

# Beyond the Call: College EMS Organizations and Campus Programming

Presented by:  
Meghan Moore, EMT-1

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# Intro to LMU EMS



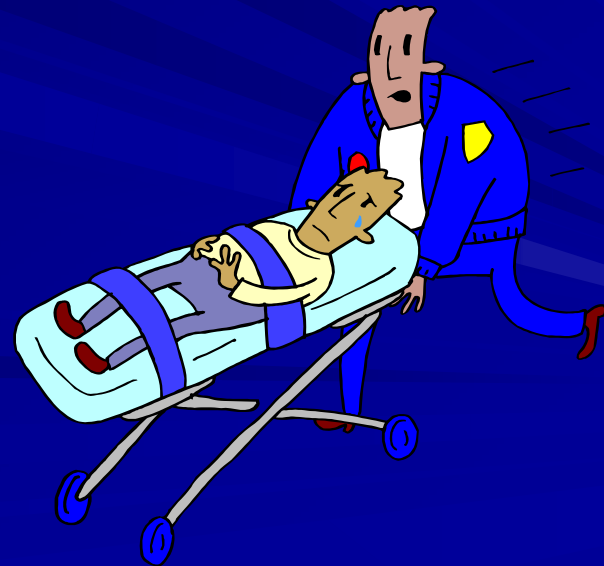
- 19 undergraduate members, all EMT-1/EMT-B certified
- Volunteer organization
- Free emergency medical services when Health Center is closed
- Anywhere from 5000-8000 people on campus at any given time
- Under the Health Center; answer to Student Affairs; work with Public Safety and Housing

# Who, What, When, Where, Why, and How

- **WHO**...has an interest in promoting student health?
- **WHAT**...can we do to get our name out and educate the campus?
- **WHEN**...is the best time for a program?
- **WHERE**...is the best place to hold a program?
- **WHY**...do we want to hold programs?
- **HOW**...can we make it happen?

# *Focusing on the Why:* EMS Organizations' Role(s) on Campus

- Emergency Medical Care
- Public Health Resource
- Members of the University Community
- Fundraising
- Recruitment



# EMS Organizations as a Public Health Resource



- Our unique position as students and healthcare providers
- Prevention of injury and illness
- Alcohol awareness
- Promotion of mental and physical health
- Encouragement of CPR/First Aid training

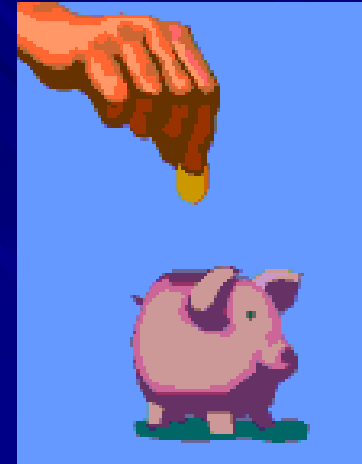
# EMS Organizations as Members of the University Community

- Improving relationships with...
  - Students
  - Housing
  - University Administration
- More active role in the University community than just on calls



# EMS Organizations' as Needing to Fundraise

- Fundraising allows for...
  - Most up-to-date equipment
  - Attendance at NCEMSF conference



- Ideas...
  - Selling First Aid kits
  - Pie Toss with Public Safety



# *Focusing on the How:* Program Ideas and Lessons Learned

## ■ Types of Programs...

- Educational/Informational
- Public Relations
- Recruitment
- Fundraising
- Fun!



# *Focusing on the How:* Program Ideas and Lessons Learned

## ■ Lessons learned...

- Co-sponsorship/Collaboration
- Advertisement
- Focusing on a target audience
- Timing and location are everything!

# Wild West Fest

- Co-Sponsored a table with Health Center and Psychological Services
- Gave away magnets with important numbers... →
- Recruited new members
- Sold First Aid kits



# Grey's Anatomy with the EMTs

- Showed “Grey’s Anatomy” on campus
- Public Safety provided pizza
- 30+ students attended
- Mainly a PR event



# Mock Party

- Co-sponsored by a fraternity and a sorority on campus
- 150+ students attended
- Covered by school newspaper
- Associated Students' "Best Co-Sponsored Program of the Year"



# EMS Week BBQ

*“It’s All Confidential”*

- Provided lunch to 200+ students
- Health Fair with representatives from the Health Center, Psychological Services, Heads UP!, Recreation Center, Student Housing, Public Safety, School of EMT, LAFD, and the Balanced Life Campaign



# EMS Week BBQ, cont'd.

*"It's All Confidential"*

- Fundraised through First Aid kit sales and Public Safety pie throw
- Name recognition and PR through stickers, magnets, etc.



# So What Have We Learned?

## ■ Be Creative!

- What would you want to see as a freshman?  
As a student?
- What unique perspectives do you have as a student-run EMT organization?
- Use those unique perspectives to create fun and relevant programs!



# So What Have We Learned?

## ■ Make it fun!

- Not all educational or informational programs have to be boring
- Make events fun and appealing to the student body
  - Interaction and involvement = interest
- Make events fun for your members
  - Empower other members to get involved
- Bribery is not a bad thing!
  - Free food and giveaways for students *and* for your organization members help get everyone onboard and excited



# So What Have We Learned?

## ■ Collaborate!

- Brainstorm on organizations and departments that you work with, that you have a unique access to
  - e.g. housing, Public Safety, Fire Department, etc.
- Co-sponsored programs are much cheaper
  - Make it worth the time of the other departments to contribute their resources...remember they want to get their name out and work with students just like we do

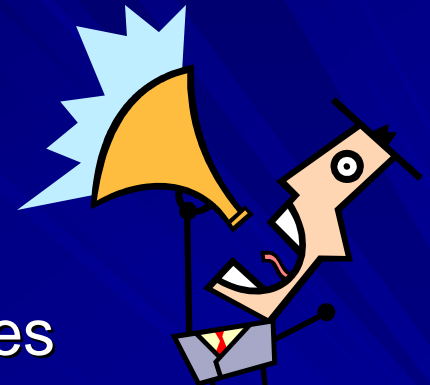


# So What Have We Learned?

## ■ Get the word out!

### – Advertise, advertise, advertise

- Flyers in housing or campus mailboxes
- Put an ad in the school newspaper or see if they will do a story
- Signs and posters in the Student Life building or other high-traffic areas
- Online advertisement
- Word of mouth



# Final Thoughts

- Programming is not a necessary part of college EMS organizations, but the benefits that programming can provide are innumerable...increased budget, supplies, reputation on campus, cohesion of organization, etc.

# Contact Info

■ Meghan Moore, Vice President, LMU EMS

– Email: [mmoore31@lion.lmu.edu](mailto:mmoore31@lion.lmu.edu)

– LMU EMS Website: <http://aslmu.lmu.edu/ems>



## Program Ideas

- **Mock Party**
  - **Details:** Event was co-sponsored by Sigma Chi fraternity and Delta Gamma sorority; over 150 students in attendance; event simulated a party where alcohol was involved; we came in and pretended to do an alcohol poisoning call, complete with LAFD “transport”
  - **Benefits:** We were awarded Associated Students of LMU’s “Best Co-Sponsored Program of the Year” award for our participation
  - **Co-Sponsors:** Greek Life, Heads UP! Responsible Drinking Project; ASLMU (student government)
- **Wild West Fest**
  - **Details:** Departmental open house for new students during move-in weekend; we were able to secure a table as an entity of the Health Center; we provided info on how to contact EMTs (gave away magnets-paid for by Student Health Center and Student Psychological Services), sold first aid kits, and recruited new members
  - **Benefits:** Fundraised through sales of first aid kits; name recognition/PR through presence and giving away of magnets; recruited new applicants
  - **Co-Sponsors:** Student Health Services, Student Psychological Services, First Year Programs
- **Selling First Aid Kits**
  - **Details:** Sold small first aid kits in plastic boxes (included bandaids, antibiotic wipes and ointment, gauze, disposable thermometer strips), with our name and emergency number advertised on top; were able to sell them during weekly convocation hour
  - **Benefits:** Raised over \$500 through sales
  - **Co-Sponsors:** n/a
- **Monthly Newsletters**
  - **Details:** Wrote monthly newsletters regarding our services, current happenings, and health tips; distributed to all departments on campus and available on our website
  - **Benefits:** Name recognition and advertising for first aid kit sales
  - **Co-Sponsors:** n/a
- **National Collegiate EMS Week**
  - **Grey’s Anatomy Viewing**
    - **Details:** “Showed Grey’s Anatomy” on campus; Public Safety provided pizza and drinks; over 25 students attended
    - **Benefits:** Name recognition/PR
    - **Co-Sponsors:** Public Safety

- **EMS Alum Speaker**
  - **Details:** LMU EMS alum Chris Stephens came to give a presentation to (mainly bio) students on life after LMU, sharing his experiences as an LMU EMT, paramedic, flight medic, and now a doctor; biology honors society provided drinks
  - **Benefits:** Recruitment and enthusiasm for EMS
  - **Co-Sponsors:** Beta Beta Beta (Biology Honors Society)
  
- **BBQ/Health Fair**
  - **Details:** BBQ at convocation hour; fed over 200 students; handed out “EMTs <3 Me” stickers; several departments from on and off campus sponsored tables at the health fair, providing services from info on CPR training to blood pressure screenings to psychological stress tests
  - **Benefits:** Name recognition (through BBQ and stickers) with students AND departments on campus; fundraised through sale of first aid kits and Public Safety pie throw; improved working relationship with such departments as Student Housing; recruitment and encouragement of CPR/First Aid training; advertisement for new Public Access AED program
  - **Co-Sponsors:** Student Health Services, Student Psychological Services, Public Safety, Student Housing, Heads UP! Responsible Drinking Project, School of Emergency Medical Training, Los Angeles Fire Department, Burns Recreation Center, the Balanced Life Campaign
  
- **O&A Session**
  - **Details:** Held a question and answer session in a freshman dorm common room to answer any questions about EMTs, but also and especially about the Judicial Affairs process for ETOH calls and insurance questions regarding Student Health Center insurance; Housing provided free Italian food and drinks
  - **Benefits:** Answered questions regarding EMTs role in the disciplinary process (none!)
  - **Co-Sponsors:** Student Housing, Student Health Services, Judicial Affairs
  
- **How to Heal a Broken Heart**
  - **Details:** Presented with the Director of the Health Center at an educational event sponsored by the Alpha Phi sorority to promote heart health and heart disease awareness
  - **Benefits:** Name recognition with a key group (Greeks); encouragement of student health
  - **Co-Sponsors:** Student Health Services, Alpha Phi

- **Freshman Orientation**
  - **Details:** Participated in a skit during freshman orientation aimed at simulating possible situations that one may encounter in college
  - **Benefits:** Advertised services to incoming freshmen; recruited new applicants for the organization
  - **Co-Sponsors:** First Year Programs, Student Life

## Groups to Work With/Look for Co-Sponsorship With

- Student Health Services/Health Center
- Student Psychological Services/Counseling Center
- Recreation Center/Gym
- Student Housing
- Responsible Drinking Programs
- Greek Life/Fraternities and Sororities
- Public Safety
- Student Life
- Biology Department/Honors Societies
- Pre-Medical Advisories/Programs/Clubs
- First Year Programs