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EMS WEEK 2018 • MAY 20-26



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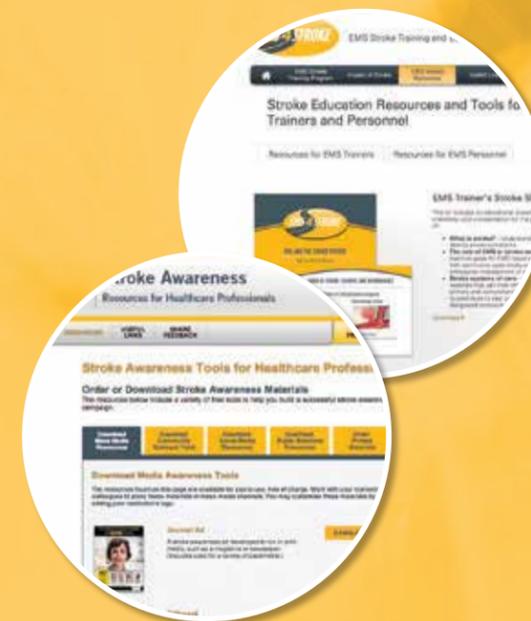
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**ON BEHALF OF** the American College of Emergency Physicians (ACEP) and the National Association of Emergency Medical Technicians (NAEMT), we are pleased to present you with the 2018 EMS Week Commemorative Guide. Our hope is this guide will serve as a valuable resource for you when planning your activities for EMS Week 2018, May 20-26, 2018.

Carefully selected for you this year, the theme “Stronger Together” is a perfect description of your willingness to collaborate to improve the lives of others. Whether you work together in the same community or across the nation, each and every one of you share the ultimate goal of helping families who can't help themselves, even if that means putting them before your own. Now is the time we celebrate you.

This year's guide shines a spotlight on the important work of EMS practitioners and agencies nationwide. The guide also provides useful information and resources to help you make the most of EMS Week in your community. Learn how other EMS agencies are celebrating. Read first-hand accounts detailed by practitioners who so often put others before themselves. Explore ways natural disasters propel EMS to help their communities better prepare for inevitable emergencies.

EMS Week dedicates a theme to each day during the ‘Stronger Together’ campaign. The five themes we recognize are Education Day, Safety Day, EMS for Children Day, Save-A-Life Day, and EMS Recognition Day. We encourage you to focus your activities and efforts specifically on child safety and injury prevention during National EMS for Children Day, scheduled for Wednesday, May 23, 2018.

ACEP and NAEMT would like to thank our strategic sponsors and partners, federal agencies, EMS associations and media partners. Their support has made the development and distribution of this guidebook possible.

Most important, we thank you, the face of our nation's EMS responders, for your willingness and dedication to help others.

When we work together, we are **STRONGER TOGETHER.**



**Paul D. Kivela, MD, MBA, FACEP**  
PRESIDENT, ACEP



**Dennis Rowe, EMT-P**  
PRESIDENT, NAEMT



Be sure to visit [emsstrong.org](http://emsstrong.org) for more resources and content, including a digital version of this guide.

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**More power to you**

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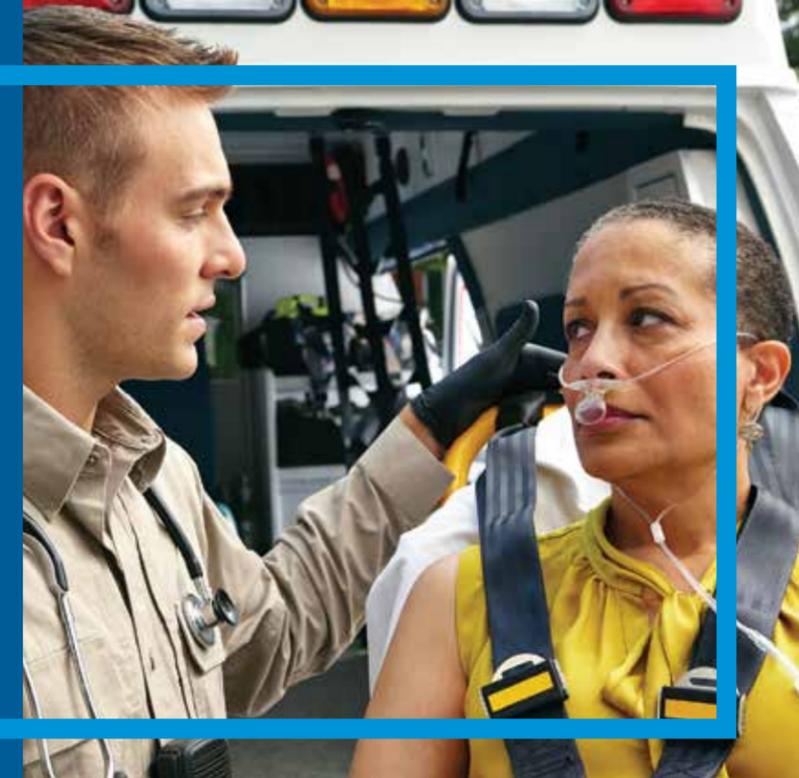
STAKEHOLDER OUTREACH

**Jeff Berend**

## ON THE COVER

This year's cover was shot in Georgia and features Puckett EMS, a member of the Priority Ambulance family of companies, and Cobb County Fire & Emergency Services, showing that communities benefit when EMS is Stronger Together.

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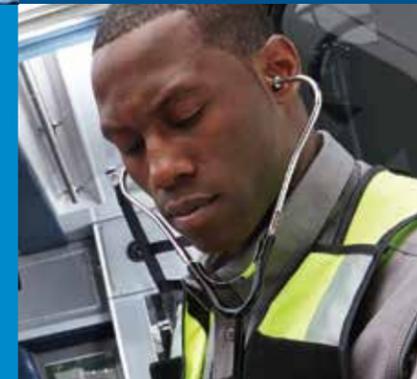
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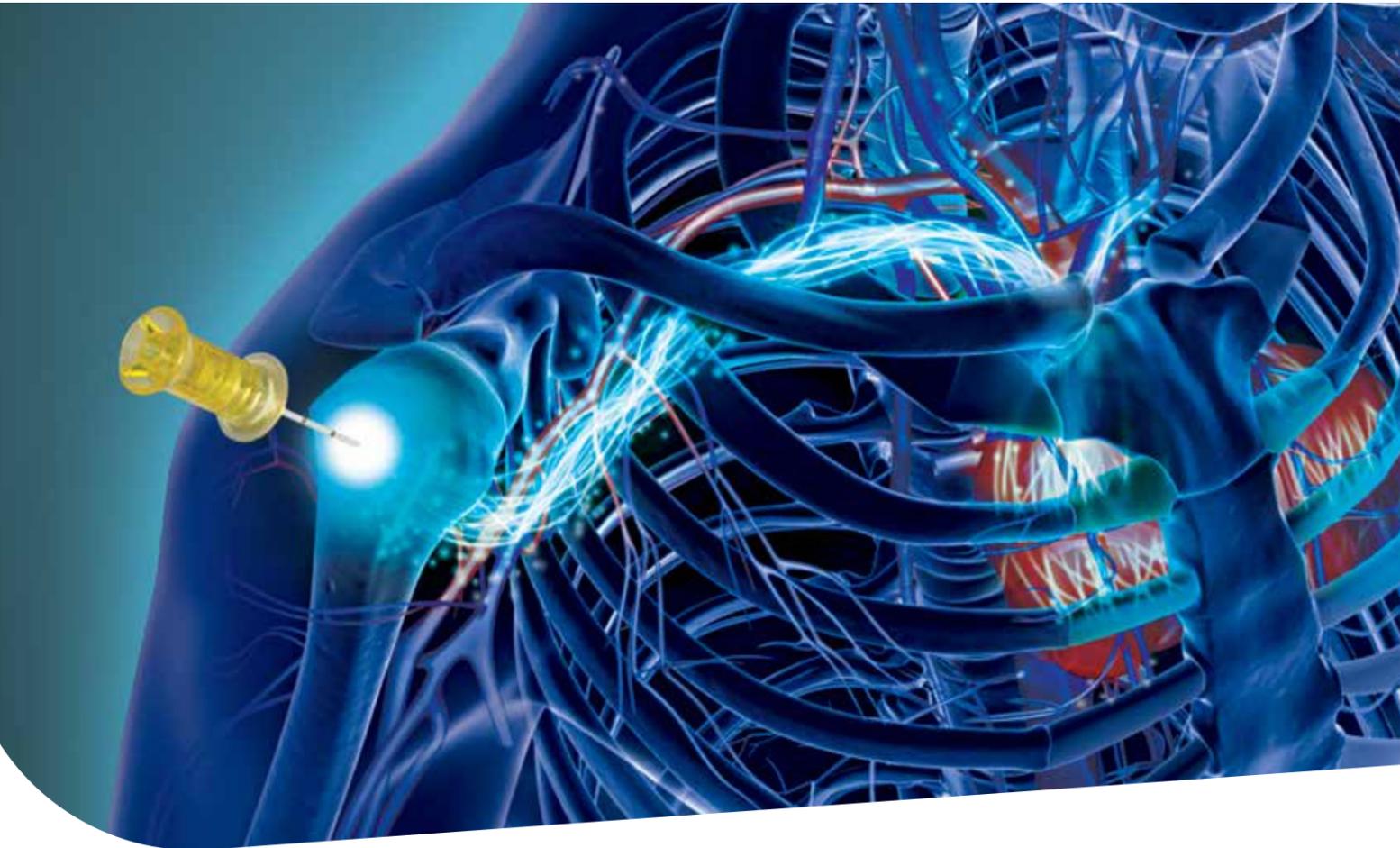
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References:

1 Teleflex Internal Data on File 2014.

2 Davidoff J, Fowler R, Gordon D, Klein G, Kovar J, Lozano M, Potkya J, Racht E, Saussy J, Swanson E, Yamada R, Miller L. Clinical evaluation of a novel intraosseous device for adults: prospective, 250-patient, multi-center trial. *JEMS* 2005;30(10):s20-3. Research sponsored by Teleflex Incorporated.

3 Cooper BR, Mahoney PF, Hodgetts TJ, Mellor A. Intraosseous access (EZ-IO®) for resuscitation: UK military combat experience. *JR Army Med Corps.* 2008;153:314-6.

4 Philbeck TE, Miller L J, Montez D, Puga T. Hurts so good; easing IO pain and pressure. *JEMS* 2010;35(9):58-69. Research sponsored by Teleflex Incorporated or its affiliates

\*Based on adult proximal humerus data

# HOW WILL YOU CELEBRATE EMS WEEK?

BY TRACY HILSABECK

As you plan for EMS Week 2018, it's helpful to reflect on how other organizations throughout the country honor and inspire the fire and EMS professionals who put their lives on the line every day. EMS leaders emphasize that it's not just about celebrating and paying tribute to those who serve, but it's also a time to educate the public on how the EMS system works, and to remind citizens about the valuable and indispensable roles that all EMS services play in the community.

“For us, EMS Week is as much about celebrating the EMS worker as it is about celebrating how we provide EMS to our community in our ALS fire-based model,” says Jenkins.

**AN OPPORTUNITY TO EDUCATE**



BRIAN SCHAEFFER

“EMS Week is an opportunity for all of us to educate the community we serve about pre-hospital medicine and the services we offer,” says Brian Schaeffer, Fire Chief and paramedic for the City of Spokane Fire Department. “A common saying in the industry is that, ‘if you have seen one EMS system, you have seen one EMS system.’ While it is often said in jest, the comment is a reality across this country,” continues Schaeffer.

Schaeffer believes that EMS Week is the ideal time to explain how EMS services operate differently in every community, county and state. “There are private transport services, first response services, fire-based services, third-party services—career, volunteer or combinations, and literally an almost infinite number of variations. Communities throughout the United States that are fortunate enough to have an EMS system, regardless of its type, should take the opportunity to educate the public about how their system works, its governance, its capabilities, and especially celebrate the responders.”

EMS Week is a time to honor providers and celebrate their role in the community. Thomas Barnes, EMT-I with the Upper Pine River Fire Protection District in Colorado, and a cardiac arrest survivor share a moment.



ROBYN ASHER

Robyn Asher, Professional Development Manager of Priority Ambulance in Knoxville, Tennessee, sees EMS Week as an opportunity to explain the importance of EMS to the community. “There are many different roles of EMS personnel, but they all share a common goal: excellent patient care,” says Asher. “EMS Week is an excellent chance to educate the community about all aspects of EMS and how every EMT or paramedic—whether on an ambulance, fire engine or in a facility—is necessary to make the EMS system work.”



TOM JENKINS

Tom Jenkins, Fire Chief for the City of Rogers, Arkansas, agrees that the week is the perfect time to explain the EMS model to the community. “For us, EMS Week is as much about celebrating the EMS worker as it is about celebrating how we provide EMS to our community in our ALS fire-based model,” says Jenkins. “Commonly, the local healthcare systems will provide lunches for our firefighters and paramedics, while the department focuses its efforts at using social media and traditional print and TV media to explain our fire-based EMS delivery model. This education effort includes information on the use of emergency medical dispatch at our 911 center, the ongoing effort to train, recruit, and retain paramedics and a showcase of the various technologies we use to treat patients.”

Schaeffer explains that the week is also about making community connections through valuable outreach programs such as stroke and chest pain awareness, CPR training, injury prevention and bicycle safety.

**A TIME TO CELEBRATE, HONOR AND RECOGNIZE**

During EMS Week, organizations across the country celebrate and honor providers with pancake breakfasts, BBQs, parties, gifts and award ceremonies. These events give fire, police and EMS team members an opportunity to relax and bond with co-workers, hospital staff and executives.

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“People are at the heart of EMS, and EMS Week gives us the opportunity to ensure every EMT and paramedic understands their importance,” says Moreland.

Schaeffer believes it's a lot about executives and healthcare partners simply reaching out to responders. “In the Spokane Fire Department, our executive and legislative branches come together and recognize the responders and the week with a proclamation recognizing EMS Week to acknowledge the pride for our organization and services we deliver.”

“EMS Week is not only a celebration, though, it is an opportunity. The opportunity is one of education and awareness for the community and a chance for us in organizational leadership to say thank you to the talented professionals who provide the best medicine possible in our streets every day,” says Schaeffer.

#### THE ROLES AND GOALS OF LEADERSHIP



CHARLES A.  
BLANKENSHIP

Charles A. Blankenship, Manager of System EMS Transport in the Asheville, North Carolina area also believes the week is really about leadership taking extra steps to recognize employees and partners. “Both our leadership team and the ED leadership team do a lot of additional rounding on staff during the week. Our health system leadership does some social media posts and thank yous during the week as well,” says Blankenship. “In short, we try to make them feel appreciated for the special people they are, to choose EMS as a profession and spend their days helping others.”



TRACY MORELAND

“The most important aspect of EMS Week is to show appreciation to the ambulance crews who give so much to the job to ensure our patients are taken care of,” states Tracy Moreland, NRP, Operations Manager with Baptist Ambulance, a Priority Ambulance company in Booneville, Mississippi. “EMTs and paramedics are in demanding, fast-paced jobs that require compassion and skill to provide exceptional patient care. In the service of patients, our crews sacrifice, but their efforts can go unrecognized,” believes Moreland.

The goal of her department is to make sure that every employee feels celebrated and appreciated through appreciation gifts, meals and awards. “People are at the heart of EMS, and EMS Week gives us the opportunity to ensure every EMT and paramedic understands their importance.”



BRUCE EVANS

No matter how your organization chooses to commemorate the week, what's important is seizing the opportunity to celebrate. “The fast pace and challenging environment of EMS rarely allows for time to take a breath, especially when family and hobbies balance your life,” says Bruce Evans, Fire Chief for the Upper Pine River Fire Protection District in Colorado. “Annually, to stop and celebrate with your second family—your public safety family—gives you a chance to take a breath and realize what a noble undertaking the work involves.” 🏠



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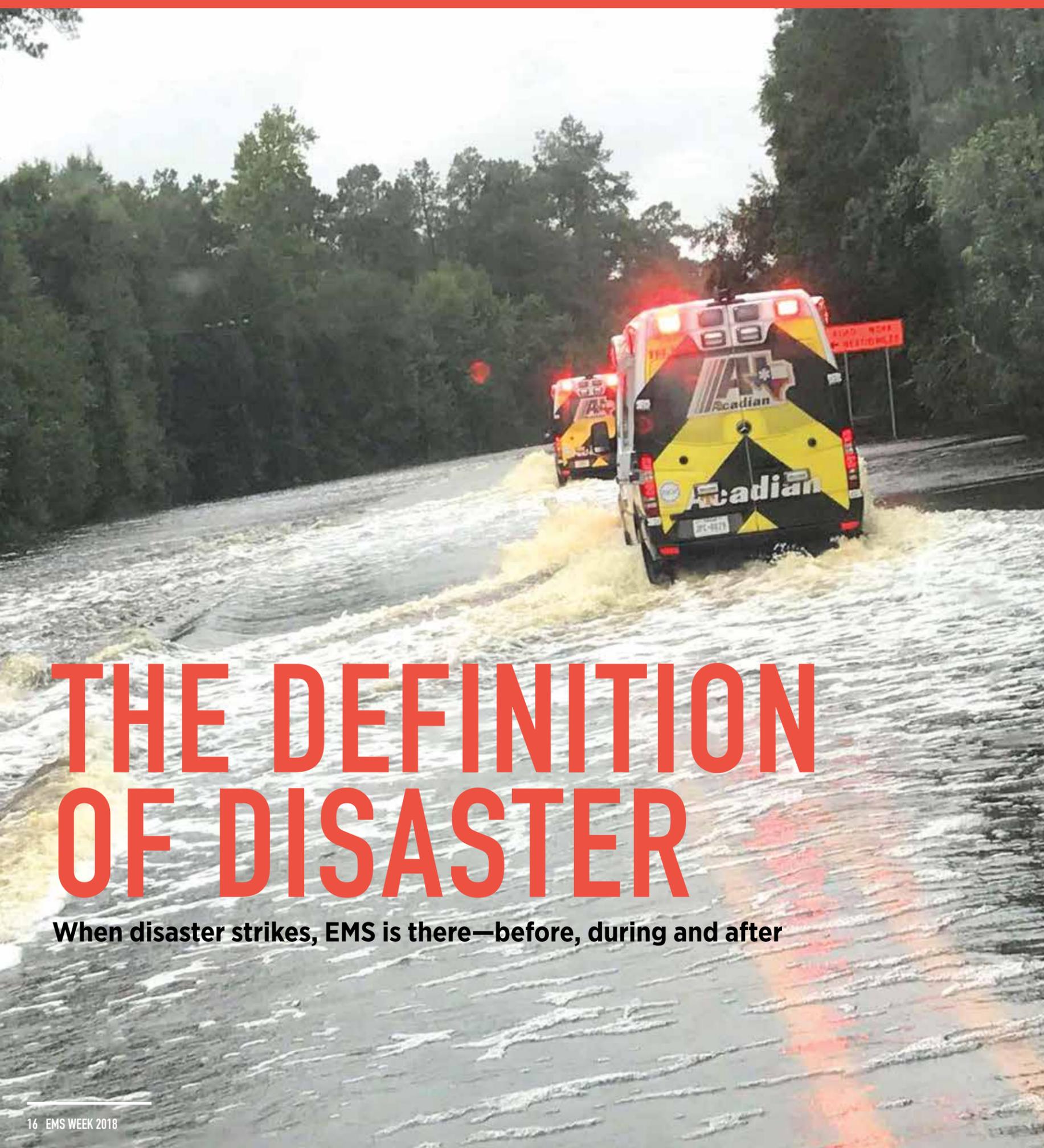
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# THE DEFINITION OF DISASTER

When disaster strikes, EMS is there—before, during and after

BY RICHARD HUFF

## STRONGER TOGETHER

The role of EMS in responding to disasters is much more than just answering the call when a major incident occurs. In fact, EMS' role in maintaining stability—and building resiliency in a community—starts long before winds begin to build or a bomb goes off. That work begins months or years earlier through training local residents how to help themselves and help each other when tragedy strikes. In the best of those situations, EMS professionals teach residents to be the true first responders and how to take care of themselves—and others—until help arrives.

During EMS Week 2018, it's important to remember the critical role EMS plays on a local and national level when a disaster hits. Throughout some of the toughest, most horrific scenarios humans face, EMS responders are there to help those who need them most—the community, its citizens and fellow EMS providers.

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Cheryl Crow remembers getting the call.

A paramedic with Acadian Ambulance in Lafayette, Louisiana, she'd been a member of a regional Disaster Medical Assistance Team (DMAT) since 2011, but had never been activated—until this year.

Crow was part of a DMAT deployed to Puerto Rico for a 30-day mission to provide emergency medical care to the region ravaged by Hurricane Maria.

"There's a lot of things that go through your head," Crow says. "I have to get all of my things together. We were told we were going into real austere situations. You have to be able to be sufficient on your own in terms of food and water for a least 72 hours."

Crow, however, had work to do. Before she could leave she had to coordinate coverage with the team at Acadian to cover shifts and make sure her work on the

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Cheryl Crow, paramedic with Acadian Ambulance in Lafayette, Louisiana, was part of a Disaster Medical Assistance Team deployed to Puerto Rico to provide emergency medical care to the region ravaged by Hurricane Maria.



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David Persse, MD, Medical Director for the Houston Fire Department, explains that the ideal scenario is when you know an event is coming, and EMS personnel have some time to get their families secure before they come into work.

technical help desk continued smoothly. She needed to get someone to feed her animals while she was out of the country.

"I let people know, pretty much, I'm going to be off the grid for 30 days," Crow says. "Don't expect to hear from me. Don't worry."

*"The definition of a disaster is an event that didn't stick to the plan," says Dr. Persse, who has worked on multiple major disasters in his career.*

Michael Potts, a paramedic and support services manager with MedStar Mobile Healthcare in Fort Worth, Texas, was also one of those who answered the call for volunteers to help out in the wake of Hurricane Harvey. A married father of young twins, Potts didn't sign up when the first request went out because the team had enough members.

"Once it got to a category 4 storm, they needed a lot more help," says Potts. "I've got the training. I've got the skillset. It's neighbors helping neighbors."

Crow and Potts were not alone in stepping up to respond in 2017 when a series of hurricanes hit the mainland United States, Puerto Rico and the U.S. Virgin Islands. Fact is, they were just two of many EMS, fire and police personnel deployed into other states, towns, territories and islands desperately in need of emergency help for rescues, EMS and humanitarian aid following a string of severe storms that ripped apart regions of the country.

Acadian alone had 592 medics and support team members deployed into the Louisiana and Texas regions hit by Hurricane Harvey. The agency also sent five ambulances and crews to Florida to help after Hurricane Irma hit the state.

### LOCAL EMS AND FEMA JOIN FORCES

When a major disaster occurs, local and regional responders are in first, followed by help from responders just outside the area and then across the country. The Federal Emergency Management Agency estimated that over a span of 25 days starting with landfall of Hurricane Harvey, FEMA and its partners deployed "tens of thousands of personnel across 270,000 square miles in three different FEMA regions."

That should come as no surprise. Four hurricanes made landfall, affecting more than 25.8 million people. And as the hurricane season ended, the California wildfire season hit.

"You've had years of activity where it's been pretty busy," says Craig Fugate, the former FEMA administrator who now works as a consultant in the areas of emergency response and crisis. "The thing that makes [2017] kind of unusual is you've had Harvey, and Irma, and then Marie. Three different states, all significant impacts."

The response to major events happens through a variety of forms, ranging from regional or state EMS task forces, DMAT teams, FEMA's Urban Search & Rescue task forces and FEMA's Federal Disaster Response Team, operated by American Medical Response.

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The Federal Disaster Response Team was created following the hurricane season of 2005. In 2007, FEMA named American Medical Response as the primary provider of ambulances, air ambulances and other emergency equipment and personnel to supplement the federal and military disaster response.

Those teams are what Dr. David Persse, Medical Director for the Houston Fire Department, calls the “cavalry,” which comes in shortly after the storm hits.

“EMS employees deployed to disasters tend to figure out how to work together,” says Jerry Romero, president of Acadian. “They don’t worry about turf battles, they don’t need to understand local politics. They’re all there to help.”

## IN COMES THE CAVALRY

“We had a large contingent of EMS crews from Virginia respond to Hurricane Harvey in Florida,” says Tom McEntee, CEO of AMR’s east region. “They went to work and it was like they’d been in Florida their entire careers. It was pretty amazing. And they did it because this was impacting their AMR family.”

Also among the crews deployed from around the country were more than 70 members of the Los Angeles Fire Department, who were deployed as part of FEMA’s US&R CA-TF1 to assist with Hurricane Harvey in August. After several days of working on rescue and recovery, the team was then redeployed to Alabama to prepare for the response to Hurricane Irma. Also in

Former FEMA administrator, Craig Fugate, who now works as a consultant in the areas of emergency response and crisis, believes that planning for the care of EMS personnel and their families is often overlooked by EMS agencies.



August, 80 members of New Jersey’s TF-1 responded to Katy, Texas to help out after Harvey; and in early September, they were sent to Florida to assist in the preparation for Hurricane Irma.

FEMA has 28 such teams around the country trained for rescue and all were activated during the brunt of hurricane season in 2017.

“The definition of a disaster is an event that didn’t stick to the plan,” says Dr. Persse, who has worked on multiple major disasters in his career.

Hurricane Harvey was the first category 4 storm to hit the United States since 2005 and dumped more than 50 inches of rain. The record-setting rains flooded waterways that normally don’t overflow, and stranded people in neighborhoods and on roadways.

“There are times when you are faced with problems and your first reaction is overwhelmed,” says Dr. Persse. “Then you have to get your act together and work the problem.”

Working on that problem comes along with a whole host of challenges. There’s the response by local residents, the initial coordinated response by local providers, and then there’s the integration of the outside agencies and others sent in to help communities continue the rescue, recovery and rebuilding phases.

## WORKING SOMEONE ELSE’S DISASTER

For outside agencies, deploying EMS, fire and police to the front lines of someone else’s disaster takes planning. In addition to sending teams out of town, managers must also make sure their home response areas are covered as well.

“The work doesn’t stop, if anything, it picks up,” says Potts. “When you start talking about sending mass amounts of people out of town, you have to ask, is this right for our community? Is our community going to take a hit for it?”

Indeed, Potts says MedStar made a decision before the deployment to only have the team out of town for seven days before it was switched out with a new team.

In the aftermath of Harvey, Dr. Persse says FEMA sent 206 ambulances into the Houston area, plus 25 rotary-wing air ambulances and 29 fixed-wing ambulances.

<sup>1</sup> Lessard Ph.D., Shipman M.D., Bickham, Butler, *Pressure Applied by the Emergency/Israeli Bandage* (9 December 2007).



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“Many of our EMS providers worked for days before they could even find out if their home was flooded,” Romero says.

Another 93 ambulances came from around the state. Those units supplemented the Houston Fire Department’s 50 BLS ambulances, 35 paramedic ambulances and 11 paramedic squads.

And for those going to other regions, EMS responders may need to deal with language barriers, or climate issues they usually don’t face at home.

“EMS employees deployed to disasters tend to figure out how to work together,” says Jerry Romero, president of Acadian. “They don’t worry about turf battles, they don’t need to understand local politics. They’re all there to help.”

### THE IMPACT ON RESPONDERS AND THEIR FAMILIES

However, there is another factor that is often overlooked in such responses—the impact on the disaster on the EMS workforce and their families. Residents expect EMS, fire and police to be there whenever they call, no matter the weather conditions, 24/7, 365 days a year. But, when an incident occurs in their own region, first responders are tasked with

helping others, while also worrying about the safety of their own families, their homes, their cars and everything they own.

“If you know it’s coming, with some of these weather events, then your people have some time to get their families secure before they come into work,” Dr. Perse says.

Planning for the care of staffers—and their families—is often overlooked by EMS agencies, says Fugate. In many cases, after a storm, EMS goes back to normal operations. But when the homes of EMS providers are damaged in the storm, returning to normal can be a challenge at best. In the U.S. Virgin Islands, for instance, most homes were damaged, leaving EMS providers facing a conundrum—help themselves or help others?

“I think that’s one of our blind spots,” Fugate says. “We forget as we plan that we may be as much impacted as the people we’re trying to help. What happens when you’ve got large evacuations that take place, but you



When St. Thomas and St. John were badly damaged by back-to-back category 5 hurricanes, EMS professionals, New Jersey State Troopers and Disaster Mental Health personnel were sent on a mission to help local residents.

have to have your critical response ready? What's your protocol on that? This is something that doesn't get on anybody's list. It's hard for you to say 'I need you to come in here' and the person's saying, 'I'm in the evacuation zone.'"

“You’ve got to take care of your team,” Fugate says. “What are the things they need to have so they can stay at work serving the community? How can you ask that person to give 100% to the community if they’re worried about their family’s safety?”

The impact of Hurricane’s Irma and Harvey was felt deeply by employees at AMR, according to McEntee.

“Along with the stress associated with trying to move thousands of patients and get them to safety, at the same time EMS personnel are trying to make arrangements to take care of their own families—and in several cases we had employees whose homes were pretty badly damaged,” McEntee says.

**WHEN DISASTERS HIT HOME**

Michael Bascom, a Task Force Leader with the New Jersey EMS Task Force, knows that stress first-hand.

When Superstorm Sandy hit New Jersey in 2012, Bascom was away from home for 14 days coordinating the EMS response in his community and around the New Jersey shore region devastated by the storm. While he was responding to the emergency, his home was flooded.

He took that experience and lessons learned at home with him to the U.S. Virgin Islands, where he led a deployment of 59 EMS, New Jersey State Troopers and Disaster Mental Health personnel in a mission to help residents of St. Thomas and St. John, which were badly damaged by back-to-back category 5 hurricanes. One goal of the mission was to allow local providers much-needed rest and a chance to check on their own homes.

“I knew the impact [Superstorm Sandy] had on my family,” Bascom says. “We were insistent when we got there that they take a break and get home.”

“They got beat up pretty good,” says NJ EMS Task Force planner Neel Mehta, who went on two deployments to the U.S. Virgin Islands. “They needed time off to do whatever they had to get done in their personal lives.”

Therein lies an inherent trait in most first responders—a willingness to respond to major events and then work longer-than-normal hours without regular breaks.



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1. Truemper EJ, Beamer CL, Miller LJ, et al. Distal Femur site Is a viable option for IO vascular access in pediatric patients. *Ann Emerg Med* 2012;60(4):S90. Research sponsored by Teleflex Incorporated. Based on clinical and post-mortem studies.

2. Horton MA, Beamer C. Powered intraosseous insertion provides safe and effective vascular access for pediatric emergency patients. *Pediatr EmergCare*. 2008;24:347-50.

LEFT: When Superstorm Sandy hit New Jersey in 2012, Michael Bascom, a Task Force Leader with the New Jersey EMS, was away from home for 14 days coordinating the EMS response in his community and around the New Jersey shore region.

RIGHT: NJ EMS Task Force member, Bucky Buchanan, with a canine responder, on his return from a deployment to the U.S. Virgin Islands.

Photos courtesy of the NJ EMS Task Force.





# THE NATIONAL REGISTRY OF EMTs

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National Registry certification is more than passing a test. It is a testimony of your commitment, professionalism and integrity. For nearly 50 years, your dedication has inspired us. This EMS Week, we salute the EMS dispatchers, providers, educators, administrators and support staff who put others first and make our profession stronger, together.



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"Many of our EMS providers worked for days before they could even find out if their home was flooded," Romero says. "Some talked to neighbors, but they stayed for days at work before they could get access to their homes."

Romero says about 100 employees were directly affected by Hurricane Harvey in the Greater Houston, Beaumont and Port Arthur regions because their families were in the storm zone. Soon after, Acadian set up financial help for them as well as hands-on help to assist with the cleanup and rebuilding of their homes.

#### TAKING CARE OF YOUR TEAM

Acadian Ambulance lead recruiter Brian Cowart, a paramedic, was one of those who volunteered to help his co-workers start that emotionally draining process. He's been through it before, having had his home damaged in 2016 when the Amite River flooded his neighborhood.

"For all the people who helped myself and my family, it was real important for me to give back as best I could," Cowart says.

Cowart knows well the importance of taking care of responders in the aftermath of a disaster. It's also something Fugate says is critical, though often overlooked, especially in the preparation phase.

"You've got to take care of your team," Fugate says. "What are the things they need to have so they can stay at work serving the community? How can you ask that person to give 100% to the community if they're worried about their family's safety?"

#### ANSWERING THE CALL

Crow didn't have to worry about her home when she was deployed to Puerto Rico. Instead, she was thinking about the people she expected to help when she was in Puerto Rico. She packed extra soap, shampoo and

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1. The decrease was after implementation of Stryker's Power-PRO XT cots with Power-LOAD cot fastener systems, paired with additional training and education. Stryker. (2017). Medstar Mobile Healthcare Survey [Case Study on Powered System]. Retrieved from: <http://ems.stryker.com> 2. <https://www.osha.gov/dcs/smallbusiness/safetypays/estimator.html> \*cost of strain injury calculated with default 3% profit margin per 1 injury. Stryker Corporation or its divisions or other corporate affiliated entities own, use or have applied for the following trademarks or service marks: LUCAS, Power-PRO, Power-LOAD. All other trademarks are trademarks of their respective owners or holder.  
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An inherent trait of all EMS providers is a willingness to answer the call and work tirelessly during major events.



other personal items with the intention of leaving them behind to help those on the ground trying to rebuild.

"People were so grateful for whatever you would give them—shampoo, deodorant, snacks. They were trying to give us things when they needed them at home," Crow says.

If the call comes again to respond to a disaster, she'll be there.

"It makes me want to do it again because you realize how much we actually have and it makes you grateful for what you do have," Crow says. "When you're in any kind of emergency response business, we're in it to help our fellow man." 🇺🇸



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# THE *FIRST* FIRST RESPONDERS

## THE ROLE OF EMS IN PREPARING OUR CITIZENS FOR MAJOR INCIDENTS

BY RICHARD HUFF

In the days and weeks after Hurricane Maria slammed Puerto Rico, one of the many narratives that emerged was the need for citizens to be trained in basic first aid and CPR.

Given the damage to infrastructure and the inability for crews to respond to the initial emergency, bystanders were forced to help.

When the severity of flooding in Houston was setting in—and forecasters predicting record rain—the Cajun Navy, a collection of volunteers with boats formed during Hurricane Katrina, began to mobilize. They headed to the region where they helped local EMS providers rescue residents unable to get to safety.

In the aftermath of the deadly mass shooting in Las Vegas, there was a call for more people to learn how to stop life-threatening bleeding before trained professionals get to the scene.

### EMS TAKING THE LEAD

EMS providers have an active role in this process. EMS, while on the front lines of a disaster, also has a key part in building community resilience long before a crisis happens. From routine CPR classes to rolling out the “Stop the Bleed” training, EMS is critical in preparing the public to help themselves.

Likewise, EMS often helps through messaging on social media with important information before, during and after a disaster.

“We have to make sure the citizenry is prepared to deal with the first 24 hours until the government can respond,” says Jerry Romero, president of Acadian Ambulance. “A well-equipped, well-trained citizenry can save a lot of lives.”

*“We have to make sure the citizenry is prepared to deal with the first 24 hours until the government can respond,” says Jerry Romero, president of Acadian Ambulance. “A well-equipped, well-trained citizenry can save a lot of lives.”*

As part of the response to the Port Arthur, Texas area after Harvey, Acadian providers worked hand-in-hand with the Cajun Navy to rescue people and confirm other homes were cleared.

“With the ‘Stop the Bleed’ campaign, now is the time to start training people,” says Dr. David Persse, Medical Director for the Houston Fire Department. “Tragically, we’re probably able to get people interested.”

As part of this new effort around the country, there’s been growth in training of local Community Emergency Response Teams. And recently, there has been a push for Teen CERT teams.

### EDUCATING THE PUBLIC

Former FEMA Administrator Craig Fugate says the public is going to act whether they’re trained or not, so there is a benefit to EMS stepping up and taking a lead on helping the community.

“The public’s a resource, not a liability. From Joplin and a whole host of other traumatic events, the stories you hear of people being saved, it’s very rarely the lights and sirens folks. They’re going to do it whether you’re there or not,” Fugate says.

In fact, it’s important to let the public know the reality of response times and how critical bystanders are in the process, whether it’s after a storm or a mass shooting.

“I think we need to be frank and honest with people, whether it’s a heart attack, a gunshot, or a fall from a ladder, the fastest response is not 9-1-1—it’s the bystander,” Fugate says.

When wrapping up the 2017 hurricane season, FEMA Administrator Brock Long put an emphasis on the part local community responders play in dealing with disasters.

“This historic hurricane season should serve as a gut check and an opportunity for citizens, businesses, state, local, tribal and federal officials to re-evaluate how we prepare for and respond to any disaster,” Long said in a statement. “Response and recovery is dependent upon the whole community to be successful. While we continue to support the recovery from these storms, we must also take the opportunity to become better prepared for future disasters.”

“State, local, tribal and territorial governments, along with the residents in the impacted areas, are the true first responders,” Long added. “FEMA alone cannot deliver assistance to this vast number of survivors. We must hit the reset button on the culture of preparedness in this country.”



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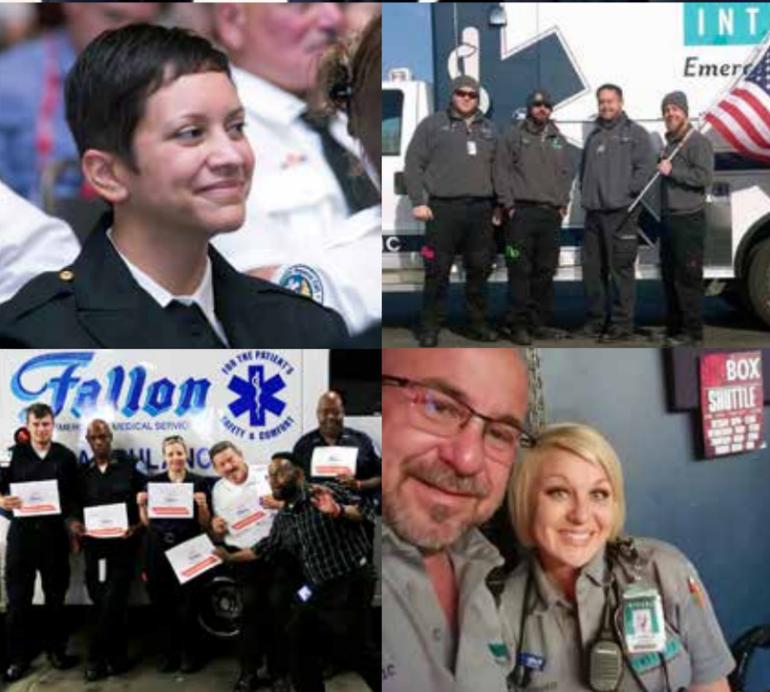
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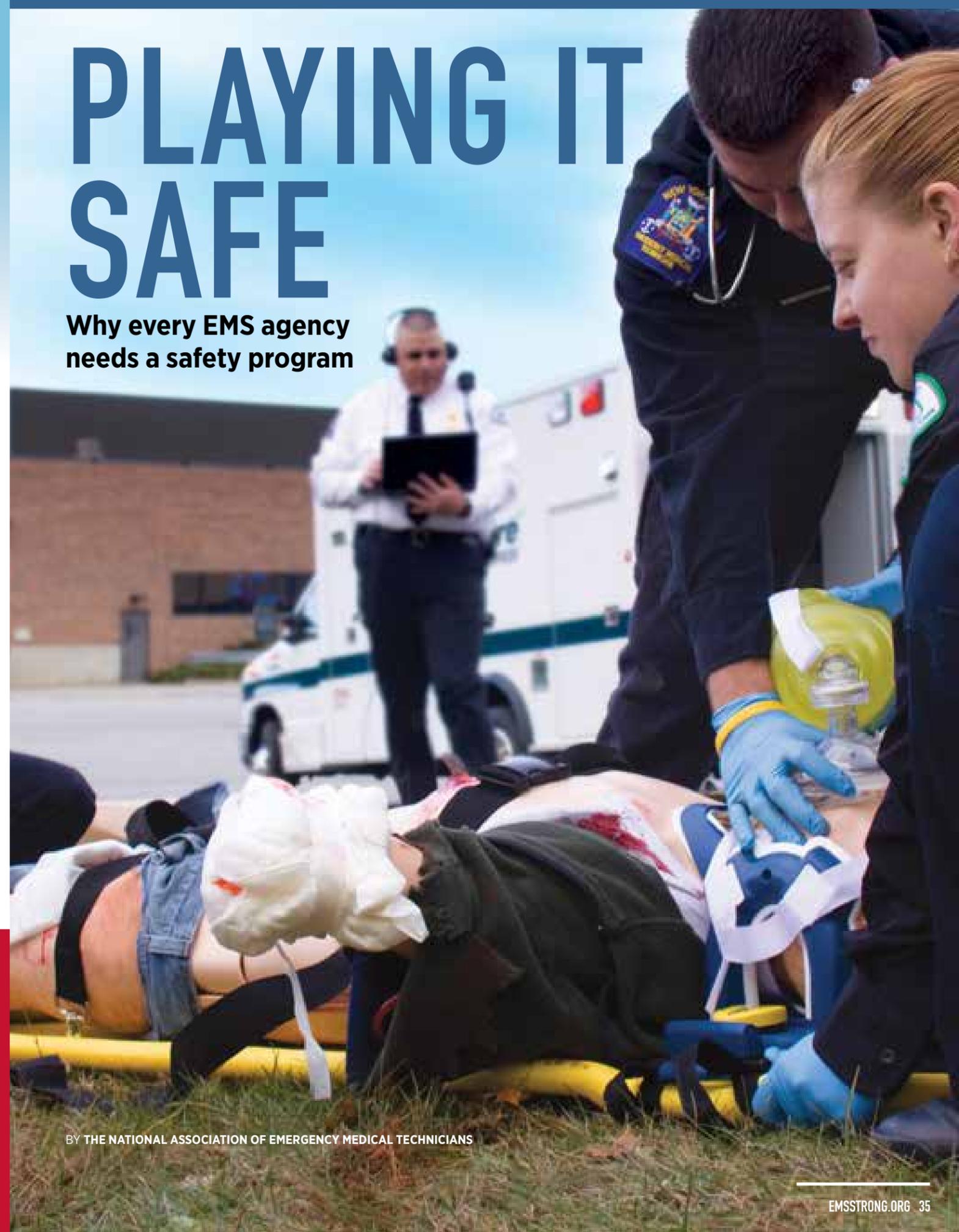
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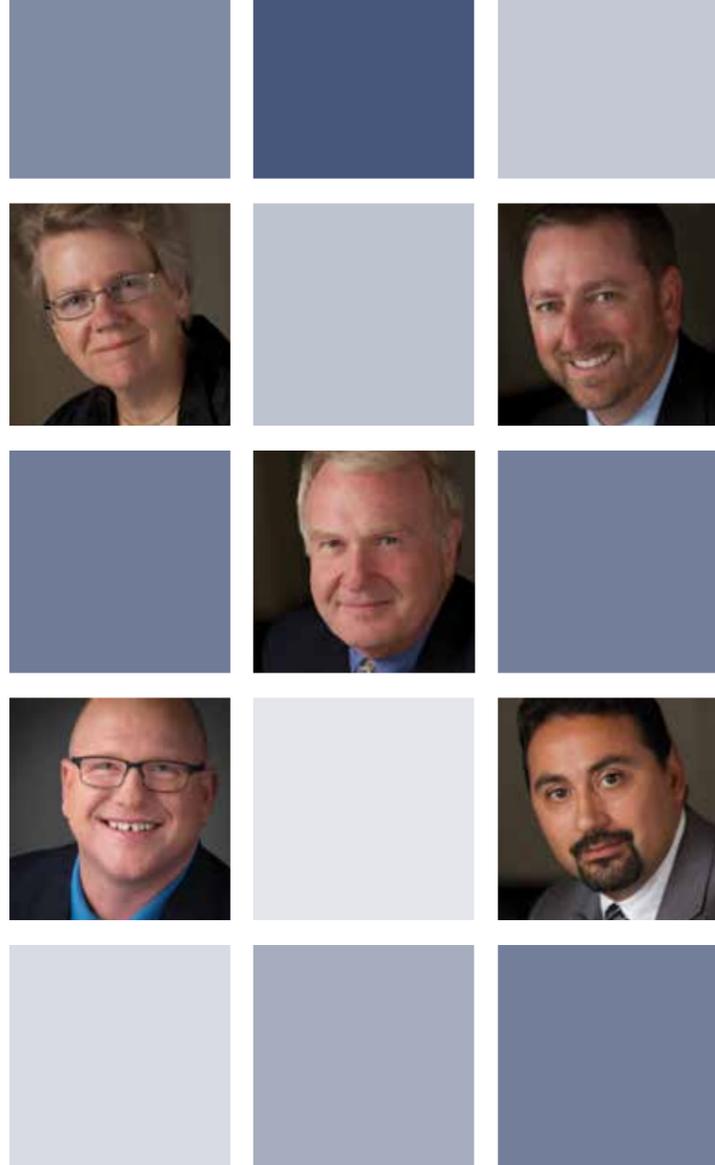
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# PLAYING IT SAFE

**Why every EMS agency needs a safety program**



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## EMS is an inherently risky job. On any given shift, EMS practitioners may be called to respond to emotionally charged, potentially life-threatening situations.

These may be quickly followed by a routine patient transport, with little time for recovery. Research shows that rapidly cycling between high and low intensity routine work can lead to exhaustion and errors—whether it's forgetting to be careful when lifting a gurney or making a small driving error that leads to serious consequences.

Even when fully alert, long hours spent driving on roadways, in all kinds of weather and traffic conditions, at all hours of the day and night, exposes EMS practitioners to the potential of motor vehicle collisions. EMTs and paramedics have also been injured while responding to accidents by the side of the road. EMS practitioners are also put into harm's way every time they respond to a call that involves interacting

with members of the public who are highly stressed, under the influence of drugs and alcohol or in a mental health crisis. Surveys of EMS practitioners have found that assaults, either intentional or unwitting, are all too common.

So what steps can EMS agencies take to protect the health and well-being of EMS practitioners and their patients? One of the most important steps is implementing a comprehensive workplace safety program.

A comprehensive workplace safety program establishes policies and procedures that reduce risks, a plan of action when accidents or occupational exposures occur, and the steps to take to conduct

Protecting the health and well-being of staff, as well as patients, is an important consideration for all EMS services.





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investigations and ensure that the same type of incident does not occur in the future.

To make it more feasible for EMS agencies of all sizes to establish safety programs, in late 2017 the National EMS Safety Council published the Guide for Developing an EMS Agency Safety Program. Available free of charge on the NAEMT website ([www.naemt.org](http://www.naemt.org)), the guide covers the many potential risks faced by EMS professionals and how to mitigate them.

Recognizing that EMS agencies have differing levels of resources available for safety programs, the guide provides tools and templates that EMS agencies can use, including:

- Specific steps and guidance on recommended policies and protocols to be included in a comprehensive safety program.
- Sample policies currently in use by some of our nation’s most highly respected EMS agencies.
- Other resources for educating yourself and your workforce about safety issues and injury prevention.

**INCREASING AWARENESS OF SAFETY ISSUES IN EMS**

In 2013, the National EMS Culture of Safety Strategy, funded by the National Highway Traffic Safety Administration (NHTSA), brought together the EMS stakeholder community to identify what constitutes a safe environment for EMS patients and practitioners; barriers to achieving a safe EMS environment; and a strategy to overcome these challenges.

*A comprehensive workplace safety program establishes policies and procedures that reduce risks, a plan of action when accidents or occupational exposures occur, and the steps to take to conduct investigations and ensure that the same type of incident does not occur in the future.*

One of the central concepts of the Culture of Safety Strategy was the concept of “just culture,” which encourages EMS agencies to foster an environment in which employees are urged to report near-misses and errors, and to share safety concerns, without the

**Why implement a safety program?**

**Protect the physical and mental health of EMS practitioners**

**Protect patients**

**Protect the public at large**

**Lower operational costs (fewer collisions, time off due to injury, sick days)**

**Lower worker’s compensation costs**

**Lower insurance costs**

**Fewer liability claims**

fear of punishment. This openness allows the agency to identify issues and take action to prevent future incidents.

The strategy also envisioned the establishment of a national level organization to coordinate national EMS safety efforts and serve as a repository for information, data and resources. In 2015, 12 leading national EMS and safety organizations, including NAEMT, came together to form the National EMS Safety Council. The goals of the council are to:

- Ensure that patients receive emergency and mobile healthcare with the highest standards of safety.
- Promote a safe and healthy work environment for all emergency and mobile healthcare practitioners.

The first initiative, funded by NAEMT, the American College of Emergency Physicians (ACEP), and American Medical Response (AMR) was to develop a guide to help EMS agencies start safety programs.

**SAFETY TOPICS COVERED**

Mitigating fatigue, reducing the risk of collisions, promoting scene safety and preventing violence against practitioners are among the major issues



The campaign aims to provide civilians with the knowledge and tools to help control severe bleeding.

## Find Out How You Can “Stop the Bleed”

The American College of Emergency Physicians (ACEP) is proud to partner with the White House National Security Council and the U.S. Department of Defense in an initiative to expand the role of bystanders as immediate responders in stopping life-threatening bleeding.

### PURPOSE

The purpose of the campaign is to build national resilience by better preparing the public to help save lives by taking basic actions to stop life-threatening bleeding following everyday emergencies or disaster events. Severe hemorrhage control kits should be readily available to the public in easily accessible locations such as public access automatic external defibrillator (AED) locations in business, schools, airports, and other public buildings.

### OBJECTIVES OF THE CAMPAIGN

- ✓ The general public will know the phrase and associated logo, “Stop the Bleed”
- ✓ The general public will have access to lifesaving bleeding control kits at home and in public places
- ✓ Every bleeding control kit will provide “just in time” audio and visual training



By implementing policies that protect the health and well-being of EMS practitioners, agencies ensure that their employees can continue in their chosen line of work and continue to serve our nation’s communities for many years to come.

that the guide addresses. But there are many others, including facility safety and security, infection control, substance abuse prevention and all aspects of personal safety, from lift injury prevention to the mental health of practitioners.

The guide is divided into main topic areas, some of which are particular to EMS and others that could apply to many types of businesses, both within healthcare and outside of it. Chapters include:

1. Facility Safety and Security
2. Vehicle Operator Safety
3. Scene Safety
4. Infection Control
5. Personal Health and Safety
6. Patient Safety

By implementing policies that protect the health and well-being of EMS practitioners, agencies ensure that their employees can continue in their chosen line of work and continue to serve our nation’s communities for many years to come. 🇺🇸

To view and download a free copy of the guide, visit the National EMS Safety Council:

[www.naemt.org/initiatives/ems-safety/national-ems-safety-council](http://www.naemt.org/initiatives/ems-safety/national-ems-safety-council)

# Don't be a Bystander!

The “Stop the Bleed” campaign is a local initiative to provide lifesaving bleeding control kits for easy public access and training — both before the need and in a “just in time” format.

### TO ORGANIZE A “STOP THE BLEED” CAMPAIGN

- Work with local government officials, hospitals, healthcare providers, civic groups, and others to identify funding to purchase bleeding control kits.
- Identify appropriate locations to position bleeding control kits in businesses, schools, airports, and other public buildings.
- Provide public training on the principles of bleeding control and the use of the contents of the bleeding control kits.

[dhs.gov/stopthebleed](http://dhs.gov/stopthebleed)



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## Be Prepared When Disaster Strikes

# CELEBRATE THESE FIVE DAYS OF EMS WEEK



## Monday: Education Day

*Sponsored by: Genentech, Teleflex*

This is a perfect day for EMS providers to educate the public about the ways they can prevent illness and injury. Education Day seeks to highlight community educational programs, as well as the importance of continuing education for EMS providers.

## Tuesday: Safety Day

*Sponsored by: Medtronic, Priority Ambulance, Stryker*

Safety Day encourages first responders to focus on risk and prevention rather than possible negative outcomes, and aims to promote the advancement of safety measures for both the community and the profession.

## Wednesday: EMS for Children Day

*Sponsored by: Medtronic*

EMS for Children Day highlights the distinctive physiological and psychological aspects of caring for children, and raises awareness about improving specialized care for children in pre-hospital and acute care settings.

## Thursday: Save-A-Life Day

*Sponsored by: PerSys Medical*

It doesn't matter how quickly EMS providers get to a scene—bystanders will always be there first. Save-A-Life Day empowers the general public to learn and apply steps that can be taken to help save a life. Two great examples are community CPR and Stop the Bleed training courses. Check for more information under the CPR Challenge tab on the EMS Week page at <https://www.acep.org/emsweek>

## Friday: EMS Recognition Day

*Sponsored by: National Registry of EMTs (NREMT)*

On EMS Recognition Day, honor local EMS heroes who regularly go above and beyond what is expected. Give gratitude to first responders for their unwavering commitment to serve their communities.

### RECOGNIZE THE BEST IN OUR EMS PROFESSION

Nominate them for a National EMS Award of Excellence by **June 30**.  
Visit [NAEMT.org/initiatives](http://NAEMT.org/initiatives) for more information.

### MARK YOUR CALENDARS!

Reward a few special providers or leaders by sending them to an upcoming conference!

#### NASEMSO Annual Meeting

May 21-24, Providence, RI  
[www.nasemso.org](http://www.nasemso.org)

#### Fire-Rescue Med

June 11-13, Henderson, NV  
[www.iafc.org](http://www.iafc.org)

#### Pinnacle Leadership Forum

July 23-27, Phoenix, AZ  
[www.pinnacle-ems.com](http://www.pinnacle-ems.com)

#### NAEMT Annual Meeting

October 29-31, Nashville, TN  
[www.naemt.org](http://www.naemt.org)

#### EMS World Expo

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**EMS03 Mylar Balloon** – Some facilities will not allow latex, so this 18" Mylar® balloon is the perfect way to announce the week. More durable than latex and will last much longer. Helium required.  
1-24 \$3.75, 25+ \$3.49

**EMS04 Vinyl Banner** – Make a big statement with this large 6' x 3' colorful banner. Durable heavyweight vinyl comes complete with tough brass grommets so it can hang indoors or out. A great way to promote to the public and staff.  
\$69.95

**EMS05 Retractable Banner** – This pull-up economy retractable banner with stand packs great value into an easy to use durable and attractive display. Vinyl banner pulls up and retracts down into the base. The stand is aluminum alloy and the banner is made of 13 oz smooth matte vinyl. 78.7" x 33.4"  
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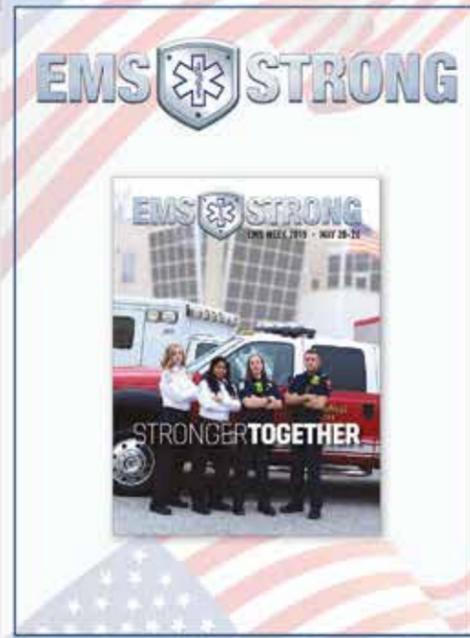
**EMS06 Top Seller! Hero Tee** – This preshrunk, 90/10 cotton/polyester tee is soft and long lasting. The EMS Hero logo shows beautifully against the sport grey shirt.  
S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)  
1-35 \$9.99, 36-71 \$9.49, 72-144 \$8.99, 145+ \$7.99  
Logo personalization minimum: 36, \$50 setup

**EMS07 Hero Tumbler** – This insulated 16 oz. tumbler features full color wrap-around imprint and a screw-on, flip top lid. It is BPA free, meets FDA requirements and is hand wash only.  
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## WEARABLES



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EMS10



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EMS14



EMS15



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**EMS09 Classic T-shirt** – This preshrunk 4.5 oz. 35/65 cotton/polyester T-shirt features a seamless collar and double-needle stitched neckline and sleeves. The heather red color is the perfect backdrop for the 2018 EMS logo.  
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1-35 \$10.99, 36-71 \$9.99, 72-144 \$8.99, 145+ \$8.50  
Logo personalization minimum: 36, \$50 setup

**EMS10 Top Seller! Serving With Pride T-Shirt** – Preshrunk, heavyweight 6.1-oz. 100% white cotton shirt holds up over time and feels great. Built with seamless ribbed collar and double-needle stitched hemmed sleeves and bottom for better wear. The full color "Serving with Pride" logo shows beautifully.  
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Logo personalization minimum: 36, \$50 setup

**EMS11 Price Buster Special! Color Tee** – This preshrunk, 100% cotton tee is soft and long lasting. The 2018 EMS logo shows beautifully against the denim blue color.  
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**EMS12 New! Dry Power Active Tee** – This 5.6 oz., preshrunk 50/50 cotton/polyester shirt offers advanced moisture management performance and features shoulder-to-shoulder taping, double-needle stitched sleeves, bottom hem and front neck and a 1x1 rib seamless collar. Black.  
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1-35 \$9.99, 36-71 \$9.49, 72-144 \$8.99, 145+ \$7.99  
Logo personalization minimum: 36, \$50 setup

**EMS13 Mens Polo** – The versatile men's polo has a classic look that never goes out of style. It offers great performance with a breathable fabric, a wicking finish, UV protection, snag-resistance and wash-and-wear convenience. It features a three-button placket with dyed-to-match buttons. The shirt is royal blue with the EMS Week logo transferred on the left chest.  
S, M, L, XL, XXL, XXXL and XXXXL  
1-12 \$27.99, 13-49 \$25.99, 50-74 \$23.99, 75+ \$21.99  
Logo personalization minimum: 12, \$50 setup

**EMS14 New! Packable Jacket** – Easy to stow and ready to keep you dry when needed, this lightweight jacket packs away into the lower left pocket. It is made of 100% polyester with a water resistant coating and a water repellent finish. It features a contrast reverse coil center front zipper with easy grip pull, lower concealed reverse coil zipper pockets, elasticized sleeve cuffs with thumb exit and back ventilation. Royal blue.  
S, M, L, XL, XXL, XXXL, XXXXL  
Minimum Order: 12 pieces total  
12-24 \$45.99, 25-49 \$43.99, 50-99 \$41.99, 100-149 \$38.99, 150+ \$36.99  
Logo personalization minimum: 24, \$50 setup

**EMS15 Top Seller! Men's Softshell Jacket** – This lightweight softshell jacket combines a classic clean look with lightweight comfort for the transitions between seasons. The three layer construction includes a waterproof breathable membrane, with water repellent finish, snap closure pockets and brushed interior zipper flap. Articulated elbows and ergonomic sleeves offer extra mobility and comfort. Vintage Navy  
S, M, L, XL, XXL, XXXL  
1-11 \$49.99, 12+ \$45.95  
Logo personalization minimum: 12, \$50 setup

**EMS16 Top Seller! V-neck Wind Shirt** – Cool, windy days are no match for this soft, water-repellent wind shirt. With tipping on the collar and at the gussets, it boasts simple lines and great style. It features a 100% polyester jersey lining with mesh insets at gussets for added breathability, side pockets, color-blocked side panels, drawcord hem and a left side seam zipper for easy on/off. Black  
S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)  
Minimum Order: 13 pieces total  
13-23 \$37.99, 24-71 \$36.99, 72+ \$33.99  
Logo personalization minimum: 36, \$50 setup

**EMS17 New!** EMS TEAM Unisex Baseball Tee – This sporty baseball style tee is made of 90/10 preshrunk cotton/polyester with contrast three-quarter length raglan sleeves and neck trim. Grey with navy blue sleeves.  
S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)  
1-35 \$13.99, 36-71 \$13.49, 72-144 \$12.99, 145+ \$11.99  
Logo personalization minimum: 36, \$50 setup

**EMS18 New!** EMS TEAM Men's Quarter Zip – This sporty quarter zip for men is a versatile pullover design for wash-and-wear convenience. It is made with a breathable, moisture wicking fabric that offers UV protection and resists snagging. Steel Grey  
S, M, L, XL, XXL, XXXL  
1-11 \$39.99, 12-24 \$38.99, 25+ \$37.99  
Logo personalization minimum: 12, \$50 setup

**EMS19 Top Seller!** EMS TEAM Sport Bag – This sport bag features the perfect collection of attributes to make any trip to the gym a success. The top zippered opening provides easy access while a front pocket with zipper, the molded insulated water bottle compartment and the earphone outlet hold essentials outside of the main compartment. It can be carried using the adjustable shoulder strap or the top grab handles. It is made of strong 600D polyester and measures 18 1/2" x 8 3/4" x 9 1/2".  
1-24 \$15.99, 25-49 \$14.99, 50-99 \$13.99, 100-249 \$12.99, 250-499 \$11.99, 500+ \$10.99  
Logo personalization minimum: 25, \$50 setup

**EMS20 New!** EMS TEAM Grip Write Pen – Wide body plunger action pen with black trim. The Eversmooth® black ink provides smooth and consistent writing.  
1-99 \$1.25, 100-249 \$1.20, 250-499 \$1.15, 500-999 \$1.10, 1000+ \$0.99  
Logo personalization minimum: 300, \$50 setup

**EMS21 New!** EMS TEAM Stainless Steel Travel Mug – This 14 oz. travel mug is double-wall constructed using a stainless steel exterior with a stainless steel liner. It features a push-on lid with a twist drink opening and a comfortable handle. Hand wash only. Follow any included care guidelines.  
1-49 \$10.25, 50-99 \$9.49, 100-249 \$8.99, 250-499 \$8.49, 500+ \$7.99  
Logo personalization minimum: 75, \$50 setup

## TEAM PRIDE!

Visit [www.JimColemanStore.com/acep](http://www.JimColemanStore.com/acep) for more products and ordering information.



## TAKE NOTE!

**EMS22 Top Seller!** Pen Light/Stylus – This 5" ABS plastic pen features a soft silicone stylus for use with capacitive touchscreen devices. It also has a bright LED bulb for added convenience. The stylus cap with metal clip houses a ballpoint pen with medium black ink.  
1-99 \$2.99, 100-249 \$2.79, 250-499 \$2.59, 500+ \$2.29  
Logo personalization minimum: 250, \$50 setup

**EMS23 New!** Scripto® Score Ballpoint Stylus/Phone Holder – This multi-functional ballpoint stylus combines technology and function. Simply twist to write or to use the stylus tip and extend the top barrel to reveal the phone holder. Black ink.  
1-99 \$1.79, 100-249 \$1.69, 250-499 \$1.59, 500+ \$1.39  
Logo personalization minimum: 288, \$50 setup

**EMS24 Price Buster Special! Top Seller!** LED Stylus Carabiner Pen – Aluminum ballpoint and stylus with an extra bright white LED and a carabiner attachment. Button cell battery included.  
5 1/4" x 1/4"  
\$3.39  
Logo personalization minimum: 100, \$50 setup

**EMS25** EMTs and Emergencies Coloring/Activity Book – Emmie, the Emergency Medical Services Elephant, helps children learn about emergencies and what happens when they call 9-1-1. Paramedics, EMTs, ambulance drivers, policemen and firefighters are discussed as well as how they help in an emergency!  
1-99 \$0.99, 100-249 \$0.95, 250-499 \$0.69, 500-999 \$0.65, 1000+ \$0.63  
Logo personalization minimum: 1,000 pieces, \$50 setup

**EMS26 Top Seller!** Jotter – Scripto® ultrabound matte jotter with a 3" x 4 1/4" writing pad, business card holder and pen loop. Pen not included.  
1-99 \$4.39, 100-249 \$4.19, 250-499 \$3.99, 500+ \$3.79  
Logo personalization minimum: 288, \$50 setup



## BAGS & COOLERS



**EMS27 New!** Hanging Toiletry Bag – This heather grey hanging toiletry bag is made of 600D polyester and measures 10 1/2" x 8". It folds down to a compact size for simple transportation and features a hook and loop closure. It can hang for convenient access and has a handle for easy access. Inside, there is a clear plastic zippered pocket, zippered mesh pocket and zippered main compartment with a mesh window.  
Folded: 10 1/2" x 8" • Hanging: 10 1/2" x 17 1/2"  
1-49 \$11.99, 50-99 \$11.49, 100-249 \$10.99, 250-499 \$9.99, 500+ \$8.99  
Logo personalization minimum: 50, \$50 setup

**EMS28 New!** Multi-Purpose Carryall – This multi-purpose personal carrying bag is made of 600D polyester and features a front mesh pocket for ID or cell phone, zippered compartments and carrying strap. Perfect for personal items or electronic devices.  
10" x 8" x 1 1/2"  
1-49 \$5.99, 50-99 \$5.49, 100-249 \$4.99, 250-499 \$4.49, 500+ \$3.99  
Logo personalization minimum: 144, \$50 setup

**EMS29 Price Buster Special! Top Seller!** Quilted Cooler – This extra large cooler bag is perfect for everyday use or to take to an event. It is made of 210D polyester and features a quilted body, a large zippered insulated main compartment, a zippered front pocket and 5 1/2" grab handles. 14" x 12 1/2" x 6 1/2"  
\$12.99  
Logo personalization minimum: 75, \$50 setup

**EMS30 Top Seller!** Jumbo Cooler – Extra large cooler bag with double zippered top closure, side pocket, mesh water bottle pocket and large front zippered pocket. Made of 600D polyester with adjustable shoulder strap and two web handles for easy carrying. 14" x 8" x 8"  
\*See website to choose color option. Minimum Order: 24 pieces  
24-49 \$14.99, 50-99 \$13.99, 100-249 \$12.99, 250-499 \$11.99, 500+ \$10.99  
Logo personalization minimum: 24, \$50 setup

**EMS31 New!** Wide Open Lunch Cooler – This lunch cooler is made of strong 600D polycanvas with PEVA lining and features a large U-shaped opening for easy access to contents, a side mesh pocket, shoulder strap and top grab handle. 10" x 5" x 9"  
\*See website to choose color option. Minimum Order: 36 pieces  
36-49 \$10.99, 50-99 \$10.49, 100-249 \$9.99, 250-499 \$9.49, 500+ \$8.99  
Logo personalization minimum: 36, \$50 setup

**EMS32 New!** Utility Cooler – This large cooler is perfect for events or a trip to the market. It is made of 600D polyester with PEVA lining and features a double-zippered main compartment, front pocket and 33" handles. It collapses for easy storage. 17 1/2" x 10" x 9"  
\*See website to choose color option. Minimum Order: 20 pieces  
20-49 \$15.99, 50-99 \$14.99, 100-249 \$13.99, 250-499 \$12.99, 500+ \$11.99  
Logo personalization minimum: 20, \$50 setup

**EMS33 New!** Pier Computer Backpack – Made of strong 600D polycanvas, this computer backpack features an open main compartment with a 15" laptop sleeve, a front zippered compartment with ear bud port, padded shoulders straps and grab handle and colored graphite accents. 18" x 6" x 15"  
\*See website to choose color option. Minimum Order: 18 pieces  
18-49 \$17.99, 50-99 \$17.49, 100-249 \$16.99, 250-499 \$15.99, 500+ \$14.99  
Logo personalization minimum: 36, \$50 setup

**EMS34 Top Seller!** Hayden Computer Backpack – This backpack is made of strong 600D polycanvas and features a zippered main compartment with laptop sleeve, a front zippered pocket, a side mesh water bottle pocket and front clips to carry an extra jacket or blanket. 17" x 5 1/4" x 11"  
1-24 \$21.99, 25-49 \$19.99, 50-99 \$18.99, 100-249 \$17.99, 250-499 \$16.99, 500+ \$15.99  
Logo personalization minimum: 36, \$50 setup

**EMS35 New!** Packaway Duffel – Stylish and convenient, this duffel bag will do the trick for any destination! Constructed of 210D polyester, this lightweight duffel bag features a large main compartment, a removable carabiner and top grab handles. It packs away easily into the back of the side zippered pocket. When unpacked, the side zippered pocket is ideal for storing accessories and the slash pocket provides extra storage and organization.  
20 1/2" x 11" x 8 1/2"  
1-24 \$13.99, 25-49 \$13.49, 50-99 \$12.99, 100-249 \$12.49, 250-499 \$11.99, 500+ \$10.99  
Logo personalization minimum: 25, \$50 setup

# DRINKWARE

Visit [www.JimColemanStore.com/acep](http://www.JimColemanStore.com/acep) for more products and ordering information.

**EMS36 Price Buster Special! New!** Tritan™ Surge Sports Bottle – This large 30 oz. bottle is made of durable Tritan™ material, which is impact and shatter resistant. It features a screw-on, spill-resistant, sip-top lid with a matching carabiner. It is BPA-free and meets FDA requirements. Hand-wash recommended. **\$8.99**

Logo personalization minimum: 50, \$50 setup

**EMS37 New!** Value Sport Bottle – This large 26 oz., translucent sport bottle features a convenient flip-top lid and is BPA free. 1-99 \$2.59, 100-299 \$2.49, 300-499 \$2.29, 500+ \$1.99  
Logo personalization minimum: 300, \$50 setup

**EMS38 Stadium Cup** – 16 oz. plastic cup will hold your favorite cold beverage. Side two features CPR instructions. 1-99 \$0.99, 100-249 \$0.79, 250-499 \$0.59, 500-999 \$0.55, 1000+ \$0.52  
Logo personalization minimum: 500, \$45 setup

**EMS39 15 oz. Ceramic Mug** – 15 oz. ceramic mug that proudly displays the full color EMS Week logo. **Minimum Order: 36 pieces**  
36-49 \$5.99, 50-99 \$5.75, 100-249 \$5.49, 250-499 \$4.99, 500+ \$4.49  
Logo personalization minimum: 36, \$50 setup

**EMS40 New!** Aluminum Sports Bottle – This 20 oz. sports bottle is made of single-wall aluminum construction and features a tethered cap with deluxe push/pull drink spout, a twist-on lid and a 6mm carabiner with nylon strap. Hand wash only. 1-49 \$6.99, 50-99 \$6.49, 100-249 \$5.99, 250-499 \$5.49, 500+ \$4.99  
Logo personalization minimum: 100, \$50 setup

**EMS41 Top Seller!** Value Tumbler – Insulated steel outer wall with plastic liner. Stainless steel screw-on lid with slide opening. 16 oz. capacity. Fits most auto drink holders. 1-49 \$6.99, 50-99 \$6.49, 100-299 \$5.99, 300-499 \$5.49, 500+ \$4.99  
Logo personalization minimum: 100, \$50 setup

**EMS42 New!** Expedition Bottle – This 24 oz. stainless steel bottle features a flip-top lid with straw for easy drinkability. The straw detaches for cleaning. The large opening makes for easy cleaning and filling. It also has a carabiner clip for portability. It is BPA free and hand washing is recommended. **\*See website to choose color option.**  
**Minimum Order: 24 pieces**  
24-49 \$8.99, 50-99 \$8.49, 100-249 \$7.99, 250-499 \$7.49, 500+ \$6.99  
Logo personalization minimum: 48, \$50 setup

**EMS43 Price Buster Special! New!** Travel Tumbler – This 16 oz. tumbler is double-wall constructed using a stainless steel exterior with a plastic liner. It features a convenient spill-resistant flip-lock lid and a rubber grip. It meets FDA requirements and is BPA free. \$7.99  
Logo personalization minimum: 50, \$50 setup

**EMS44 New!** Double-Wall Stainless Travel Mug – This 16 oz. travel mug features a stainless steel thumb-slide lid, a textured grip and a comfortable handle. It is double-wall constructed using a stainless steel exterior and a stainless steel liner providing great temperature preserving performance. A gift box is included. **Minimum Order: 18 pieces**  
18-49 \$13.99, 50-99 \$12.99, 100-249 \$11.99, 250-499 \$11.49, 500+ \$10.99  
Logo personalization minimum: 36, \$50 setup

**EMS45 New!** Vacuum Tumbler and Bottle Holder – This 12 oz. tumbler is double-wall, copper-lined, vacuum insulated using stainless steel construction. It includes a sip-thru lid when using as a drink tumbler and an insulator ring for bottles. It keeps drinks hot or cold for up to 6 hours. FDA certified. 1-24 \$15.99, 25-49 \$14.99, 50-99 \$14.49, 100-249 \$13.99, 250-499 \$13.49, 500+ \$12.99  
Logo personalization minimum: 25, \$50 setup



EMS58



EMS59



EMS60



**EMS58 Top Seller!** Rescue Knife – This three-in-one emergency safety tool includes an impact hammer to break through glass, a seatbelt cutter, and an oxidized knife. It easily fits into your pocket and includes a belt clip. 3 1/4" x 1 1/2" Arrives in a 1-piece white gift box. 1-99 \$16.99, 100-249 \$14.99, 250-499 \$13.99, 500+ \$12.99  
Logo personalization minimum: 50, \$50 setup

**EMS59 New!** 7-in-1 Multi-Function Tool – This clever tool includes a small knife, flat head/Phillips-head screwdriver, file, hex wrenches, bottle/can opener, fish scaler/hook remover, two flat-head bits, one Phillips-head bit and a magnetic port for accepting the bits. There's even a detachable silicone strap. 3 3/4" x 1 1/2" 1-49 \$6.49, 50-99 \$5.99, 100-249 \$5.49, 250-499 \$4.99, 500+ \$4.49  
Logo personalization minimum: 50, \$50 setup

**EMS60 Price Buster! Top Seller!** Micro Multi-Tool – Small, yet mighty in function, the Micro Multi-Tool beckons the belt loop. The Micro Multi-Tool features stainless steel and aluminum construction, mini pliers, a wire cutter, a bottle opener, a small knife, a serrated blade, a Phillips screwdriver, a carabiner, and a black nylon pouch. 3.5" x 1.125" x .5625" **\$10.99**  
Logo personalization minimum: 50, \$50 setup

**EMS61 11-Function Mini Multi-Tool** – This 11-function tool is made of an aluminum case and stainless steel tools. It features a pliers, knife blade, Phillips-head screwdriver, flat-head screwdriver (small and large), bottle opener, can opener, saw blade and nail file. It includes a nylon storage pouch with belt loop. The imprint is laser engraved on the multi-tool. 1-49 \$9.99, 50-99 \$8.99, 100-249 \$8.49, 250-499 \$7.99, 500+ \$7.49  
Logo personalization minimum: 75, \$50 setup

**EMS62 New!** Key Tool – This 7 function tool includes a bottle opener, phone stand, Phillips screwdriver, slotted screwdriver, hexagon wrench, 5.5mm/7mm/8mm/10mm, 3cm ruler, and butterfly wrench. It is made of stainless steel and measures 2.38" x 1.12". Media device not included. 1-99 \$4.99, 100-249 \$4.75, 250-499 \$4.49, 500-999 \$4.25, 1000+ \$3.99  
Logo personalization minimum: 288, \$50 setup

**EMS63 New!** Carabiner Spinner and Bottle Openers – This fun gadget has multiple uses! It has a flat shape that is perfect for fitting in a pocket, two carabiner clips, two bottle openers and the ability to spin between your middle finger and thumb for reducing stress, boredom and anxiety. 3 1/4" x 1 3/4" 1-49 \$4.99, 50-99 \$4.75, 100-249 \$4.49, 250-499 \$4.25, 500+ \$3.99  
Logo personalization minimum: 100, \$50 setup



EMS61



EMS62



EMS63





Learn how to prevent blood clots from forming:

- Know your risks for blood clots.
- Be able to recognize the signs and symptoms of blood clots.
- Tell your physician if you have risk factors for blood clots.
- Prior to any surgery, discuss blood clots with your doctor.
- If you have any symptoms of blood clots, see your physician as soon as possible. Blood clots can be easily treated.

[care4clots.org](http://care4clots.org)

For more information, educational references and a downloadable toolkit, visit [care4clots.org](http://care4clots.org). The site includes educational references and a downloadable toolkit.

## C.A.R.E.4 Clots

Don't Be Clot Unaware

### Know the warning signs! It starts with YOU.

The warning signs for a blood clot in an arm or leg, also known as deep vein thrombosis (DVT), include:

- Swelling of the leg or arm, sometimes more common on one side of the body.
- Pain or tenderness not caused by an injury.
- Skin that is warm to the touch.
- Redness or discoloration of the skin.

If you experience these signs you should contact your physician as soon as possible.

The American College of Emergency Physicians (ACEP) is leading development with other healthcare providers of new educational programs designed to educate on the warning signs, prevention, and treatment of blood clots.



The project is funded through a grant from the Bristol-Myers Squibb and Pfizer alliance.

WHEN IT COMES  
TO **STROKE**,  
IT'S OK TO  
**OVER-  
REACT**

**I CALLED 911**  
THE SECOND I THOUGHT  
MY HUSBAND MIGHT  
BE HAVING A STROKE.  
AND THAT HELPED SAVE  
HIS LIFE.

HOW MANY OF THE  
10 STROKE SYMPTOMS  
DO YOU KNOW?

[overreact2stroke.com](http://overreact2stroke.com)



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