

NCEMSF NEWS

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“Maintaining a competitive edge is imperative to sustaining growth. It is impossible to have one without the other...”

Message from the President

Dr. George J. Koenig, Jr., NCEMSF President

Happy Holidays!!!

Perhaps the most difficult challenges that an organization faces are maintaining a competitive edge and continuing its growth. The loss of either of these is directly related to why organizations fail. In campus based EMS, the competitive edge is not the same as in business. Instead of competing to be chosen as the service provider, you are competing with other organizations for members. You are competing for the limited amount of time that people spend on non-academic activities. In addition to attracting members, maintaining a competitive edge is necessary for obtaining funding for your organization within the budgetary constraints of your university or college.

There are several tools that you can utilize to ensure that your organization maintains a competitive edge. Some of these tools have been previously discussed in our newsletters. The fall 2005 newsletter, available on-line in our publications section, discusses using the acronym REVIEW (Review the past year, Energize your members, Vision, Implement your vision, Encourage your members to embrace the vision, Watch closely). There are several other acronyms such as SWOT (strengths, weaknesses, opportunities, and threats) that provide similar direction in strengthening your organization. Many of these techniques will be discussed further at our annual conference in Baltimore, Maryland on February 23-25th.

Maintaining a competitive edge is imperative to sustaining growth. It is impossible to have one without the other. Growth is an indicator of your competitive edge. Some people define growth as the rate of increase in membership. Others define growth as the expansion of type of service provided. However, growth cannot be defined by only one indicator; instead it is a compilation of many indicators. By focusing on only one indicator, you may miss other key

indicators and consequently lead your organization to failure.

NCEMSF strives to maintain its competitive edge as well as its growth. I am excited to share with you several new developments that will help us sustain both of these. We have appointed Jeffery Levine, Oneonta State University, to the position of Chair of the Growth and Development Committee (development@ncemsf.org). His role will be to assist organizations after startup. We have also appointed Daren Spinelle, University of Tampa, as Chair of the Resource Committee (resource@ncemsf.org). His role will be to develop and expand resources such as our SOP library. He will also continue to assist in the creation of our Facebook group (please join). It is our hope that this will increase communication among our members. Lastly, Jason Emden, The George Washington University, will become Chair of our Continuing Education Committee (con-ed@ncemsf.org). His role will be to streamline the process for our members to receive continuing education.

I look forward to seeing you at our 14th Annual Conference, February 23-25th, in Baltimore, Maryland so that we can continue to exchange ideas to make our organizations better.



George J. Koenig Jr. M.S., D.O.
NCEMSF President



New Awards to Capture the Spirit of Collegiate EMS

Dr. Scott C. Savett, NCEMSF Vice-President

The leaders of NCEMSF are always looking for new ways to foster creativity among collegiate EMS organizations. At the last two annual conferences we have been approached by member squads and asked to show short promotional videos they had produced. The first video, shown at the 2005 conference in Philadelphia, was created by Harpur's Ferry EMS (Binghamton University). The video was packed with over three minutes of quintessential collegiate EMS images.

With the growing popularity of YouTube, we thought it was only appropriate to create a contest to select the best collegiate EMS video. The rules for the contest are simple:

1. The video must be wholly created by members of a campus-based EMS organization.
2. The content of the video should embody the goals, traditions, and spirit of collegiate EMS.
3. No embarrassing, unsafe, or indecent footage is to be included.
4. The video should be no longer than two minutes.
5. Only one entry is allowed from a campus EMS organization – so make your group's video count!
6. The video should be MPEG4 or MPEG2, 30 frames per second, at least 640x480 resolution, 4:3 frame, de-interlace. See the Google Video site for more details about file format.

Videos will be featured during conference activities in Baltimore and archived

electronically. To submit your video, first upload it to Google Video at <http://video.google.com/>. Then e-mail videocontest@ncemsf.org to let us know about your entry. Follow-up your online submission with a CD-ROM or DVD copy of your entry in the highest resolution available to: NCEMSF, c/o Scott Savett, 209 Birch Drive, Lafayette Hill, PA 19444-2103. Entries will be accepted through **February 1, 2007**. Submitted material may be featured in future NCEMSF-published media.

That's not the only new NCEMSF program to be debuted at the 14th Annual NCEMSF conference in Baltimore. Campus EMS Week is the time for squads to strut their stuff around the country. This year Campus EMS Week was November 6-12. We have already received reports of creative activities celebrating the week, but we want to hear more. Tell us what your group did to celebrate Campus EMS Week and your organization could win bragging rights. There's no faking it; we need verifiable documentation of what your group did to honor this special week. Send us your press releases, news articles, pictures, public service announcements, and other related materials. Send electronic versions to emsweek@ncemsf.org, or mail your submissions to NCEMSF EMS Week, PO Box 93, West Sand Lake, NY, 12196-0093. All materials must be received by **February 16, 2007**. Submissions will be judged by NCEMSF officers on the basis of activity creativity, appropriateness, and positive exposure generated. The winner

will be announced at the awards ceremony during Saturday's conference activities.

We look forward to seeing the fruits of your creativity and to sharing them with the collegiate EMS community.



NCEMSF recognizes outstanding efforts made by individuals and organizations through our awards program. Instituted in 1997, the program includes the following awards in addition to the new awards listed above:

- Striving for Excellence
- Campus EMS Provider of the Year
- Outstanding Collegiate EMS Organization of the Year
- Outstanding Collegiate EMS Advisor of the Year
- Outstanding Collegiate EMS Web site of the Year

Nominations for the above awards may be made by submitting the appropriate materials by **February 16, 2007**. See the Awards page on the Web site for complete details and submission instructions.

Email awards@ncemsf.org with any questions about our awards and recognition program.



New Group Initiative: Conference Scholarship Available

Purpose: The purpose of the New Group Initiative is multifold. First, it is to provide scholarship funds to groups in the formative stages. Second, it is to offer assistance to organizations facing significant financial hardship. Third, it is to provide incentive funds to help expand NCEMSF Conference attendance.

Inclusion Criteria: In order to be eligible for the New Group Initiative, your Collegiate EMS organization must meet one of the following criteria:

1. New Collegiate EMS Start-up
2. NCEMSF Institutional Member that

has NOT been represented at an NCEMSF conference within the last 4 years

3. Established Collegiate EMS organization NEW to NCEMSF

Funding: Funds are limited and the NCEMSF Board desires to assist the greatest number of organizations possible. The idea is to enable two members from each recipient organization to attend. The funds awarded are not intended to cover the full cost of conference attendance, but rather are supposed to ease the financial burden. It is still expected that schools

will explore other funding sources.

Selection Process: The NCEMSF Board of Directors will review each application submitted electronically and will select the schools from which representatives may be sponsored. Those selected will be notified by January 1, 2007.

Application: Apply online at www.ncemsf.org/about/conf2007/. The deadline is **December 15, 2006**



Professor Squirrel

Serious Campus EMS Advice from a Nut

Dear Professor Squirrel,

Our squad is excited about going to the conference in Baltimore in February but our funds are short and we can't do much to help our members with the cost of registration, hotel, meals, and transportation. We haven't had much success with fundraising and are looking for ideas.

Cap'n Crunch

Dear Cap'n,

Fundraisers probably won't get you far if the profit margin is low and your volume is small. Some squads have had success raising funds by teaching CPR classes. You could try some specialty sales like personal first aid kits or CPR pocket mask key chains. Because the NCEMSF conference offers professional development and continuing education, you might find some groups willing to provide grants to your organization for your members to attend. Don't be afraid to ask multiple groups for support. Find out if other groups have received funding for their members to attend conferences and other educational activities. Some groups to try might be your

student activities association, student affairs, residence hall associations, student health services, and public safety. Do you provide free standbys for any groups that might support you such as intercollegiate athletics or club sports that you could ask? All of these organizations probably have limited budgets, but if you break it down and they sponsor just one of your member's registration or help with one hotel room or van, you are on your way. Also check with the volunteer EMS squads or fire companies where your members volunteer at home. They may have funds to help with professional education of their members. Remember, try multiple sources and let them know they are not being asked to fund the entire cost, and make sure they know the benefit to your school by your attendance at conference.

See you in Baltimore!

Professor Squirrel



Professor Squirrel has been hanging out on campus begging for food from students and keeping an eye on campus EMS for many years. Send your questions to the Professor at professor@ncemf.org. The Professor will answer the best ones in the NCEMSF newsletter. Your name and school will be kept confidential.

The Benefits of Membership

Karolina Schabes, NCEMSF Membership Coordinator

Do you wonder what benefits your NCEMSF membership provides? Wonder no longer. NCEMSF offers numerous membership benefits. In addition to making a continued commitment to the advancement of existing collegiate emergency medical services and the development of new response groups, your membership provides financial support to promote Collegiate EMS Week, help support our annual conference, produce publications including this issue of *NCEMSF News*, honor outstanding collegiate EMS organizations and personnel through our awards program, and advocate for collegiate EMS throughout the country.

Your membership in NCEMSF also entitles you to a host of member discounts and offers. These offers and discounts are detailed on our website at: www.ncemf.org/membership/member_offers.ems and are available only to members of NCEMSF. Nextel has been embraced by emergency services providers nationwide. EVP, an authorized agent for Sprint/Nextel, offers NCEMSF members substantial discounts on phones, rate plans, and accessories. Skyscape is the leading provider of medical references for PDAs

(handhelds), carrying over 170 different titles across 25 specialties that are all cross-linked with each other. Skyscape, in collaboration with NCEMSF, offers you a 20% discount on the purchase of these references. Savelives.com / Common Cents EMS Supply, offers a 10% discount to NCEMSF members on many of its great products. Emergency Training Associates / The NCEMSF Store, offers up to a 26% discount for EMS texts and apparel. Emergency Medical Services Magazine is also available to personal NCEMSF members free of charge.

Your NCEMSF membership adds to the collective strength of hundreds of members throughout the nation- those participating in and advocating for collegiate EMS. A great big thank you to all our life and annual members. If you are not already a member, consider becoming one today. Annual personal memberships are \$10 for current students and \$20 for non-students. Life memberships are also available. Institutional memberships are only \$25 annually. Join today at: www.ncemf.org/membership/



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Regional Roundup

News from Around the NCEMSF Regions

From the National Coordinator

The Regional Coordinator Network exists to facilitate communication between NCEMSF and its greater than 225 constituents. It is through the Regional Coordinators that NCEMSF is best able to accomplish its mission of advocating and supporting campus based EMS. The Regional Coordinators are equipped to assist each squad with the day to day issues it faces and to help publicize squad achievements. There are few issues that the NCEMSF leadership has not seen before and for which it is not equipped to offer advice and guidance. If you are a CBEMS leader and have not met your Regional Coordinator, please email nc@ncemsf.org and I will gladly connect you.

A number of Regional Coordinator positions are available, including Northeast RC, Midwest RC, North Central RC, and West RC. If interested in applying, please visit: www.ncemsf.org/about/leadership.ems.

Massachusetts

Brandeis University (BEMCo) involved students and staff during National Collegiate EMS Week by setting up a table in the campus center and holding daily events.

On Monday, BEMCo conducted blood pressure screenings. It educated the community on BP, and wrote students blood pressures down for them. It also handed out information about BEMCo.

On Tuesday, BEMCo members taught the basics of community CPR. They gave each participant a sheet on CPR and information about BEMCo.

On Wednesday, they did skills demonstrations, and took pictures of people secured to a long board (kind of like getting your picture taken with Mickey at Disney World). They also handed out first aid kits and information on bleeding control.

On Thursday, they had BEMCo trivia: Guess Your Pulse (people had to jog in place and then guess what their pulse was, if they were close, they received candy), and What Would You Do? (they set up basic first aid scenarios and asked participants what they would do in the situation before help arrived). BEMCo

members gave out body part candy, BEMCo information, and more first aid kits.

Approximately 25 BEMCo EMTs participated in running the activities, as well as several hundred participants. BEMCo received lots of positive feedback from the school administration. The program also increased visibility of the service and demonstrated the role of EMS in the community. Contact: Julie Berg, Secretary, bemco@brandeis.edu.

Two other services, **BUEMS (Boston University)** and **MIT EMS (Massachusetts Institute of Technology)** partnered recently to hold the first Yankauer games. This skills competition covered four areas: medical assessment, trauma assessment, resuscitation, and splinting. The two schools hope this will become an annual event, so get your team of four to five together and start training for next fall! (see article on page 5).

Finally, upcoming events in the region include a major recruitment push for area Medical Reserve Corps. They are looking for clinical and non-clinical staff to train for response in the event of a public health emergency. For more information on how your service can become involved email ma-rc@ncemsf.org.

New York

Alfred University Rescue Squad was recently approved as a Public Access Defibrillation agency. Contact: aurs@alfred.edu.

Harpur's Ferry Student Volunteer Ambulance Service has been authorized to offer a new treatment for the management of pain: nitrous oxide. The system has been incorporated into its two ambulances. Contact: Jackie Brass, Deputy, deputy@harpursferry.org.

Pennsylvania

Villanova University EMS (VEMS) held a blood drive in honor of Collegiate EMS Week. Contact: info@vems.org

Southeast

University of Tampa EMS began EMS Week with a retreat to Orlando, where it participated in a water rescue drill. It also held several public trainings and CPR classes for one of the university fraternities. Contact: Jason Jahier, Chief, JJahier@ut.edu.

Do you have news about your squad you'd like to share? Contact your regional coordinator and look for it in the next issue of NCEMSF News.



Regional Coordinator Network

Region	Name	E-mail Address
National Coordinator	Michael Hilton	nc@ncemsf.org
Canada	Brianna Julien	canada-rc@ncemsf.org
Central	Michael Kogan	central-rc@ncemsf.org
Massachusetts	Steph Sharp	ma-rc@ncemsf.org
Mid Atlantic	David Weand	midatl-rc@ncemsf.org
Midwest	(TBD)	midwest-rc@ncemsf.org
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North Central	(TBD)	northcentral-rc@ncemsf.org
Northeast	(TBD)	northeast-rc@ncemsf.org
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Pennsylvania	Andrew Mener	pa-rc@ncemsf.org
Southeast	Noah Prince	southeast-rc@ncemsf.org
West	(TBD)	west-rc@ncemsf.org

NCEMSF wants to hear how you and your campus celebrated EMS Week 2006...

Email your stories and photographs to:
emsweek@ncemsf.org

About This Publication

NCEMSF NEWS is an official publication of the National Collegiate Emergency Medical Services Foundation (NCEMSF). This newsletter is published as a service to the Foundation's members and the national EMS community.

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E-mail articles to be considered for publication to info@ncemsf.org

The Yankauer Games: A "Friendly" EMS Competition

Carly Foster, Training Coordinator, Boston University EMS (crfoster@bu.edu)

On Saturday, October 28, 2006, forty EMT-Basics from Boston University (BU) and the Massachusetts Institute of Technology (MIT) competed in an EMS competition unlike many typical skill drills. Ten teams consisting of four to five members vied for first place in four events: Trauma Assessment with spinal immobilization, Medical Assessment with a stair chair component, Round Robin Splinting, and Resuscitation.

The Trauma Assessment began with a relay race in which participants were given a Yankauer tip. This tip was to be carried as a baton to each station without exception. The first station required the participant to sprint to suction devices and carefully suction out a cup of water. Here's the catch: by luck of the draw competitors were assigned to use a mechanical device, hand suction, or a bulb syringe. The second station required a member of the team to put together a spineboard using their weak hand. Thirdly, participants were sent to a pile of straps tangled in a corner of the gym. Four of the straps in the pile bore their team's number and the participant was expected to untangle their team's straps. Finally, a team member put on a c-collar, spun around five times fast, and ran back to their team. Following this debacle, the collared individual became an unconscious patient who the rest of the team had to assess, treat, and spineboard.

The Medical Assessment was an asthma scenario in which the team was expected to give an Albuterol nebulizer based on MA protocols and then stair chair "Randy," our 175-pound dummy, up two flights of stairs, all while being timed.

In Round Robin splinting, teams of five were expected to put on six splints, with each member being splinted at least once. The station's rules stated that once an extremity was splinted, the team member could not use that limb. It may sound easy, but putting on that last splint proved to be very difficult.



Finally, think CPR is pretty standard? Well, think again. Some people feel this skill is so basic that they could do it with their eyes closed so we challenged them to do just that. The teams were broken into two pairs with a communicator. The first pair entered the room only to find a blanket on the ground with blindfolds on top. After being blindfolded, the evaluator removed the blanket for the communicator to find a manikin, oxygen equipment that required assembly, a BVM, and an OPA. The pair was expected to complete the Resuscitation station blindfolded. The communicator was not allowed to touch the equipment or competing individuals, but was present merely to inform them what they were doing. The next pair was called in after the first to do CPR and use an AED blindfolded.

Evaluators from both BU and MIT graded the teams based on accuracy, speed, creativity, and teamwork. In third place, winning our bronze bulb syringe was 'Team Awesome' from MIT. Second place, taking home the silver French tip catheter trophy was BU's finest, 'Team Mediocre'. In first place, bringing home the grand daddy of all trophies, the gold Yankauer tip, was the only intercollegiate team, 'ICCF.'

Following the competition, we handed out prizes, ate pizza, and put on an "EMS" movie. The evaluations revealed an overall satisfaction with the event and participants seemed to enjoy the day. Our EMS organizations plan to make this a yearly event, hopefully involving other Massachusetts college EMS groups in future Yankauer Games!

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Have a Facebook.com account?

Join the newly created NCEMSF Facebook group and start networking with your fellow collegiate EMS providers before coming to Baltimore!

National Collegiate EMS Foundation
PO Box 93
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Please visit the Membership section of the NCEMSF Web site to update your contact information.

Make your plans to attend the Annual Conference!

Join the NCEMSF Board, student volunteers from University of Maryland - Baltimore County and Johns Hopkins University, and your fellow collegiate EMS providers from across the country February 23-25th in Baltimore.

The 2007 NCEMSF Conference Web site and registration utility are now active.

REGISTRATION: The only way to register for the 2007 Conference is online. Conference fees and detailed payment policies are listed on the conference Web site - please read these policies carefully before registering. Register and pay early to lock in the cheapest rates for what is already the most affordable EMS education experience.

TRANSPORTATION/LODGING: Registration fees do not include transportation, parking or lodging, however, a number of significant discounts have been arranged. Conference attendees are strongly encouraged to stay at the host facility, the Baltimore Marriott Inner Harbor at Camden Yards, in order to gain the most from the conference experience. Check the facility page on the Web site for information on booking your hotel room and reserve your room early - the special conference hotel rate is guaranteed through February 9th.

More information about the conference schedule, fees, travel, awards, skills competition, and local attractions is available online.

Visit www.ncemsf.org/conf2007/ and register today