EMS Week 2011

13th Annual Collegiate EMS Week
November 7-13, 2011

A week-long recognition and celebration of Collegiate Emergency Medical Services

Thirteenth Annual Collegiate EMS Week

Welcome from the NCEMSF EMS Week Coordinator

Fall 2011

Dear National Collegiate EMS Week Participant:

Welcome to the thirteenth annual EMS Week sponsored by the National Collegiate Emergency Medical Services Foundation. EMS Week this year is November 7th through November 13th. The week-long recognition and celebration of our Collegiate EMS services has been developed using National EMS Week (sponsored by Congress and the American College of Emergency Physicians) as a model.

Included in this packet is a wide variety of information from public service announcements and press releases to ideas for EMS Week activities. All materials are designed to help you inform your campus and surrounding communities about collegiate EMS as well as EMS in general. This information is intended to be a starting point, feel free to modify it and add your own information.

Colleges develop and train those that will serve as future leaders both within the healthcare community and community at large. NCEMSF encourages you to develop activities that not only reach out to your campus community, but also include your campus' greater community.

NCEMSF is again challenging organizations to kick off their EMS week activities with a day of CPR education. Our goal, through our member institutions, is to see as many people receive CPR training as possible. Even if you cannot kick off your EMS Week with this event, we hope you will consider it as a part of your EMS Week activities.

To highlight your group's activities during EMS Week and to help NCEMSF publicize EMS Week such that it gains notoriety and acceptance please submit any materials you develop and any documentation that you create or gather as part of these events to me via email at the address below or via the Foundation PO Box attention EMS Week Coordinator. Newspaper clippings, videos, pictures, brochures and other handouts are all appreciated.

In order to continue to improve National Collegiate EMS Week, please also provide your feedback. Complete the comment form at the end of this packet and return to NCEMSF. Thank you.

As always, the NCEMSF Board and I are here to serve you, please contact us with any questions.

Have a safe and enjoyable EMS Week.

Sincerely,

NCEMSF EMS Week Committee
emsweek@ncemsf.org

EMS Week Packet Contents

EMS Week Proclamation....Page 4

About NCEMSF....Page 5

Campus EMS / NCEMSF Statistics....Page 6

Sample Activities....Page 7

10 Easy Steps to Hosting an Open House....Page 9

Emergency Medical Services Health Fair....Page 11

Networking....Page 12

Presentation Information

- Presentation Tips....Page 14
- Presentation Topics....Page 15

10 Tips to Better Public Speaking....Page 16

Sample Letters and Announcements....Page 17

Press Release Tips....Page 20

Public Service Announcement Tips....Page 22

Get on TV!....Page 24

Interview Tips....Page 26

Developing a Winning EMS Website....Page 27

Collegiate EMS-Appropriate Health and Safety Handouts....Page 29

NCEMSF Week Comment Form....Page 37

EMS Week Proclamation

To designate the Week of November 7-13, 2011, as National Collegiate Emergency Medical Services Week

WHEREAS, emergency medical services is a vital public service; and

WHEREAS, the members of emergency medical services teams are ready to provide lifesaving care to those in need 24 hours a day, seven days a week; and

WHEREAS, access to quality emergency care dramatically improves the survival and recovery rate of those who experience sudden illness or injury; and

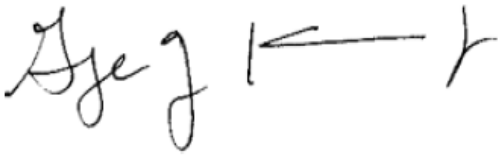
WHEREAS, the emergency medical services system consists of emergency physicians, emergency nurses, emergency medical technicians, paramedics, firefighters, educators, administrators and others; and

WHEREAS, the members of emergency medical services teams, whether career or volunteer, engage in thousands of hours of specialized training and continuing education to enhance their lifesaving skills; and

WHEREAS, it is appropriate to recognize the value and the accomplishments of emergency medical services providers by designating Emergency Medical Services Week; and

Now, therefore, I George Koenig, President, NCEMSF in recognition of this event do hereby proclaim the week of November 7-13, 2011, as

NATIONAL COLLEGIATE EMERGENCY MEDICAL SERVICES WEEK



George J. Koenig, DO, President
National Collegiate Emergency Medical Services Foundation

National Collegiate EMS Foundation

Everything you need to know and more…

What is NCEMSF? The National Collegiate Emergency Medical Services Foundation (NCEMSF), a non-profit professional organization, promotes the development of campus based emergency response groups. These groups are trained to respond in an emergency. Today there are over 250 schools throughout North America that provide campus based Emergency Medical Services. They respond within minutes and provide care tailored specifically to campus emergencies. These groups range from first response-type units to full-fledged advanced life support (ALS) transporting units.

In addition to providing medical care, campus based EMS groups provide a unique experience for students. Many of campus based EMS groups are student staffed and organized. This allows students to develop leadership, communication, and decision-making skills while positively impacting other people's lives. The life skills learned from participation in such activities have proven to be influential towards future careers.

NCEMSF achieves its mission by providing a forum for communication among campus/ community based emergency services groups. NCEMSF promotes an environment where ideas can be exchanged and problems can be solved.

How and when was NCEMSF formed? In 1993, in response to a need for information exchange among campus EMS groups, the National Collegiate EMS Foundation was established. Before 1993, although many campus EMS groups existed, there was no forum where they could openly communicate with each other. Founded by Jon Diorio of Georgetown University (Washington, DC), NCEMSF quickly grew and was able to hold its first conference in April 1994. The conference attracted more than 130 people from over 30 schools. Every year since 1994, NCEMSF has held an annual conference to promote discussion of campus EMS issues.

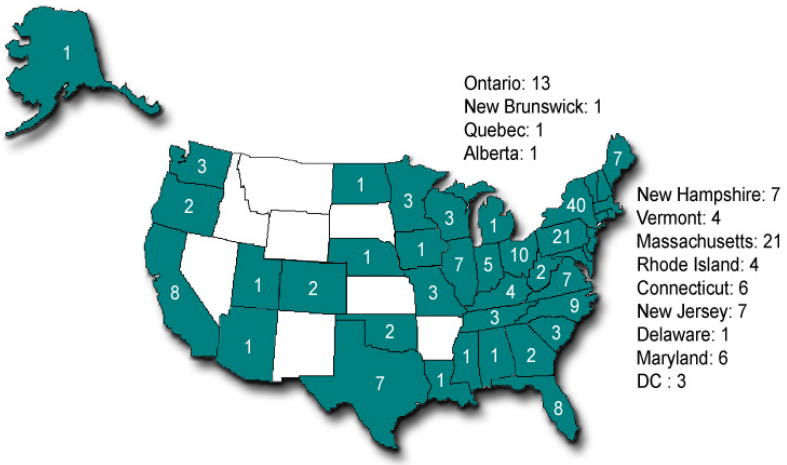
What is National Collegiate EMS Week? This year marks the ninth annual National Collegiate EMS Week, a week-long celebration of both campus based EMS services, as well as a celebration of EMS in general. To that end, various NCEMSF member organizations are sponsoring public education efforts, fun activities, open houses, and other efforts to increase public awareness of collegiate EMS. The second week in November was chosen because most schools are not in session during National EMS Week (the third week of May) sponsored by the American College of Emergency Physicians (ACEP). NCEMSF thanks ACEP for its active participation and support during the preparation of National Collegiate EMS Week.

How can I learn more about NCEMSF and become more involved? Visit the NCEMSF Web site (www.ncemsf.org) to find out the latest NCEMSF activities, news, and other information. Consider subscribing to the various NCEMSF email discussion lists. Become a dues paying member. Attend the 19th Annual Conference in Baltimore, MD - February 24-26, 2012.

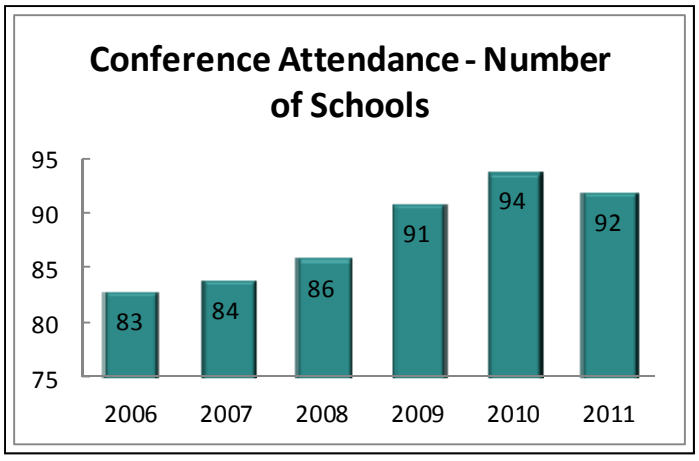
How Important is Campus EMS?

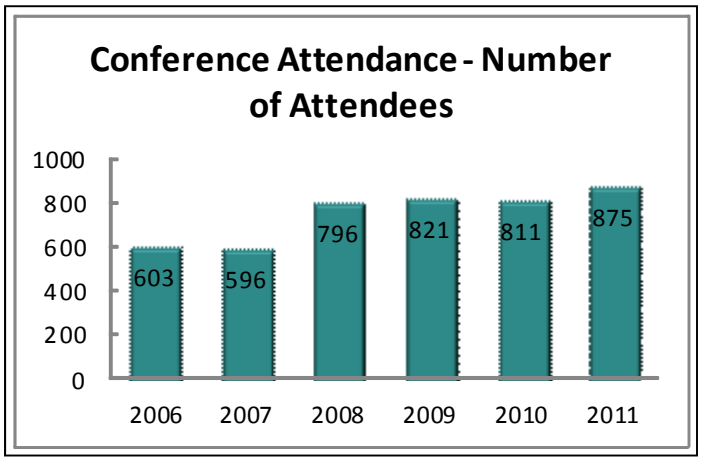
Here are some statistics to share…

- NCEMSF represents 246 active EMS organizations in 41 states and 4 Canadian provinces.



- NCEMSF's 2011 Annual Conference, which was held in Philadelphia, PA drew 875 attendees from 92 schools. The number of individual attendees along with the number of schools represented at the conferences have both shown an increasing trend over time.





- NCEMSF uses a self reporting process to allow member schools to report their call volumes and other vital statistics. In academic year 2010-2011 (the most recent year for which data is available):
- **186 of the 222** schools provided their run statistics to NCEMSF.
- These 186 schools handled a total of **102,298 campus EMS responses**.
- There were more than **1345 AEDs** in use on college campuses.

Sample activities for EMS Week.

Sparking interest among your members and community…

The following are several possible starting points for any National Collegiate EMS Week campaign. Feel free to utilize some, none, or all of these items, modifying them to meet your school's particular needs. Also be sure to refer to the "Other Organizations" and "EMS Week Presentation Tips" sheets for help in educating and involving your community.

Open House - Invite students, media, or campus administrators to tour your facilities and look at your equipment. Specifically invite neighboring/mutual aid EMS organizations in the area, in an effort to build better relations and increase their awareness of your group.

Blood Drive - Coordinate with your local American Red Cross chapter to sponsor a blood drive during National Collegiate EMS Week. Have NCEMSF and general EMS information available for people to read, as well as some representatives of your organization present to answer questions.

Distribute Flyers - Offer take-home booklets and pamphlets or post flyers containing health and safety tips: include information included in this packet, and fact sheets such as seasonal safety (summer and winter safety, or special occasions like Halloween and 4th of July). Be careful that you adhere to your school's policies on posting flyers; you do not want to cause unnecessary problems in your National Collegiate EMS Week planning.

Demonstrations - Have someone pretend to be choking in the middle of the cafeteria, and then demonstrate the Heimlich maneuver to those watching. Also, include other local EMS organizations in planning and executing large-scale demonstrations, such as automobile, lightening, boating, or drowning accidents, and show how the EMS system would help.

Media Participation - Find out if your campus newspaper and/or television would be interested in writing a story about your organization. Perhaps they might want to ride along for a shift, or photograph a re-enactment of a particular call. Send the enclosed public service announcements (PSA's) to campus and community radio stations for them to air during National Collegiate EMS Week. Try and give the media as much advance notice as possible, so they are better prepared.

Organizational Training - Schedule a joint training class with another local EMS, fire/rescue, or police service. Your initiative and participation will demonstrate the level of professionalism present in collegiate EMS today.

Run/Walk-a-thon - Host a 5K or 10K event to interest people of all ages. You might even consider making this a fundraising event for charitable, health-related organizations.

(Sample activities continued on next page…)

Sample activities for EMS Week.

Sparking interest among your members and community…

Health Fair / Mass Seasonal Flu Vaccination - Hold a 'health fair' where you give free BP screenings, distribute public safety literature, and information about your organization. Coordinate with your health service, educate your community on the importance of vaccination and offer the seasonal flu vaccination during your fair. Check with local merchants to see if they would be willing to donate prizes or services for a raffle to be held during the fair.

Presentations - Offer to visit elementary schools to present a quick segment on safety, how and when to activate EMS, and what to do after EMS has been activated. Type up your local emergency number on mailing labels and distribute them to each of the children, so they can place them by their phones. Also, offer presentations to your college or university faculty, staff, and student body.

Photo Displays - For those who can't make the hosted events, set up photos of your emergency department, ambulance, and other EMS functions for display in your library, residence halls, classroom buildings, or dining halls.

CPR / First Aid Training - Sponsor free (or very inexpensive) CPR / First Aid training. See NCEMSF CPR Day Packet!

Volunteer to register your faculty, staff, and other at-risk people in your service area, gleaning medical histories, current medications, etc. The community loves it, and you'll have the information on file.

Dorm Safety Program - Have EMS personnel give a lecture on dorm safety, including medical tips, information on dealing with emergencies, and general safety ideas. This is also a good opportunity to emphasize your relationship with the students as well as pushing for membership.

Time for an open house?

10 Easy Steps to Hosting a Successful Open House

1. **Choose a Theme**

   Determine your reason for hosting an open house. A theme makes it easier to promote your open house. EMS Week is a perfect opportunity to invite the community and administration into your stations for demonstrations, information, or to see equipment.

2. **Find a Partner**

   To stretch your budget partner with local business. Many times local business will provide giveaways, food, or promotional materials.

3. **Invite Local VIPs**

   Invite your local community leaders and school administration. If making presentations, give them the opportunity to say something during introductions. Be sure to take photos to send to the local media.

4. **Promote Your Event**

   Advertising to attract people to your open house is beneficial. Considering advertising using college radio stations, newspaper, or campus email. Use a press release, pass out flyers, make announcements at community meetings, or hang a banner outside of your station. Promotion works even if you do not have a good turnout because every time you get your name in front of the public, you spread the word about who you are.

5. **Make It Fun**

   Consider activities that engage your visitors. Provide the opportunity for them to see something they otherwise might not come in contact with, for example, a medical helicopter or rescue tools.

Time for an open house?

10 Easy Steps to Hosting a Successful Open House

6. Provide A Value-add

Offer something to encourage students to visit. Blood pressure checks, health screenings, or classes are a good way to provide something in return for attending your open house.\

7. Feed Your Guests

Always serve food or drinks. Anything from simple snacks to hotdogs and hamburgers would do.

8. Everyone Loves A Freebie

Make sure everyone walks away with a reminder of who you are.

9. Make Sure You Show Up

Unless you're on an emergency call make sure you attend. Make arrangements to have standby coverage available so you can attend your event. Organizational leaders should be encouraged to attend every open house.

10. Follow Up With An After-Action Report

Everyone is familiar with the analytic process that occurs after a major incident. Do the same after your open house to determine what worked, what did not, and to identify ways that you can improve the process next time.

Emergency Medical Services Health Fair

A Montage of "Healthful" Information

Everyone loves a health fair, and high school and college student councils, bands, sororities, and fraternities are always looking for community service projects. It's a perfect suggestion for EMS Week. Other targets might be local businesses and civic or social organizations.

The great thing about an Emergency Medical Services Health Fair is that the sponsoring organization actually puts it together. Your job is to gather the EMS personnel to be on hand to explain emergency medicine and answer questions.

How to Put on the Program

- Target the organizations you want to approach about an Emergency Medical Services Health Fair. Schedule the event on a day that is most convenient for the sponsoring organization's members; for example, between 9:00 a.m. and 3:00 p.m. for schools, and 10:00 a.m. and 5:00 p.m. for businesses and organizations. Determine the amount of help you'll require from your EMS team and what promotional tools you'll need. Line up the EMS personnel for the event as soon as the target school, business, or organization agrees and sets a date.

- Agree on a centrally located site such as a gymnasium, ballroom, the student union, cafeteria, or a large conference room or auditorium. Make sure the location is large enough for participants to walk around.

- Anticipate the attendance and plan your needs accordingly. Then look at the content. Ideally, it should provide a range of information on emergency medical problems. Exhibits, displays, and information booths providing free health testing works well. Include topics like how to deal with a victim of drug or alcohol abuse, first aid treatment, CPR, childproofing your home, and general emergency department procedures.

- Coordinate with the organization's public or community relations department to print literature or provide samples and giveaways to health fair visitors. Invite other medical groups to participate and donate informational material.

- Ask the sponsoring organization's leaders how the fair will be set up, who will represent them there, and agree on a time schedule for the fair. This will give you a basis on which to develop your own program implementation.

- Meet with the sponsoring organization at least one week before the fair to coordinate plans. Prepare a checklist of items and equipment you'll need and the programs or demonstrations you will present, along with timetables. Be sure to get the names and telephone numbers of all the workers, and confirm that they know their responsibilities.

- Arrive at the health fair at least two hours in advance to make sure all booths are set up and to answer questions for fair workers. Hang signs in various locations to inform participants of parking and the location of the event. Throughout the day, be available to answer questions and gather feedback from visitors, and take black and white photographs during the fair for follow-up publicity.

Networking
Is an Effective Way to Promote EMS

Networking is one of the most effective and inexpensive ways for EMS managers to promote their service to others. It's an essential skill because it can help you develop partnerships and build contacts that can promote your service. "Networking will quickly open doors for you," said paramedic and emergency room physician assistant Jamie Bingham of Paducah, Texas. "It's a great way for you to promote your service and to educate others about what you do."

EMS managers should participate in local networking opportunities through the chamber of commerce, Rotary and other service clubs, Toastmasters, even as troop leaders for scouts. "For an EMS manager, one of the best networking opportunities is through the local boards within your community," Bingham advised. By joining a local board — whether it's a school xistrict, a non-profit organization or a public agency — you're in a better position to inform other key decision-makers about your EMS service. Networking also is one of the best ways that an EMS organization can maintain a high level of understanding, education and support within the community.

If you're not networking, you're "not working," according to Andrea Nierenberg, consultant and author of *Million Dollar Networking* and *Nonstop Networking*. "The goal of networking is to discover new business opportunities, build and nurture those relationships, and keep powerful contacts for life," she explained.

Networking is not about constantly selling your service. That's the negative connotation that most people associate with networking. "Some people only use networking when they need something," said Nierenberg. Rather, she suggested, networking should be "about relationship building, creating a connection, communication and follow-up. Nobody does something for us until they build trust."

When you're networking, Nierenberg said, always look for the opportunity to help others first. Ask questions, gather information, offer contacts and advice. Then, those people will be there for you when you need them.

Networking

Six Tips to Become A Better Networker

Develop a 20-second pitch

Want to get people's attention immediately? Nierenberg recommends that when you're introducing yourself to people outside of emergency services, instead of saying you work for an EMS service, tell people you serve the community's emergency medical needs. Then you can go delve a little deeper of who you work for and a little about your organization.

Take the initiative

Don't wait for people to come to you. Approach them first. Before attending an event, do some research on the groups that you know may be there. "Always be thinking proactively," advised Nierenberg.

Nurture your current contacts

Always ask people their preferred method of contact. Then touch base with them as often as you can.

Listen and ask questions actively

According to Carrie Perrien Smith, owner of Soar with Eagles, a performance consulting company in Arkansas, concentrate on learning about the people that you meet in a network setting. "You should be engaged and interested," she advised. "Don't be afraid to ask personal questions, such as what city they live in or where they are from. Ask about their families. They aren't just business contacts; treat them like new friends." Nierenberg added, "When you listen, you will learn who they are, what is important to them, how you can help them, and how they can help you. It all starts with giving; give your ears and learn from the other person."

Always carry your business cards

"Business cards are the currency of the networking transaction," Smith said. If you happen to arrive at a networking event without business cards, make sure you get the card of the other person and send information the next day.

Think about how you could help those you meet

Ask yourself in every conversation, "How can I help this person?" One of the best ways to promote your EMS service is to build relationships with others in the community. People want to do business with other people they like and trust. Use a networking event as an opportunity to get to know people better and find out how you can help them grow their business. Your networking will be successful once you start looking at it as a way to help others.

Information adopted from the American College of Emergency Physicians EMS Week 2007 Planning Guide

Now Presenting…

Presenting and executing successful, communicative presentations…

Planning Your Presentations

The first key to effective presentations is tailoring to particular audiences. Analyze your audience and address their interests and perspective. Consider whom you will be talking to – professionals, students, an audience of mixed ages, or mostly adults? Will all of the people attending your presentation come from your immediate community? Give examples of EMS responses that they can relate to. If possible, phone several people who plan to attend in advance to assess what they hope to learn from your talk. This will also help you determine how to best structure the presentation and lead the workshop discussion.

Don't forget that the best way to achieve the results you desire is to give local examples. The audience will be more interested if you can include examples of real EMS calls or information specific to the community. Explain what EMS is and how it works in your community. Be prepared to answer common questions, such as if individuals have a choice as to what hospital they are taken to, or if friends and relatives can ride along with them. Use real data from your organization to show what kinds of emergency calls members of your community most frequently make.

Finally, emphasize how to use the EMS system quickly and responsibly. Be sure to explain how EMS can be contacted in your area. Be sure to recognize certain areas using 911 versus areas using seven-digit numbers. Also, provide information regarding when an ambulance is actually necessary, and cite examples of when misuse of the system has impeded response to serious emergencies.

Keeping the Audience Involved

People are more likely to remember information presented if the style of presentation is conversational: Let the audience know their participation is invited and anticipated. Start by asking the audience what they hope to learn from the workshop. Later, ask them to share personal experiences to illustrate the situations that you have been discussing. Plan to cover certain topics, but respond to your audience by expanding on their responses. Below are some examples of questions to lead a discussion:

- Who would you call in a medical emergency?
- What constitutes an "emergency?"
- Do you keep emergency numbers near your phone?
- What information should you give the dispatcher when calling for help?
- What should you do until help arrives?
- Does everyone in your dorm know this information?

Now Presenting…

Presenting and executing successful, communicative presentations…

Presentation Topics

Use the following talking points to help in developing your workshop presentation. They are written in conversational style to help in adapting them to your presentation:

Introduction: Oftentimes, if first aid and emergency medical care can be provided quickly, death and disability can be reduced or prevented. This community provides pre-hospital care for medical emergencies via EMS. The purpose of the presentation is to help understand how to efficiently access the EMS system.

What is EMS: EMS stands for emergency medical services…a life-saving system providing pre-hospital care. Our purpose is to stabilize and transport patients quickly and safely to appropriate medical facilities.

Who is EMS: Who are the people making up the emergency medical service? We are your peers and fellow students. We are dispatchers, first responders, EMTs, paramedics, nurses, and physicians. We respond in ambulances, fire trucks, law enforcement vehicles, and helicopters.

Purpose of EMS: The purpose is to help people in emergencies…medical emergencies, motor vehicle accidents, trauma, and natural or man-made disasters. The medical treatment we provide ranges from immobilization to advanced cardiac care. While we work both “on-scene” and “en route” to the hospital, we are in constant contact with physicians to ensure the best medical care possible.

10 Tips to Better Public Speaking

1) KNOW YOUR MATERIAL

Pick a topic you are interested in. Know more about it than you include in your speech. Use personal stories and conversational language—that way you won't easily forget what to say.

2) PRACTICE, PRACTICE, PRACTICE

Rehearse out loud with all equipment you plan on using. Revise as necessary

3) KNOW THE AUDIENCE

Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.

4) KNOW THE ROOM

Arrive early, walk around the speaking area and practice using the microphone and any visual aids.

5) RELAX

Ease tension by doing exercises. Transform nervous energy into enthusiasm.

6) VISUALIZE YOURSELF GIVING YOUR SPEECH

Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping—it will boost your confidence.

7) REALIZE THAT PEOPLE WANT YOU TO SUCEED

Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.

8) DON'T APOLOGIZE FOR ANY NERVOUSNESS

Or problem—the audience probably never noticed it.

9) CONCENTRATE ON THE MESSAGE—NOT THE MEDIUM

Focus your attention away from your own anxieties and concentrate on your message and your audience.

10) GAIN EXPERIENCE

Experience builds confidence, which is the key to effective speaking.

Information adopted from the American College of Emergency Physicians EMS Week 2007 Planning Guide

Make Yourself Known!

A sample letter to your administration…

Type on your organization's letterhead

[date]

Dear **[University/College Administrator]**:

The second week in November (7th through the 13th) is National Collegiate EMS Week, a week dedicated towards educating the public about Collegiate EMS that is modeled after National EMS Week held the third week in May and sponsored by Congress and the American College of Emergency Physicians. To mark this year's celebration, **[your organization]** will be hosting having several activities to help better inform our students, faculty, and staff about EMS. **[List planned activities]…**

As the **[position]** of [**your organization]**, I want to make you aware of National Collegiate EMS Week as well as the activities that we have planned to help celebrate it. Your support has been most appreciated in the past, and I invite you to join us in celebrating National Collegiate EMS Week.

Sincerely,

[your name]
[position, your organization]

Emergency Medical Services Health Fair
Sample Media Memo

(NCEMSF Logo and Your Logo)

MEDIA MEMO

WHAT: An Emergency Medical Services Health Fair, sponsored by (organization). The fair will offer participants free screening for (list screening you will have). Emergency medical personnel will provide attendees with information on emergency medical procedures, injury prevention, and more.

WHEN: (day, date, and hours)

WHERE: (location)

WHO: (Sponsoring organization) and emergency physicians, nurses, paramedics, and other emergency medical personnel from (list organizations) will present the exhibits and do the health screening.

WHY: The Health Fair is part of NCEMSF EMS Week, November 7-13, 2011. The seven-day observance, sponsored by the National Collegiate Emergency Medical Services Foundation , is designed to make the public aware of the entire range of emergency medical care.

NOTE TO PHOTO ASSIGNMENT EDITOR: There will be some excellent photo opportunities available. Participants of all ages will be present and emergency medical personnel will be in uniform during the demonstrations.

For additional information, call: (name) (title) (hospital name) (address) (telephone).

Emergency Medical Services Health Fair
Sample 30-Second Radio Spot

(NCEMSF Logo and Your Logo)

Emergency Medical Services Health Fair

30-Second Announcement

ARE YOU AT RISK FOR A MEDICAL EMERGENCY? FIND OUT AT THE EMERGENCY MEDICAL SERVICES HEALTH FAIR (*DAY, DATE*) FROM (*HOURS*) AT (*LOCATION*). EMERGENCY PERSONNEL WILL BE ON HAND TO CHECK (*LIST SCREENINGS*) FOR FREE AND OFFER TIPS ON INJURY PREVENTION, CHILDPROOFING YOUR HOME, AND MORE. THE FAIR IS SPONSORED BY (*ORGANIZATION*) AND THE EMERGENCY MEDICAL SERVICES PROFESSIONALS OF (*YOUR HOSPITAL NAME*), WHO'LL BE ON HAND TO DISCUSS EMERGENCY PROCEDURES, INJURY PREVENTION AND MORE! FOR INFORMATION, CALL (*NAME AND NUMBER*).

Press Releases.

What's the deal?

When creating a press release, consider the following:

- Unlike public service announcements which are intended to be read or announced, a press release is intended to be published and should be written in a letter / paragraph format.
- Just as a public service announcement, a press release requires the same "Who", "What", "When", and "Why".
- Editors and writers appreciate receiving press releases written in a format proper for immediate publishing. By eliminating the need to rewrite of edit your press release you increase the likelihood it will be printed.
- A press release is not written for the intended audience, it is written for a journalist. A journalist is looking to fill a new need.
- Ensure that the publication you are sending your press release to is the appropriate publication for your target audience.
- Attempt to find a reporter that commonly reports on EMS related activities…address your press release directly to that reporter.

You should use proper formatting when creating your press release. Recommendations include:

- You need to include release information. For example, Release on <date> or FOR IMMEDIATE RELEASE.
- Include appropriate contact information prior to the body of the press release.
- Full name and title of contact.
- Address of contact.
- Phone number of contact.
- Relevant website of organization.
- Email address of contact.
- Include a suggested title for your announcement.
- Include an article formatted body describing your announcement.

Sample Press Release.

FOR IMMEDIATE RELEASE

Contact:
John Smith, Captain.
Box 5
1027 Monroe Street
Southeastern, NY
jsmith@suems.com
(802)-555-1212
http://www.suems.com

Southeastern EMS partners with local volunteer fire departments to raise money for equipment.

Southeastern, NY -- October 15, 2011

Southeastern University EMS, the primary emergency response organization for Southeastern University has partnered with several local fire departments to raise money for new equipment. By the end of the month, they hope to raise $10,000 for the purchase of mass casualty equipment.

Starting this month you can expect to see Southeastern members, along with fire department personnel, collecting money at traffic lights and other intersections in the area. According to John Smith, captain of Southeastern EMS, “This is a great opportunity for members of the campus community to join together with other local organizations for a great cause.”

If you care to support this cause please contact Southeastern University EMS directly by calling (802)-555-1212.

Public Service Announcements.
What's the deal?

Imagine a Story

Like mini movies, PSAs should immediately grab your attention, tell a story and drive home a message. "The first thing to do before creating a PSA is sit down and determine your goals," said Executive Producer Eddie Sperling, owner of EMS Broadcasting (www.911-tv.com) "What do you want your PSA to accomplish? Begin there."

Determine a Budget

Josh Weiss, public information officer for Southwest Ambulance, advised that budget comes next. "Once you decide how much you want to spend on a PSA, a lot of other decisions will be made for you." Budget figures include the cost of equipment and software if you do it yourself or the expense of working with a creative agency.

Write a Script

With goals and budget in mind, the next step is to create a script. "Keep it simple," Weiss advised. "Get your message down to one sentence, then find a five-year-old and explain the concept. If he or she understands it, you have a winner."

Also make sure the script includes a call to action — an toll-free number or Web site where you can drive the viewer for more information, suggested Bill Goodwill
of Goodwill Communications, Ft. Lauderdale, Florida.

Lights, Camera, Action!

When it's time to shoot scenes, shooting in local, recognizable areas can be a good idea, but studio shots save money. Keith Simon, public information officer for Acadian Ambulance of Lafayette, Louisiana, mentioned a highly effective PSA promoting a CPR class that was done with only a black screen and white subtitles. In the background were the sounds of someone suffering a heart attack. "You could hear heavy breathing and someone calling 9-1-1," he recalled. The subtitles told viewers what was taking place, but there were no visuals, only audio.

Once your scenes are shot — by you or a professional — they will need to be edited, and then the finished product will need to be duplicated. Check with your target media outlets to determine what format they prefer.

Distribute the PSA

Finally, you'll need to distribute the PSA. "Make sure the PSA is in the right format for the station and that it's no longer than 30 seconds," advised Melissa Harvard of Casablanca Consulting in Beverly Hills, California. "Ten to 15-seconds have a much better chance of airing."

"Remember, PSAs can be sent to multiple markets," Goodwill said. "Use television to reach a broad audience, then use radio and newsprint to target specific demographic groups." Harvard suggested video streaming on the Internet as an effective tool, especially on your own Web site.

When a television or radio station or newspaper uses your PSA, don't forget to say thank you. It may be the best way to ensure your PSA will air the next time you send it.

Information adopted from the American College of Emergency Physicians EMS Week 2007 Planning Guide

Sample Public Service Announcement.

Southeastern University Emergency Medical Services
P.O. Box 93
1027 Monroe Street
Southeastern, NY
12196

Day and Date of Event:	Tuesday, November 8, 2011
Time of Event:	Starts at 2:00 pm for approximately two hours.
Location of Event:	Sunderland Dormitory, Southeastern University, 1027 Monroe Street, Southeastern NY.
Type of Event:	Campus EMS Demonstration and Mock Accident.
Cost:	Free to the public.
Details:	Southeastern University EMS in conjunction with local fire departments will be hosting a mock accident training drill on the campus of Southeastern college. The community is invited to watch the latest in rescue techniques and procedures as a two car accident will be simulated. The college will also be hosting MedCenter1, the regions aero medical transport service. Tours will be provided.
Contact Information:	John Smith, Captain, SUEMS Box 5 1027 Monroe Street Southeastern, NY jsmith@suems.com (802)-555-1212
Further Details:	Event is weather permitting. Parking is available in campus visitor lots only.

Get on TV!

How to promote EMS in the media.

Assign a media relations contact

Decide who will be responsible for representing your organization to the media. This person may be a PR professional or someone in your organization who has some media relations experience. Many colleges have entire departments devoted to media relations and helping to get your message out. This person does not have to be a certified EMT, but should be someone that is familiar with your organization and EMS.

Research the media

Research your local media to identify the key reporters and editors. Browse their web sites and search their archives for EMS-related stories. Find out who reported the stories and the store angle, and thing how you can shape similar stories in the future.

Develop a media sourcebook

Once you identify key media resources, keep a directory of their contact information. Determine their rules for submitting press materials (fax, e-mail, mail, etc), and enter that information in your media sourcebook. This list should be updated quarterly.

Get to know reporters and editors

Meet with reporters and get to know them on a first name basis. Find out how you can sever their needs also. The intention is to have them call you first for a quote of an interview the next time they do a story requiring an EMS source.

Respond to media calls immediately

If the media contact you, return the call as soon as possible. Reporters are on deadlines and the easier you make their job, the more often they'll turn to you.

Think like a journalist

Ask yourself these questions before contacting the media:

- Is the information significant?
- How could the readers / viewers / listeners benefit from it?
- Is the store timely?
- Is it local or does it have local impact?
- Is the information new or different?

Get on TV!
How to promote EMS in the media.

Offer an Exclusive

Public information personnel also should know that the media is a competitive business, and reporters like exclusive stories. For this reason, mailing or faxing the same press release to multiple media outlets may not result in coverage. Press releases are good ways to request that the media publicize your event in the newspaper or on a website, but they may not be the best approach to garner more in-depth event coverage. Instead, develop a media pitch tailored to a specific reporter; then call that reporter and offer the story as an exclusive.

Other tips for EMS Week Media Coverage

Identify deadlines for each news outlet. Remember that monthly magazines plan their publications months in advance, and community-based weekly newspapers often work weeks ahead.

Plan an event with good visuals. No one wants to cover a meeting.

Work on your media relationships year-round so you are not cold-calling before EMS Week.

Recognize that you are competing with other community events and news for time on the air or in the newspaper. You have to make your event appealing, while at the same recognizing that event coverage is often out of your control.

Alert reporters in advance and follow up several times as the event approaches.

*Information adapted from American College of Emergency Physicians EMS Week Packet. Information found at http://www.acep.org

Giving an Interview?

Here are some important interview tips.

- Be prepared. Write down your notes and review them before the interview.
- Be concise. Speak in “sound bites” - phrases that can be used easily in broadcasting.
- Say the name of your agency during the course of the interview as many times as you can without carrying to the extremes.
- Be honest. If you do not know, say so.
- Remember, everything is on the record.
- Never speak negatively of another agency.
- Be courteous and helpful to the media.
- Be yourself.
- Be aware of trick questions from reporters.
- Avoid long pauses while speaking on camera.
- Be aware of competition between broad cast stations and newspapers. Do not show any favoritism.
- Remember the WHO, WHAT, WHEN, WHERE, WHY, and HOW of an incident of event.
- Do not wear sunglasses.
- Do not chew gum.
- Check your grooming.
- Avoid staring at the ceiling, floor, or walls when answering questions.
- Check for distracting body movement.
- Avoid flashy jewelry and accessories.

Develop a Winning Website

A web site is an important component of your outreach and marketing initiatives. It's a highly effective, low cost way to promote your service, not only during EMS Week, but throughout the year.

"Having a Web site today is a matter of credibility for any organization, whether it's non-profit, for-profit or public safety," said Joe Polk, a technology specialist for the Pennsylvania Technical Assistance Program (PennTAP) and president of the Mt. Lebanon Fire Department in Mt. Lebanon, Pennsylvania.

"The Internet as we know it has been around for over 10 years," Polk noted. "People expect you to have a Web site now. It does not have to be anything spectacular, but at the least, it has to be something that provides basic information."

According to Polk, a well-designed EMS site has six elements that explain:

- **Who you are (mission statement, organizational structure, staff)**
- **Who you provide services to (communities served)**
- **What you do (list of services you provide to your community)**
- **How to join (recruitment / hiring information)**
- **Schedule of events (training, education, parades, fairs, etc.)**
- **How you can be contacted**

Organizations may have someone internally who can create and maintain a site; however, if you outsource, Polk recommends that you do careful research before selecting a vendor. "Like anything else you pay for, look for the list of services the company provides," he advised. "Look at their years of experience, quality of work and fees. Then compare them to multiple vendors. While it's not necessary to hire a company with public safety experience, it's a plus." Expect to pay $1,500 to $3,000 for a 10- to 15-page Web site.

Information adopted from the American College of Emergency Physicians EMS Week 2007 Planning Guide

Tips for Effective EMS Web Sites

Know your focus

Know what you want and keep your ideas clearly focused. No matter how great your site looks, if visitors can't or don't find what they're looking for, they will leave. "Ask yourself what you want your site to say to your visitors," advised Josh Weiss, PIO for Southwest Ambulance in Arizona. "Determine what the purpose of the site is and why you're building it. What do you want your users to know?"

Provide good content

Use clear, concise copy to get your intended message across. When you provide your visitors with quality information that informs, you're not only gaining their trust, but you're also building your credibility. For instance, during a bad flu season one year, Southwest Ambulance provided information on its Web site informing people where to obtain a flu shot.
"We're in the business of educating the public," Weiss said. "Even though we don't administer flu shots, we knew people might come to our site to find some information about it."

Keep it simple

Make sure that your site is efficient, simple and practical. "It doesn't have to be fancy," said Chris Diede, president of the Argus Interactive Agency, a Web development firm in Orange County, California. "You can build the most incredible site and have the best looking graphics, but it won't be any good if no one visits it."

Every page should be consistent as far as icons, banners and layout. To make the pages look more organized, divide copy with lines, bold headers and, if possible, format some of the copy with bullets to make the information as easy to read as possible.

Keeping the site simple will also allow it to load faster. Using too many frames, animation, blinking text, fonts and graphics will only frustrate visitors, causing them to leave.

"There's a glitz factor about having something like a spinning logo," Diede said; however, he added, "It just distracts the users. Focus on having good content and people will keep coming back."

Maintain your site

The greatest liability with developing a Web site is not updating it. This can reflect poorly on your organization. Develop internal procedures for posting the latest information and making sure outdated information is removed. Finally, review your Web site periodically for any broken links and missing images, and always check the content for correct spelling and grammar.

Information adopted from the American College of Emergency Physicians EMS Week 2007 Planning Guide

Dorm Room First Aid Kits

The American College of Emergency Physicians has compiled a list of items it believes should be in every first aid kit. This kit should be kept together in one place, and everyone should know where it is, as well as how to use each item in the kit.

This list will provide you with the necessary "tools" to handle many medical emergencies while at school. All items are readily available from your local pharmacy. For the kit itself, a small tote bag is recommended because it is large enough to hold all items listed, it is easily transported (even on vacation), and it is big enough to be visible wherever it is kept.

Contents:

- *Acetaminophen, Ibuprofen, and aspirin tablets:* For headaches, pain, fever, and simple sprains or strains of the body. (Aspirin **should not** be used for relief of flu symptoms nor given to children)
- *Ipecac syrup and activated charcoal:* For treatment after ingestion of certain poisons. (Use only on the advice of a poison control center or the emergency department)
- *Elastic Wraps:* For wrapping wrist, ankle, knee, and elbow injuries.
- *Triangular Bandage:* For wrapping injuries and making an arm sling.
- *Scissors with rounded tips*
- *Adhesive tape and 2" gauze:* For dressing wounds.
- *Disposable, instant-activating ice bags:* For icing injuries and treating high fevers.
- *Bandages of assorted sizes:* For covering minor cuts and scrapes.
- *Antibiotic ointment:* For cuts and scrapes.
- *Gauze in rolls and in 2" and 4" pads:* For dressing wounds.
- *Bandage closures, ¼" and 1":* For taping cut edges together.
- *Tweezers:* To remove small splinters and ticks.
- *Safety pins:* To fasten splints and bandages.
- *Gloves:* (preferably nitrile or vinyl – avoid latex gloves due to possible allergies) to protect your hands and reduce the risk of infection when treating open wounds.
- *First Aid Manual*
- *List of emergency phone numbers*

From Accidents to Overdose

How to Help in an Emergency

It's no secret that alcohol and drugs are a tremendous problem in this country. An estimated 10 million Americans are alcoholics or problem drinkers, and many of them are teens. Drug-related accidents and injuries claim more than 3, 500 lives every year, as many of our emergency physicians can tell you. This program is good for the community because it focuses not only on the problems of alcohol and drug abuse, but on how to help yourself or someone else in an accident or overdose situation. You'll find it interests both teens and adults.

How to put on the program

- Contact your public or community relations staff to help plan and publicize the program. Determine the date, location, hours, and a creative name for the event and what kind of experts you'll need to present a thorough program. Check to make sure the location has enough parking to accommodate participants. This might make a good evening program for EMS Week.

- In addition to EMS professionals, recruit speakers from your local Council on Alcoholism and Drug Abuse, and perhaps Alcoholics Anonymous, and a drug abuse counseling center. Contact them at least two or three months before the program to allow planning time.

- After presenters are confirmed, call a meeting and "brainstorm" with these experts on the length, tone, and agenda of the program. An informational approach to the subject works best—avoid "preaching" at all costs. Determine whether you want the agenda to include long-term treatment and rehabilitation information or just the short-term medical information necessary during the accident or overdose crisis. Encourage speakers to look for exciting ways to present or demonstrate their material. Allow time for questions and answers at the end. A panel-type presentation often is best for this. Suggestions for an agenda may include:

    - The Facts on Alcoholism and Drug Abuse
    - What You Can Do When Someone Has Drunk Too Much
    - What You Can Do in a Drug Overdose Situation
    - What You Can Do in an Alcohol or Drug Related Accident
    - Accessing the Emergency Medical System
    - Getting Help for Alcohol Addition
    - Getting Off Drugs
    - How You Can Help a Family Member or Friend

- Reserve the location for your program and make arrangements for any audio-visual equipment you'll need. Ask if the alcohol and drug abuse organizations in your community have literature you can use for handouts, or make your own alcohol and drug abuse medical emergency handout with the help of your EMS personnel.

- It is critical to get advance coverage from the media for this event. A feature article on one of your EMS personnel, or an interview about alcohol and drug abuse with one of your speakers, could mention your upcoming information program. Two or three weeks before the event, send a media memo (see sample) to your local newspapers and announcements to your radio stations.

- Start about a month in advance working with your high school principals to publicize the event to students. Ask if your high school teachers could distribute the flyers to grades 10 through 12 and have them posted on bulletin boards.

- A week before the program, hold a final meeting with your presenters. Review the agenda and remind presenters to wear their uniforms when applicable. Confirm all of the audio-visual and other equipment that each presenter will need, and that your handouts are printed and ready. On the day of the event, place signs in various locations around the event telling the participants where to go and where to park.

Dangers of Alcohol

Information for education and organizations that can help…

Interactions With Medications.

Alcohol interacts negatively with more than 150 medications. For example, if you are taking antihistamines for a cold or allergy and drink alcohol, the alcohol will increase the drowsiness that the medication alone can cause, making driving or operating machinery even more hazardous. And if you are taking large doses of the painkiller acetaminophen and drinking alcohol, you are risking serious liver damage. Check with your doctor or pharmacist before drinking any amount of alcohol if you are taking any over-the-counter or prescription medications.

Interpersonal Problems.

The more heavily you drink, the greater the potential for problems at home, at work, with friends, and even with strangers. These problems may include:

- Arguments with or estrangement from your significant other or family members;
- Strained relationships with fellow students;
- Absence from or lateness to class with increasing frequency;
- Deterioration of grades due to decreased productivity; and
- Committing or being the victim of violence.

Long-Term Health Problems.

Some problems, like those mentioned above, can occur after drinking over a relatively short period of time. But other problems--such as liver disease, heart disease, certain forms of cancer, and pancreatitis--often develop more gradually and may become evident only after long-term heavy drinking. Women may develop alcohol-related health problems after consuming less alcohol than men do over a shorter period of time. Because alcohol affects many organs in the body, long-term heavy drinking puts you at risk for developing serious health problems.

If you or someone you know has been drinking heavily, there is a risk of developing serious health problems. Because some of these health problems are both reversible and treatable, it is important to see your doctor for help. Your campus health center will be able to advise you about both your health and your drinking.

When to call an ambulance…

Information to share on recognizing emergencies and when to call for help…

When to Call an Ambulance

When should you call an ambulance instead of driving to the emergency department? Ask yourself the following questions:

- Is the victim's condition life-threatening?
- Could the victim's condition worsen and become life threatening on the way to the hospital?
- Could moving the victim cause further injury?
- Does the victim need the skills or equipment of paramedics or emergency medical technicians?
- Would distance or traffic conditions cause a delay in getting the victim to the hospital?

If the answer to any of these questions is "yes," or if you are unsure, it's best to call an ambulance. This is true even though you can sometimes get to the hospital faster by driving than by calling an ambulance. Paramedics and emergency medical technicians communicate with the physician in the emergency department by radio. They are trained to begin medical treatment on the way to the hospital. This prevents any delay that could occur if the patient is driven to the emergency department. The ambulance can also alert the emergency department of the patient's condition in advance.

If you live in an area with a single emergency number, calling for help is easy. Just dial 9-1-1. If your community does not have the 9-1-1 emergency number, keep the numbers of the fire, police, and emergency medical services near your telephone. When you call for help, speak calmly and clearly. Give your name, the address, phone number, location of victim (such as upstairs in the bedroom), and the nature of the problem. Don't hang up until the dispatcher tells you to. They may need additional information or need to give you instructions.

When to call an ambulance...

Information to share on recognizing emergencies and when to call for help...

Recognizing Emergencies

How do you tell the difference between a true emergency and a minor problem? Certain symptoms are so alarming that the need for emergency care - or even an ambulance - is obvious. But what should you do about more common illnesses and injuries?

Only a doctor can diagnose medical problems. But, you can protect the health of those around you by learning to recognize certain symptoms.

Know which symptoms to watch for. According to the American College of Emergency Physicians, the following are warning signs of a medical emergency:

- Difficulty breathing
- Chest or upper abdominal pain or pressure
- Fainting or sudden collapse
- Sudden dizziness, weakness or change in vision
- Change in mental status (such as unusual behavior, confusion, difficulty arousing)
- Severe burns
- Sudden, severe pain anywhere in the body
- Bleeding that won't stop
- Emergency childbirth
- Severe or persistent vomiting
- Coughing up or vomiting blood
- Suicidal or homicidal feelings
- Drowning

You should also be familiar with the symptoms of common illnesses and injuries.

Talk to your doctor *before* you have an emergency. Ask what you should do if you think someone you know needs emergency care. Should you call the doctor's office first? Should you go straight to the emergency department? What should you do when the doctor's office is closed?

Trust your instincts. People are usually very good at recognizing signs of unusual behavior or other symptoms that indicate an emergency. Many other factors, including the time of day, other medical problems, or state of mind, can make an otherwise minor medical problem an "emergency."

Emergency Etiquette

Minding Your Safety Ps and Qs…

Be prepared

- Post emergency telephone numbers for your area on or by each phone. Businesses should include the location (Street address and/or floor and suite #, as well as any special dialing prefixes.) Show your children where the numbers are located and teach them how to make emergency calls.
- Make sure your business or house numbers are at least four inches tall and are clear and visible from the street.
- If you need emergency services at night, turn on your outside lights to help EMS responders find your location. If possible, have someone direct EMS personnel to where they are needed.

Know how to spot an emergency

- If you think someone could suffer significant harm or die unless prompt care is received, that situation is an emergency
- Someone who has fallen and can't get up
- Someone experiencing chest pain lasting two minutes or more
- Uncontrolled bleeding or a fracture
- A traffic accident
- Debris along the roadway, skid- marks, or other clues there has been an accident

Know how to contact your local emergency services

- Dial 9-1-1 to connect to emergency dispatchers for medical, fire, or police help. (Note: not all areas have 9-1-1. In those areas, there are different numbers to call for medical, police, or fire emergency. Find out what those numbers are and P.L.A.N.—Post Lists of All Emergency Numbers on or by each telephone in your home.)
- Give name, address, phone number, location of the victim (such as upstairs bedroom), and nature of the problem.
- Be prepared to tell what has happened, where it has happened, and your phone number.
- When the dispatcher answers the call, answer all of his or her questions as best you can.
- Stay on the line until the dispatcher instructs you to hang up.

Emergency Etiquette

Minding Your Safety Ps and Qs…

Waiting for help to arrive—quick first aid

- Do not move the victim unless his or her location poses an immediate threat, e.g. victim is in water, a fire is burning in the building or vehicle, or there is no way to protect the victim from harm in his or her current location.
- Do not give the victim anything to eat or drink.
- Protect victim from the environment by keeping him or her covered.
- If victim is bleeding, apply a clean cloth or sterile bandage. If bleeding continues, apply additional dressings over the existing bandage. If possible, elevate the injury and apply direct pressure to the wound.
- If the victim is not breathing or does not have a pulse, begin rescue breathing or CPR

When help arrives

- Stand to the side of the road, well out of the way of ambulances and other emergency vehicles.
- Answer EMS personnel questions promptly and clearly.
- If you know the victim, provide EMS personnel with any pertinent medical information, e.g., diabetic, allergies, pacemaker, etc.
- If you accompany the victim to the ED, try and answer staff questions completely.

What to expect in the ED

- In the ED, the most seriously ill or injured patients are treated first.
- A triage nurse will check the victim's vital signs - temperature, heart rate, blood pressure, and breathing. The nurse also will ask questions concerning the victim's symptoms and the name of his or her regular physician.
- Unless the victim requires treatment right away, the triage nurse will direct you to a registration area where the victim will he asked to give name, age, address, and the name of his or her health insurance company.
- If the victim's condition is not life- or limb-threatening, he or she may be asked to wait; if the victim's condition worsens while waiting, let the triage nurse know.

Emergency Etiquette

Minding Your Safety Ps and Qs…

Tips to help you respond more effectively in an emergency situation

- Do not move anyone who has been involved in a car accident, serious fall, or is found unconscious unless he or she is in immediate danger of further injury.., movement could cause additional injury.

- Learn the warning signs for heat- and cold-related problems, and those for strokes and heart attacks. Get help fast when those warning signs are seen.

- If there has been an accident resulting in vehicle fire, get yourself and others out of the way of the vehicle immediately; call EMS; remain away from the vehicle (do not attempt to retrieve personal possessions); never put yourself in danger using a fire extinguisher; and do not open the hood or trunk if you suspect a fire, as air could rush in, enlarging the fire and leading to injury.

- Do not use ice, butter, or petroleum jelly on burn injuries. For minor burns without blisters, place the burned area into cold water until the pain is gone. Bums with blisters need a doctor's attention, and for large or deep burns, an immediate call to EMS is needed.

NCEMSF Week Comment Form

How can this packet be changed to better help you?

In order to improve the quality of National Collegiate EMS Week for the future, we are interested in getting feedback from organizations that participated. Please email completed surveys to:

emsweek@ncemsf.org.

In addition, please include any photos, newspaper clippings, etc. of your organization's National Collegiate EMS Week activities for possible inclusion in next year's packet. Please make sure that all submissions are ***clearly labeled.***

1. Please rank the following EMS Week packet items in terms of usefulness to your organization (1= most useful, 5 = least useful)

_____ Press Release

_____ Public Service Announcements

_____ College Health & Safety Info

_____ NCEMSF Fact Sheet

_____ Other (*please specify)*

2. What additional items would be helpful in planning National Collegiate EMS Week activities? Please rank from 1 (most helpful) to 6 (least helpful).

_____ Public Education Films / Videos

_____ TV PSAs / Taped Radio PSAs

_____ Public Education Posters

_____ Step-By-Step Even Instructions

_____ Brochures (non-reproducible)

_____ Other (*please specify)*

3. Did any materials in the packet inspire National Collegiate EMS Week activities? If so, please explain.

4. Do you have a slogan you would like to be considered for future National Collegiate EMS Weeks?

NCEMSF Week Comment Form

How can this packet be changed to better help you?

5. To help celebrate National Collegiate EMS Week, my organization: (*please check all that apply)*

_____ distributed PSA's to radio stations
_____ distributed PSA's to television stations
_____ distributed PSA's to newspapers
_____ posted flyers in residence halls / University facilities
_____ handed out literature about National Collegiate EMS Week
_____ had a mock accident or other EMS simulation
_____ held an 'EMS Fair' or similar public event.

6. Please list any other activities that your organization did to help publicize National Collegiate EMS Week. We are planning on including a summary of activities in next year's packet.

7. Please list any additional information that you would like to have been provided or feel would be helpful for future National Collegiate EMS Week packets.

8. Feel free to add any additional comments about any aspect of National Collegiate EMS Week.

EMS Group Name _____

School _____

Address _____

_____

National Collegiate EMS Week Participant / Contact Person _____