photos of the winners with their framed art/poem at the paramedic base, with paramedics, and get the picture printed in the paper...
- Prizes can vary as well depending on the service
 - o Options to this would be to include a paramedic category as a lot of paramedics are artistic. Prize for them could be something with the service's logo, a new jacket, flashlight, etc...

Senior-related events

Senior home visits

- Something most services tend to do already but it is a great way to promote our profession during EMS week (especially since this represents a bulk of our patient population)
- Will need to contact the coordinator of the facility to see if there is a date that can be arranged
- Injury prevention for seniors is an important topic to discuss. Touch on these topics during your talk.
 - o Burns (cooking with fat, turn pot handles in, clothing, etc.)
 - o Tripping / falling hazards (tape mats, clear hallways, cords, etc.)
 - o Lighting (night lights, lamp near bed, light on in bathroom, etc.)
- Identify the 911 process and what happens when an ambulance is dispatched; as well as what preparations the paramedics go through before a call. Speak to what may happen at the hospital as well as transport back to their residence (if you know that information)
- Show off the equipment that paramedics carry and allow them to be interactive during the presentation. Show them items that may be related to some of the common injuries (back board; stretcher; medication for chest pain, CHF, Diabetes; stair chair).
- This may differ per service but a hot topic is usually the costs regarding transport to the hospital and will sometime depend on where they are (home, nursing home, retirement living, transport for appointment, etc.).
- You could speak on the benefits of an emergency 911 trigger (ex. Lifeline, etc.) in case something happens.
- Include the staff in the presentation as well. From my experience in doing these presentations, some staff is just as confused about what paramedics offer the community and the skills/medications that we possess.
- If it is a retirement or assisted-living residence, speak on the importance of gathering medical history, medications, allergies, health card, and any advanced directives (DNR). Could possibly speak to the importance of the Vial of Life or a similar container with all of the important information.
- If the older adults are mobile, encourage them to tour through the ambulance to ease some of their fears.
- Some seniors in your group may have been transported by ambulance. Approach them prior to your visit to see if they'll talk about the experience. First-hand experience is one of the best educators!

General Public

Mall Displays

- These open up the opportunity to have paramedics, communication officers, and support staff all in one spot to answer any questions that the general public may have. The information that you can provide, and the questions, may be endless!

- Make sure that you have a vibrant display board as well as some promotional items to hand out.
 - Show off some of the kits or put up a schedule as to which kit you will be showing off at what time. This schedule could also be set up for different skill demonstrations.
 - Think about adding a blood pressure clinic to promote health and wellness.
-

Recognition/Awards ceremony

Showcase a few incidents to recognize the excellent work done by EMS / Paramedics every day at an awards ceremony.

- 1.) Host an Awards Ceremony with Elected Officials, Chiefs and members of the medical community to recognize bystanders and Paramedics for their work in saving a life.
- 2.) Find a venue large enough to accommodate the invitees, arrange for light refreshments and invite the media. This is an excellent event to host over a lunch period i.e. 11:00 – 13:00.
- 3.) Identify potential calls you can showcase and narrow them down based on type or outcome i.e. successful resuscitation with AED, childbirth. If you want to end up showcasing three calls have a couple from each category to choose from. You will find once you contact patients and Paramedics they are not all willing to participate.
- 4.) Once you have your three calls you can either make a video summary of the incident from the Paramedic and patient's perspective. Alternatively, you can prepare a brief narrative of the incident.
- 5.) Invite dignitaries, the Paramedics/Responder and patients, along with their family, from the incidents you will be showcasing.
- 6.) At the ceremony the rescuers are reunited with the patient and the video or narrative is used to showcase the incident. Recognize the bystander and Paramedic involvement with a Certificate presented by an Elected Official and/or Chief.
- 7.) Post pictures / video from the ceremony on your services website/social media sites.

EMS Children's Day

A great way to get schools to participate in an EMS Week event is to incorporate parts of the health and safety curriculum into your event.

- 1.) Depending on the needs of the community or the curriculum, select an awareness area and its key safety points: (for example)
 - a. Community Safety Awareness
 - i. Traffic safety
 - ii. Waterfront safety
 - iii. Poisons and chemicals
- 2.) Develop activities that will teach your safety message, i.e. for traffic safety have paramedics set-up a mock crosswalk for children to practice crossing a street safely, first by walking and depending on the age group incorporate safely crossing the street when on a bicycle and include the use of bicycle helmets.
- 3.) Set-up your safety messaging at a particular location that is geared towards children i.e. zoo, amusement park and invite schools to attend/participate or hold your event at a school. Ensure the children activities are participatory as they learn and retain the message a lot more if they have hands on experience.
- 4.) This approach has been used for the past couple of years in Winnipeg by hosting an EMS Children's Day at the Zoo where different activities are set-up within the Zoo for children to participate as they tour the Zoo. The activities have typically focused on Community Safety, Active Living and Healthy Eating.
- 5.) On the day of the event make sure you have an Ambulance and/or emergency vehicle that is equipped for duty in case someone needs assistance during your event.
- 6.) Prior to inviting the media ensure you have the schools permission as some have restrictions and privacy requirements that limit how the media captures activities the children participate in at the school and/or on school trips.

EMS Week is about celebrating accomplishments by honoring the EMS profession and recognizing the importance of EMS by raising overall public understanding and awareness of how EMS serves your community.

One way to celebrate EMS Week is to host an EMS Public Open House. Children, adults and seniors are curious about EMS, and many people would love a chance to meet their local EMS staff and take a peek inside the ambulance. Here are some tips to help you host a successful open house for EMS Week.

Planning Your Open House- start early!

- Pick your day, time and location. Consider the demographic you are hoping will attend and set your hours accordingly (morning, afternoon, evening);
- Decide if a drop-in format works best or if dedicated times are preferred so hall tours or other time-sensitive events can be pre-planned;
- Plan for outdoor and indoor venues to account for inclement weather;
- Ensure proper permissions are obtained to utilize EMS buildings and that out of bounds or off-limit areas are kept secure;
- If certain apparatus displayed at the open house venue are to remain in-service for active duty, ensure safe egress is set aside for them for a quick departure and a procedure is in place that allows for a non-delayed response;
- Provide simple refreshments for the public as budgets allow (juice, coffee, water, small snacks); if staffing and budgets allow, consider larger food preparation such as a barbeque or pancake breakfast
- Ensure uniformed EMS staff is willing and available to participate in event. Assign roles to ensure all tasks are covered (greeting visitors, manning displays, demonstrating equipment);
- Ensure staffs are comfortable and well-versed in speaking about EMS equipment and protocols;
- Consider soliciting the expertise of certain in-house EMS staff to attend as hosts: Clinical Educators/Field Trainers who can demonstrate training equipment; Specialty Team members who have unique equipment (Tactical EMS, Hazardous Materials Response Paramedics);
- Have a dedicated ambulance, as well as other marked EMS vehicles, cleaned and set aside for display purposes;
- Encourage hands-on show-and-tell of equipment appropriate to the level of guests, Simplify equipment and explanations to help everyone (including children) understand;

- Set up other displays as available: airway and trauma kits, heart monitors, c-spine equipment, and other auxiliary EMS equipment such as mountain bikes, quads, aquatic or back country rescue apparatus, mass casualty equipment, etc.;
- Consider other interactive activities to engage the public: blood pressure checks or a teddy bear clinic.
- Consider setting up separate displays or areas to answer career pathway and recruiting questions; have application information available to give out;
- Have general information documents printed and available for take away as well; include contact information you can send with guests for later follow up (business cards).
- If you have an EMS mascot, book them attend the event as well;
- If your service provides for them, have plenty of EMS branded / EMS promotional items on hand to give out (magnets, tattoos, stamps, coloring books, etc.).

Advertise (nobody will come if they don't know!)

- Utilize free methods of awareness/advertising as much as possible: place signage such as posters or sandwich boards throughout your community to advertise the open house;
- Consider a flyer-drop in the neighborhood you will be holding your open house. The immediate local residents are most apt to attend;
- Submit a Public Service Announcement (PSA) to local media several weeks before the open house
- Create simple leaflets EMS staff can hand out to friends and family and the general public advising them of the open house;
- Ask your local newspaper if they would be interested in writing a good news story that profiles EMS in your community with a call-out of information on open house.

Debrief

- Document the planning that went into your event; use it as a record to make improvements for subsequent EMS events but also to provide continuity to new organizers tasked with planning future events;

- Meet with all the EMS participants immediately after the event to solicit timely feedback (things that worked, things that didn't work, suggested changes for next time)
- Take photographs of your event. These can have many uses after the fact including a reference for future events, photos for promotional materials depicting EMS engaging the public, or photos to advertise your next open house
- Have photo waivers on hand for public to sign or else take photos in a method which does not reveal identifies.

SAMPLE MEDIA EVENT:
MEDIC DAY
RATIONALE AND GENERAL CONCEPT

Rationale

Media Medic Day is designed to demonstrate to media participants how EMS approaches real-life emergencies on a daily basis. By having media partners experience true-to-life scenarios with real equipment, in real time, with an actual Field paramedic partner, they will depart with a greater understanding and appreciating of the work our EMS staff do on a routine basis.

Through the media's participation, the general public will also learn about EMS by watching and reading the first-hand accounts media will report on based on their experiences at *Media Medic Day*.

Certain aspects of EMS will be highlighted: Human Patient Simulator training capabilities as well as the various ALS skills paramedics can deploy.

The event will also expose the media to some of our most positive, professional, and personable staff. This exercise in de-mystifying and personalizing EMS to the media will have a positive, lasting impact on our already excellent relationship with local Calgary media.

General concept

Pre-scheduling

- Media participants from each of the mainstream media outlets will be invited to participate in Media Medic Day;
- All media participants will need to book in advance;
- A set number of time slots will be available (~8-10); preference would be given based on media deadline/ first come, first serve basis;
- Any available spaces left unfilled will be given to last minute attendees the day-of;
- Media partners may switch out participants from their own agency depending on their own needs anytime up to their previously scheduled time;

Media Medic Day

- Media participants will attend to an EMS location as decided in advance and be introduced to their Field paramedic partner;
- Media participants are then taken for a brief (10-15 minute max.) training session from a Field Trainer on the following skills:
 - - 1) placing a patient in c-spine precautions;
 - 2) initiating a peripheral I.V.;
 - 3) placing an ET tube.
- Media participants/camera operators pair with their Field paramedic partner in their ambulance outside;
- The unit would be assigned a mock call from 9-1-1 dispatch. This would provide a quick understanding of how a call is dispatch along with the general working of the EMS dispatch system;
- The crew will respond to the mock trauma scenario a short distance from their staging location (use of lights and siren at the discretion of the organizers);
- In the event of inclement weather, the crew will proceed to a prearranged scenario area inside the building;
- (Non-uniformed) EMS staff ideally play the role of patients and bystanders during the mock scenario;
- The media/EMS crew will proceed through the call as per a real scenario;
- The Field paramedic will lead the call but empower the media partner to deploy as many ALS skills / hands on skills as they can individually;
- Upon a certain point in the scenario the patient will be placed in full c-spine and moved toward the ambulance, however they will not be loaded in the back;
- Instead, a mannequin or HPS doll will already be loaded in the unit such that more invasive interventions can be carried out during the live scenario
- The media/EMS crew will enter the ambulance and continue their treatment on the HPS mannequin in place of the human actor;
- While providing treatment the ambulance will “transport” by driving slowly along a designated route for few minutes to give the media partner the feel of providing care (intubation and CPR) in a moving ambulance;
- The patient will code on transport;
- The conclusion of the event will occur when the ambulance returns to its staging location
- An informal de-briefing session will occur in order to answer any questions, allow for interviews, etc.
- The attendance of the various media partners should overlap in such a way that while one media partner is out doing their live scenario, another is receiving their skills session training.
- Upon the return of the ambulance to its staging location, the scenario will immediately begin again for the next media partner and continue in this fashion until all media partners have completed their session
-

Personnel requirements

- Approximately two to three paramedic field staff to partner/precept their media partner
- Two-three actors to play the role of patient/bystander/ NOK in the scenarios;
- Field Trainer staff to operate the HPS or mannequins

Equipment requirements

- HPS doll or other suitable training mannequin
- Regular transport ambulance;
- Training equipment and orientation to PPE:
 - 1) c-spine materials: LSB, straps, Ferno head blocks;
 - 2) standard stretcher;
 - 3) I.V. arm and I.V. start materials: alcohol/iodine swabs, I.V. catheters, tape, Opsites/Tegaderms, tubing, drop set, and solution bag
 - 4) ETT intubation equipment: intubation head, ET tubes, laryngoscopes, OPAs, 10mL syringes, BVM, O2 tank

Additional requirements:

- Moulage make-up
- Actor and mannequin clothing;

SAMPLE MEDIA INVITATION

One of your media personalities is invited to participate at the
2013 National EMS Awareness Week...

Media Medic Day

On [DATE], we want to put *you* in the attendant's chair.

As part of this year's **National EMS Awareness Week**, May 26- June 1, 2013, we invite you to try your hand at being a paramedic during Media Medic Day. Participation at this event guarantees you a hands-on opportunity to experience the kind of work our paramedics and EMTs do every day.

When:

- [DATE]
- Ten, 45 minute spots from 8:30am until 4:00pm (ending 4:45pm)

Where:

- [ADDRESS LOCATION]

Who:

- One media partner from each Calgary agency is invited to participate.

What:

- The media partner will be provided a quick skills training session from a paramedic Field Trainer. Thereafter, they will partner up with a field paramedic and head off in a real ambulance to respond to a mock scenario. Here they will be able to put their newly learned skills to the test and decide for themselves if they have what it takes to be a paramedic.
- Media partners are welcome to bring recording devices. Accommodation will be made for camera operators in the back of the ambulance.

As there will only be 10 time slots, interested media partners need book in advance.

Please contact the [MEDIA CONTACT OR ORGANZAER] at: (XXX).XXX.XXXX or email [EMAIL ADDRESS HERE] to book or for more information.

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SAMPLE SCENARIO SET-UP

MEDIA MEDIC DAY 2011 Outdoor Scenario

- Mechanism: single patient MVC, auto/ped, hit and run;
- Patient was walking through parking lot carrying groceries when struck (bag of misc. groceries strewn around patient);
- Thrown ~20 feet from parking lot pavement onto ground;
- Patient will be unconscious, closed head injury with possible extremity injuries;
- Will require c-spine, basic and advanced airway intervention / simulated RSI, possible emesis and possible seizure activity;
- May slip into cardiac arrest during transport;
- One witness, (also a pedestrian) is the 9-1-1 caller; can give all details of mechanism if so asked (*see below);
- One bystander (patient NOK, also witness); can give medical history if so asked (*see below);
- A vehicle will be placed at the scene as the offending vehicle; if possible, skid marks will be evident on the pavement behind the vehicle;
- The driver will be seen fleeing the collision scene on approach of the ambulance; possible signs of impairment may be evident (empty beer can);
- EMS/Media crew will approach call as per normal protocols/scene safety/triage/requests for medical back-up, CPS, etc.; all normal radio etiquette will apply;
- Ensure EMS dispatch is made aware of this scenario and request a dedicated side channel to be used for the duration of the event;
- Crew will perform primary survey, history taking, c-spine, and any critical interventions;
- Moulage the patient using movie make-up as required: will include an obvious forehead injury implying an underlying head injury;
- Patient may exhibit sign of impending emesis and/or seizure activity during primary assessment;
- Patient will be positioned with one extremity at a deformed angle demonstrating a fracture;
- Once any [critical] interventions (O2, etc.) are performed, patient will be placed in full c-spine and loaded into ambulance;
- Crew will continue care in the back of the ambulance using a mannequin or Human Patient Simulator doll if available “transports” to hospital by driving a lap outside the venue; patient may require advanced airway and will go into cardiac arrest. The patient may or may not experience ROSC.

Mechanism:

- Patient was walking along roadway with a bag of groceries;
- An approaching, vehicle travelling at ~60 km\h, struck the pedestrian after attempting to brake;
- Driver was seen to be speaking on a cell phone prior to collision;
- Driver got out and looked around, empty beer can fell out of driver's side upon his exit;
- Proceeded to make another call on cell phone before fleeing the scene upon approach of the ambulance;
- Patient was thrown ~20 feet and landed on the field;
- Remained motionless upon impact;
- Witness ran over to patient and phoned 9-1-1;
- Patient's NOK (wife, husband, girlfriend/boyfriend) also saw collision from a distance and came running over (also holding groceries)

Medical history as given by NOK (identical for indoor/outdoor scenarios):

- Allergies: morphine, aspirin,
- Medications: Dilantin
- Past Hx: seizure disorder
- Last meal/medications: just had normal breakfast, takes medication as directed
- Event preceding: was walking back to own vehicle after shopping when struck by another vehicle at about thigh level; thrown 20 feet, landing on grassy field

Inclement weather scenario

- Mechanism: fall down multiple stairs or from high height (ladder or scaffolding) onto floor
- Patient will be unconscious, closed head injury with possible extremity injuries;
- Will require c-spine, basic and advanced airway intervention / simulated RSI, possible emesis and possible seizure activity;
- May arrest during transport
- One witness, a passer-by is the 9-1-1 caller; can give some details of mechanism if so asked (*see below);
- Another bystander (co-worker) can give medial history if so asked (*see below);
- Patient will be placed supine with legs on bottom stair, box and contents strewn about;
- EMS/Media crew will approach call as per normal protocols/scene safety/triage/requests for medical back-up, CPS, etc.; all normal radio etiquette will apply;
- Ensure EMS dispatch is made aware of this scenario and request a dedicated side channel to be used for the duration of the event
- Crew will perform primary survey, history taking, c-spine, and any critical interventions;
- Patient's moulage will include an obvious forehead injury implying an underlying head injury;
- Patient may exhibit sign of impending emesis and/or seizure activity during primary assessment;

- Patient will be positioned with one extremity at a deformed angle demonstrating a fracture;
- Once any [critical] interventions (O2, etc.) are performed, patient will be placed in full c-spine and loaded into unit;
- Crew will continue care in the back of the ambulance using a mannequin or Human Patient Simulator doll if available “transports” to hospital by driving a lap outside the venue; patient may require advanced airway and will go into cardiac arrest. The patient may or may not experience ROSC.

Mechanism:

- Patient was carrying a heavy box down the stairs;
- Lost balance or footing at the middle landing and couldn’t recover (11 steps from bottom of stairs);
- Fell unprotected and struck head on polished concrete floor;
- Witness who saw/heard the fall, ran over to patient and phoned 9-1-1 from his cell phone;
- Patient’s co-worker was also nearby and came running over to help; co-worker knows some medical history of patient

SAMPLE EQUIPMENT REQUIREMENTS

Field Trainer A equipment requirements

- C-spine materials
- Intubation head and ETT items
- IV arm and IV start supplies
- Dedicated Training space (boardroom, classroom)

Field Trainer B and C

- In charge of mannequin or HPS doll for trauma scenario

EMS Media Liaison Personnel

- Camera
- Moulage supplies
- Printed materials
- Key messages about EMS Awareness Week
- Master schedule to facilitate the event

Paramedic Partners, 1 and 2

- Standard uniform with full PPE
- Fully stocked duty truck
- All basic equipment for scenario

Trauma patient (consider using any EMS staff on light duty)

- Appropriate clothing for playing role of patient outside
- Ability to wear moulage make-up and act out injuries

NOK (light duty)

- Appropriate clothing for outdoors
- Ability to recall and relay medical history appropriately

By-stander (light duty)

- 9-1-1 caller and “waver”
- Primary source of history of event (eye witness)
- Appropriate clothing for outdoors

9-1-1 communications specialist

- “Dispatch” mock call to Media Medic unit
-

Please share your EMS Week activities with us all.

Send us pictures, posters, printed advertisement, newspaper clippings, activity sheets you might have developed. We would love to hear from you.

EMAIL TO: emsweek@paramedicchiefs.ca

For additional information please contact the EMS week committee chair Lyle Karasiuk 306-953-8358 or email at lyle@parklandambulance.com

2013 EMS WEEK PUBLIC SERVICE ANNOUNCEMENTS

Copy these radio PSAs onto your letterhead and mention your activities. Provide them to local radio stations. Invite the radio station to broadcast your open house, health fair, or other EMS Week events.

You can also use these with clip art to make effective advertisements for your local newspaper, health region newsletter, community school newsletter, church bulletin, or other print publications. Be creative and use the material however you want.

BICYCLE SAFETY

Almost 200 cycling injury-related deaths occur in Canada each year. Three-quarters of these deaths are due to head injuries and about half of these fatalities are children who are 5 to 14 years old. Bicycle helmets can reduce the risk of brain injury by 85%. In addition to a properly fitted helmet, reflectors and warning bells are important safety equipment. Make certain your child's bike is the right size and can be straddled with both feet on the ground. If the bike must be used at night, make sure you have installed headlights. Before your children pedal off into the sunset, take the steps to ensure their journey is safe and sound.

BYSTANDER CARE

Did you know one in three Canadians will visit an emergency department this year? When seconds count you can make a difference by learning how to provide emergency roadside assistance. Learn the five elements of bystander care. Recognize an emergency; stop to help; call Emergency Medical Services, start the breathing; and stop the bleeding. During National EMS Week, the Saskatchewan EMS Services encourage you to make a commitment to practice injury prevention and learn about bystander care. Remember that you can make a difference for life.

CAMPING/TRAVEL

Everyone has moments when they feel a little like Chevy Chase in National Lampoon's Vacation. But you can reduce traveling and camping mishaps by following these important safety tips: always carry medical information with you, including the names and numbers of your doctor and pharmacist; take along a first aid kit for minor problems such as sunburn and insect bites; before hiking, dress weather-appropriately and check

for potential hazards of terrain, climate, and disease. In addition, remember—it always pays to be cautious, whether you are having fun, in the sun, or on the run.

CHEST PAIN

Is it indigestion or is it really a heart attack? Chest pain or pressure spreading to your arms, neck, back are common signs of a heart attack. Heart attack victims may also have shortness of breath, nausea, weakness, and dizziness. Learn more about the warning signs of a heart attack during National Emergency Medical Services Week. Join [your organization] in the celebration. Contact [your organization] for a schedule of events at [your telephone number].

COOKING FIRES

It can ruin your dinner or it can kill you. Did you know that cooking fires account for about one in every five home fires? Whether you're stirring up a quick dinner or creating a gourmet four-course meal, be sure to keep an eye on your cooking and stay in the kitchen, wear short or close-fitting sleeves, clean cooking surfaces, keep curtains, towels and pot holders clear of flames and hot surfaces, store solvents and cleaners away from heat sources, and turn pan handles inward. Follow these safety tips for a safe meal.

DANGERS OF LIGHTNING

Of the approximately 400 people who are struck by lightning each year in Canada, an average of 80 of them dies. Of those who survive, three out of four are left with permanent disability. To help prevent death or injury from lightning, the following steps are recommended: When playing or working outdoors, be mindful of weather reports of thunderstorms, especially during the thunderstorm season; take steps to protect yourself before it actually starts to rain, as lightning sometimes starts before rain begins; if you hear thunder, try not to stand near trees or tall objects; avoid high ground, water, open spaces, and metal objects, such as golf clubs, umbrellas, fences, and tools; and when indoors, turn off appliances and other electronic devices and stay inside until the storm passes.

DON'T HANG UP IN A MEDICAL EMERGENCY

Do not hang up!!!! If there is an emergency dial 9-1-1. If your community does not have this service, call your local emergency number. Do not hang up!!! Remain calm while the dispatcher tells you what to do. Do not hang up!!!! This message is brought to you by [your organization] in celebration of National Emergency Medical Services Week.

DRUNK DRIVING

Consider these sobering statistics: drunk driving is the leading cause of death among Canadian teenagers and young adults, and it is a factor in 49% of all fatal motor vehicle accidents in this country. Do not let someone you love imperil his own life or the lives of others by drinking and driving. Begin educating your child early about the dangers of mixing alcohol with cars; encourage the habit of using a designated driver who drinks no alcohol; give your teens a ride home from a party yourself, send for a cab, or make sure they have identified someone they trust and can call if they have been drinking.

EMERGENCY CARE FOR CHILDREN

Did you know that after children reach their first birthday, injuries are the leading cause of death? Take a tip from emergency medical personnel, protecting your child means knowing how to recognize and respond to an emergency. Post all local emergency service, poison control, police and fire department numbers near every telephone in your home. Learn CPR, choking rescue procedures, and basic first aid. Planning now could save your child's life. For more information, contact [your organization] at [telephone].

EMERGENCY ETIQUETTE

What you do before an emergency is just as important as what you do during an emergency. Prepare yourself by posting emergency telephone numbers for your area on each telephone. Make sure your house numbers are clear and visible from the street. If you need emergency services at night, turn on the outside lights to help EMS responders find your location. When speaking to dispatchers, be prepared to tell what has happened, where it has happened, and your telephone number. Always stay on the line until the dispatcher tells you to hang up. Remember that you can make the difference when seconds count.

HANDLING AN EMERGENCY

Do you know the difference between a true emergency and a minor problem? Emergencies include difficulty breathing, bleeding that does not stop after 15 minutes, or severe or persistent vomiting. Call an ambulance if the victim's condition is life threatening or if moving the victim may cause further injury. This is National Emergency Medical Services Week. Learn more about handling an emergency by contacting [your organization] at [telephone].

HOME SAFETY

Are you prepared if a minor injury occurs at home? The Saskatchewan EMS Association suggests you make a home first aid kit including pain reliever, bandages, antibiotic ointment, and a first aid manual. Keep your kit stocked at all times and be sure that everyone in your home knows where it is and how to use the items it contains. This is National Emergency Medical Services Week. For more information on home safety, call [your organization] at [telephone].

MANAGING CHILDHOOD EMERGENCIES IN SCHOOLS

Thousands of children are injured each year in this country. Some of these injuries occur while in school, on school property, or at school-sponsored events. Now more than ever, schools must be prepared to prevent and handle emergency and disaster situations. To ensure children receive proper preventive and primary care: Conduct a risk assessment to review the school environment and potential risks; examine school policies to identify safety standards and security procedures; develop an injury tracking system to pinpoint areas of risk; create a school-based emergency plan outlining appropriate protocols, roles, and guidelines; conduct emergency drills during the school year; and establish injury prevention programs. Remember that children are our most precious assets. Let us keep them safe and protected at school.

SEATBELT SAFETY FOR CHILDREN

Traffic crashes are the leading cause of death for Saskatchewan children. Of those who die in crashes each year, six out of ten were not wearing seatbelts. Tragically, nearly half of these deaths could have been prevented if the children had been properly

restrained. Protect your children. Buckle them up using an appropriate infant/child restraint or seat belt system.

SECONDS SAVES LIVES

The clock begins ticking the minute a serious illness or injury occurs. Seconds save lives in a medical emergency. Knowing what to do—and who to turn to for help—are life saving decisions that emergency services personnel make every day. The fact is, seconds count the moment a serious illness or injury occurs. That is why it is so important for you to know what to do in case of an emergency—because the fact is seconds do save lives.

STROKES

Each year many Saskatchewan residents suffer the paralyzing effects of stroke. However, what most people do not know is that early diagnosis and treatment can dramatically improve recovery for stroke victims. There are things that you can do to prevent a stroke from occurring—control your blood pressure and cholesterol levels; stop smoking; maintain a healthy diet; exercise regularly; and monitor your blood sugar if diabetic. In spite of their sudden occurrence, strokes do not have to be debilitating or deadly. Learning to manage the risk factors, heed the warning signs, and respond quickly to ensure that your golden years are active and carefree.

SUMMER SAFETY

As summer approaches you should be aware of the seasons hazards and what precautions to take to prevent accidents or injury. Protect yourself from heatstroke and dehydration by wearing loose-fitting, light-colored clothing, and sunscreen with a skin protection factor of 30 or more. When you are active, always replenish your fluids and avoid alcoholic or caffeinated beverages. If you do become overheated, be alert to symptoms of heat stroke, such as dizziness, headache, nausea, rapid pulse, or body temperature of 40 degree Celsius or more. These simple precautions will make your summer safe as well as fun.

TRAUMA

Trauma is the leading cause of death in people between one and 44—a tragic health problem costing more years of life than cancer, heart disease or AIDS. For trauma victims, the time between injury and medical care is critical. Learn how to detect emergency warning signs and respond quickly. These signs include: difficulty breathing, chest or abdominal pain, fainting, sudden dizziness, weakness or change in vision, confusion, or bleeding that will not stop. Recognizing these signs and promptly notifying Emergency Medical Services can save time and lives.

VACATION SAFETY

Ready for that long awaited vacation? A medical emergency can happen while you are traveling, so the Saskatchewan EMS Association suggests that you visit your doctor before leaving. Be sure to bring any medication you may need. Also, bring basic first aid supplies such as band-aids and pain reliever. This is National Emergency Medical Services Week. To learn more about safety contact [\[your organization\]](#) at [\[telephone\]](#).

WATER SAFETY

Drowning is the nations second leading cause of death due to injury for children aged 1 to 4. The following safety tips can help improve the odds: avoid swimming past your ability in rough water; never swim alone or leave young children unattended; make certain the pool is deep enough before diving into the water; never consume alcohol when in or around water; fence all home pools with a latch out of the reach of small children; and learn CPR. Using good swimming sense will ensure you and your child's summer is a safe one.

Playground Safety

77% of injuries related to playground equipment were due to falls. High-risk injuries include falls and impacts or strangulation. Reduce risks by: supervising children at play; and check clothing for loops, strings, hoods that can get caught on playground equipment. Canadian Standards Association (CSA) guidelines exist for playground equipment. Ensure the equipment in your community meets these guidelines.

PREVENTING INJURIES ON THE FARM

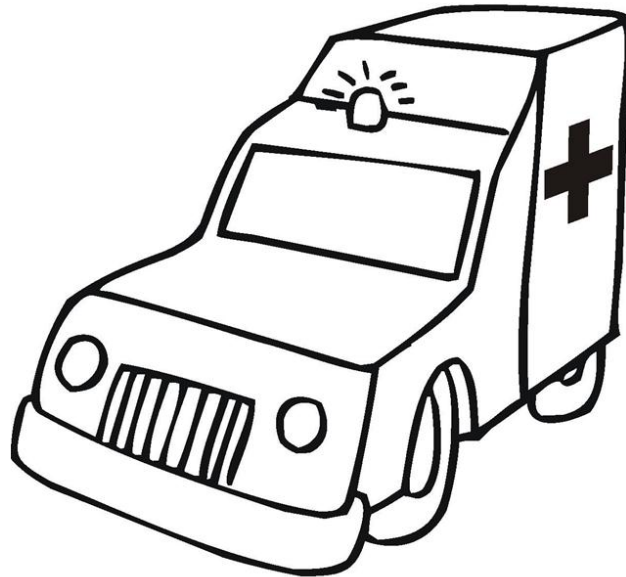
Persons caught between or in an object are the leading cause of non-fatal farm injuries. Every day on the job, farmers are exposed to excessive vibrations from a variety of sources. Be aware that excessive vibration to the whole body because damage to the spinal system can result, particularly the lower back. Make sure every day is a farm safe day. Secure hazardous areas. Secure farm chemicals. Teach children to stay clear of farm machinery. Establish a safe play area for children.

SEATBELT SAFETY FOR CHILDREN

TRAFFIC CRASHES ARE THE LEADING CAUSE OF DEATH FOR OUR CHILDREN. OF THOSE WHO DIE IN CRASHES EACH YEAR, SIX OUT OF TEN WEREN'T WEARING SEATBELTS. TRAGICALLY, NEARLY HALF OF THESE DEATHS COULD HAVE BEEN PREVENTED IF THE CHILDREN HAD BEEN PROPERLY RESTRAINED. PROTECT YOUR CHILDREN. BUCKLE THEM UP.

FARM RELATED ACCIDENTS

MANY CHILDREN ARE SERIOUSLY INJURED IN FARM-RELATED ACCIDENTS EACH YEAR. MOST OF THESE INJURIES COULD HAVE BEEN PREVENTED THROUGH EDUCATION AND SAFETY AWARENESS. THE FOLLOWING PREVENTATIVE MEASURES CAN KEEP YOUR CHILDREN OUT OF HARM'S WAY: DESIGNATE SAFE PLAY AREAS-ENVIRONMENTS WHERE CHILDREN CAN PLAY WITHOUT ADULT SUPERVISION, SUCH AS THE PORCH OF THE FARM HOUSE; TAKE A TOUR OF THE FARM WITH YOUR CHILD AND POINT OUT POTENTIAL HAZARD AREAS AND WHY THEY ARE DANGEROUS; DO NOT PERMIT CHILDREN TO PERFORM TASKS OR CHORES THAT ARE INAPPROPRIATE FOR THEIR AGE; MAKE SURE EVERYONE WHO OPERATES A PIECE OF EQUIPMENT HAS RECEIVED TRAINING AND IS PHYSICALLY ABLE TO OPERATE IT SAFELY. AND REMEMBER: ALWAYS SET AN IMPORTANT EXAMPLE FOR YOUR CHILDREN BY EXHIBITING SAFETY-CONSCIOUS ATTITUDES AND BEHAVIORS.



**Let them
through ...**



**It could be
you!**

Paramedics are important people in our community. Paramedics help you when you are sick or injured. Paramedics help you just like a doctor does at the hospital. Paramedics are your very special friends.



Your Logo can go here!



May 26-June 1-2013



Paramedic Chiefs
of Canada

Chefs Paramédics
du Canada

SERVICE LOGO HERE

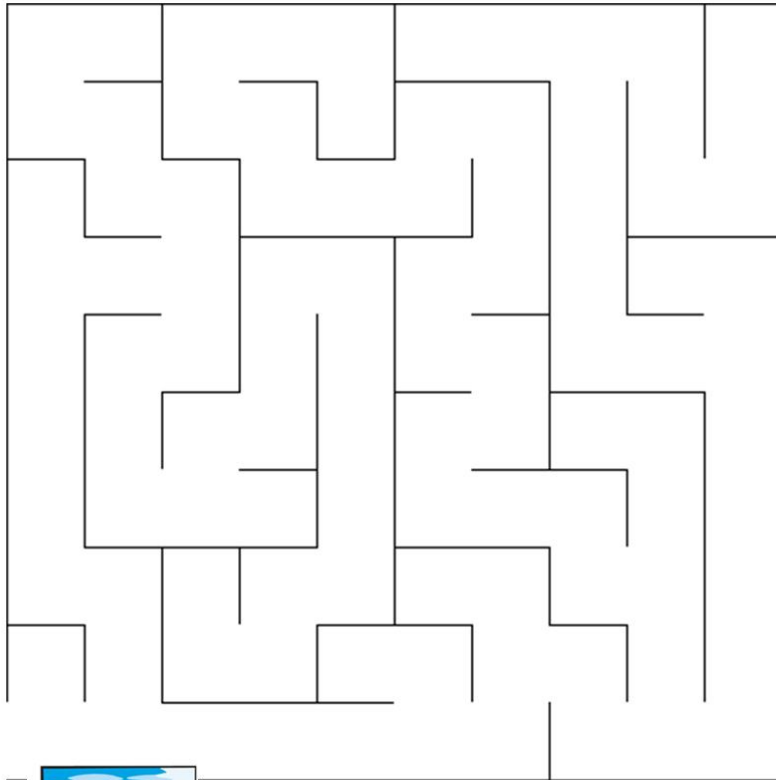
National EMS Awareness Week

May 26 – June 1, 2013

SERVICE PHOTO HERE

EMS: *Healthcare in Motion*
SMU: *Soins de santé en mouvement*

Can you help the ambulance find the hospital?



Do you know what
number to call if you need
an ambulance?



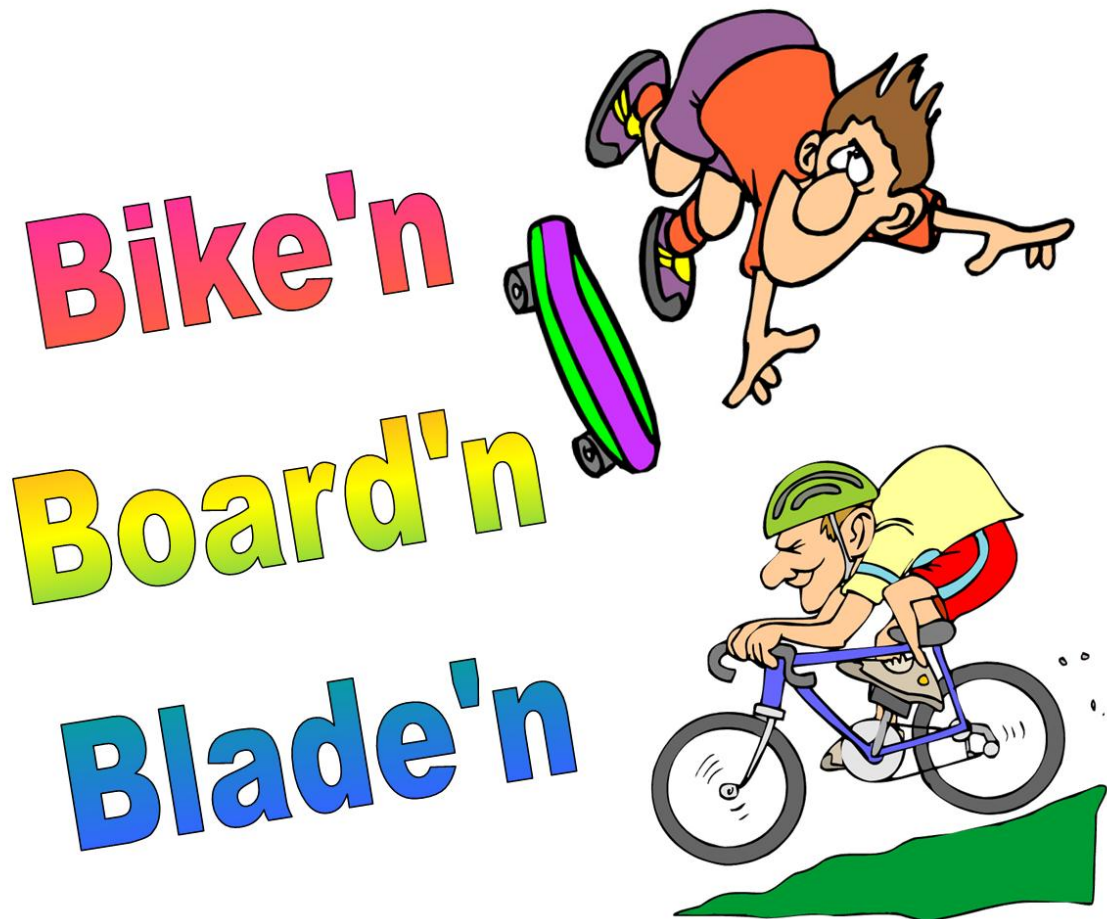
May 26-June 1-2013

Colour Me!



Bearamedic says "Keep your noggin safe by wearing a properly fitted helmet when you are on your bike, skateboard or inline skates"





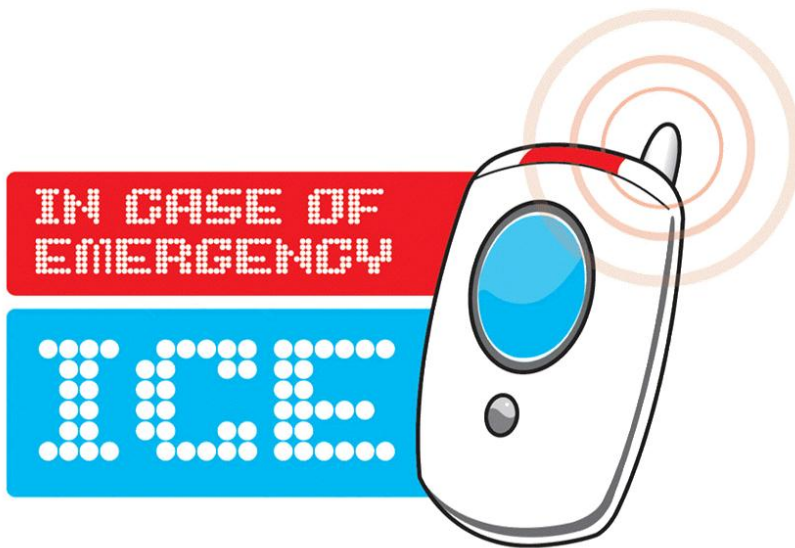
Bike'n
Board'n
Blade'n

It's the Helmet that's important.
Wear a lid in case you skid!



May 26-June 1-2013

Your address here



Paramedics are hoping to transform the simple cell phone into a tool to quickly locate the family members of a victim of a serious incident when you can not speak.

A campaign called **ICE**, which stands for **In Case of Emergency**, urges people to program emergency contact information for family or friends into their cell phone address books under the name **ICE**.



May 26-June 1-2013



It's Not Just a Job... It's a Calling.



Blood Donor Clinic!

In honour of national EMS Week, Toronto EMS challenges all GTA EMS Services and Communications Centres to make an appointment and join us at our Blood Donor Clinic on Thursday, May 24th. It's in you to Give!

When: Thursday, May 24, 2012

Where: 4330 Dufferin Street, Toronto

Time: 10am-2pm

Notes: If you are able to, please come in uniform to show off your service crest. We look forward to seeing you there! Parking at the Church!



Celebrate with us!

May 26-June 1-2013



Your logo here

PARAMEDICS

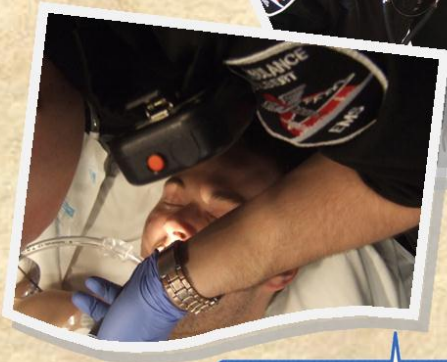
Everyday Heroes!

Anytime, Anywhere, the Paramedics of _____ will be there. During a dark rainy night or a dim basement room, our paramedics bring exceptional health care to you. ***We are today's mobile health care!*** Our commitment to caring will exceed your expectations. Together our team of professionals from communications to paramedics, will make a difference for you!

EMS WEEK May 26-June 1, 2013

Your web site address or other message can go here

EMS WEEK



Emergency Medical Services (EMS) Week

is a salute to the men and women of Parkland Ambulance. These dedicated paramedics are ready to respond to your emergency. As paramedics they are very trusted health professionals in this community and province.

Paramedics are not only the people who arrive first at an emergency, but bring life saving care when they get there. In the community Paramedics provide a vital role in educating others through CPR, first aid, advanced care programs or community presentations.



May 26-June 1-2013

Insert your logo here



You can print these out and have your leadership team sign them. Give them to every employee, maybe as part of a staff recognition lunch or with a company pin. A token of appreciation can go a long way to say thank you!

On the next page is a certificate which is the same idea but these are larger and can be framed. The certificate can be modified to any phrase or recognition.

This is the logo blank where you can drop in your company logo onto the ambulance.



May 26-June 1-2013

WORLD'S BEST PARAMEDIC



May 26-June 1-2013
this certificate is awarded to

in recognition of
Being part of a health care team that makes house calls.
Paramedics - Changing people's lives!

Signature

Date



Paramedic Chiefs
of Canada

Chefs Paramédics
du Canada

PARAMEDIC CHIEFS OF CANADA PROCLAIM MAY 26TH – JUNE 1ST, 2013 NATIONAL EMS WEEK

For immediate release May 26th, 2013

National EMS Week Awareness week salutes the men and women of Canada's emergency medical services. This week, the Paramedic Chiefs of Canada celebrate the lifelong dedication of emergency medical services professionals that keep Canadians safe. We recognize this week to provide Paramedic services across the country the opportunity to showcase their profession.

There are over 30,000 paramedics from coast to coast who are represented by the Paramedic Chiefs of Canada. Paramedics are the third largest health care provider group in Canada. They serve on the front lines of health care in every community across our nation providing essential care. They are a reliable and constant presence in remote and rural areas, as well as in our largest cities. Every day, the efforts of the communications staff, paramedics and support staff make a difference to someone in their community.

The theme of National EMS Awareness Week is EMS – Health Care in Motion. Whether a full-time or part-time, rural or urban, industrial or ground based ambulance, paramedics across Canada stand ready to respond to emergencies every single day. Adopting programs like community paramedicine, reduce the burden on the healthcare system and truly reflect that paramedics are 'Health Care in Motion'.

Paramedic Chiefs of Canada President, Darren Sandbeck states 'Paramedics are the emergency arm of healthcare, and the healthcare arm in an emergency. Emergency Medical Services personnel are the only profession that still makes house calls, protecting the public and safety of the community each and every day.'

Numerous activities are planned for EMS services across the country highlighting the work of our Paramedics. Please join us applauding the outstanding work of our Paramedics across the country.

For more Information contact