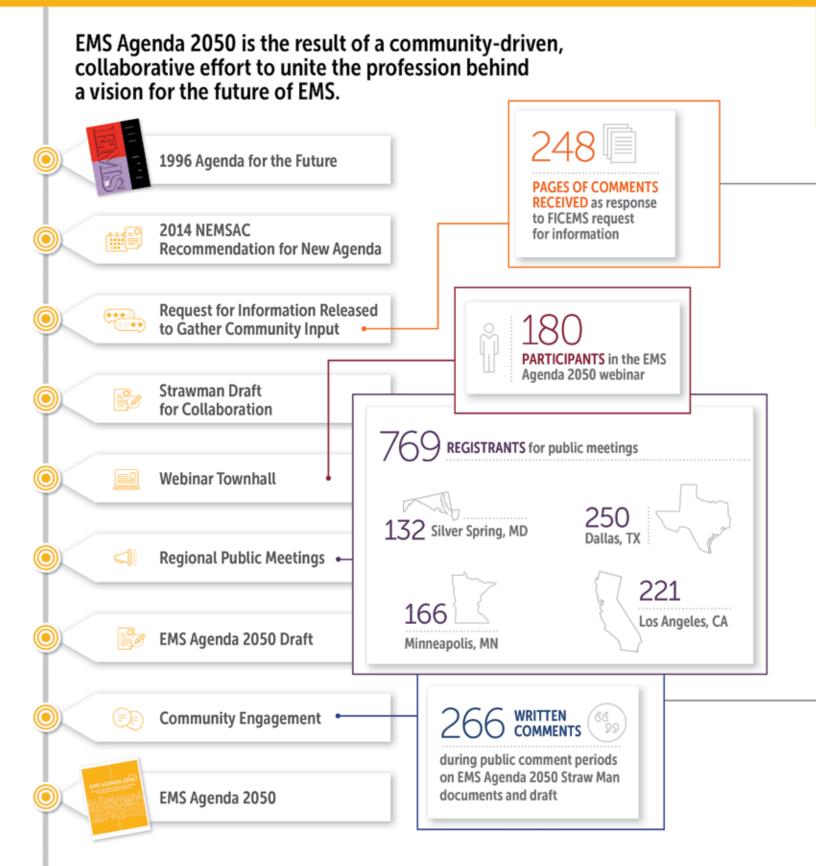




BEYOND THE CALL

EMS AGENDA 2050

A People-Centered Vision



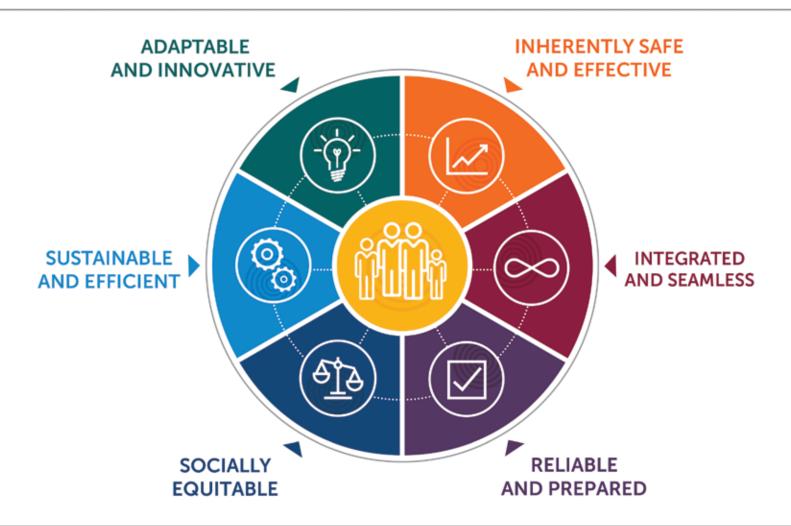




1 VISION for the future of EMS

In 2050, EMS systems are designed to provide the best possible outcomes for patients and communities—every day and during major disasters. They collaborate with community partners and are integral to regional systems of care that are data-driven, evidence-based and safe. EMS clinicians have access to the resources they need, including up-to-date technology and training.

To achieve this vision, EMS systems in 2050 will be designed around six guiding principles.



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Visit ems.gov to learn more about EMS Agenda 2050 and help make the vision a reality.



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2019 EMS WEEK COMMEMORATIVE GUIDE

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James O. Page Foundation

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 2019 EMS Week Planning Guide. We hope this guide will serve as a valuable resource for you when planning your activities to celebrate National EMS Week 2019, which is May 19-25.

The theme for this year's guide is **EMS Strong: Beyond the Call**. Those words convey an incredibly powerful message about the EMS profession. EMS goes beyond the 911 call. Yes, EMS is about excellent patient care—but it's also so much more. It's also community care that takes time and energy and heart—far beyond the scope of your everyday calling. It's a responsibility to care for the community—and for your fellow EMS providers—that doesn't end when the shift does.

This year's guide is full of information and resources on how to make the most of EMS Week in your community. We salute EMS professionals who go Beyond the Call every day to create positive change in their communities—with direct, long-lasting impact.

Both ACEP and NAEMT would like to thank our strategic partners and sponsors, as well as our federal, association and media partners, for their support of the EMS Strong campaign and this EMS Week Planning Guide.

But above all, we'd like to thank you, the EMS professional, for your outstanding service and care. Thank you for going Beyond the Call.



Vidor E. Friedman, MD, FACEP PRESIDENT, ACEP





Matt Zavadsky, MS-HSA, NREMT PRESIDENT, NAEMT



Be sure to visit **emsstrong.org** for more resources and content, including a digital version of this guide.

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PASSIONATE ABOUT PREVENTION

Read about a firefighter who turned the tragedy of child drownings into a far-reaching education campaign.

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A Southern California EMT takes his experience and a passion to support first responders to the state capital.

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Ideas and inspiration for ways your EMS service can celebrate each day of EMS Week.

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Useful tools and fun products to support your EMS Week celebration.



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REDFLASH GROUP

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ON THE COVER

This year's cover features EMS professionals from different backgrounds who all share a responsibility and dedication to go Beyond the Call.

THANK YOU FOR GOING BEYOND THE CALL TO KEEP COMMUNITIES SAFE.

EMS providers do much more than race to the scene and deliver people to a hospital. Every day, these highly skilled, dedicated professionals provide medical care and – perhaps most important – a hand to hold or a shoulder to lean on.

- Heidi King

Deputy Administrator, National Highway Traffic Safety Administration Chair, Federal Interagency Committee on EMS Former 911 Dispatcher and EMT





INITIATIVES IN ACTION



EMS Agenda 2050

Members of the EMS community, along with their partners in public safety, public health, healthcare and beyond, collaborated to create a vision for the future of EMS.

Now, the real work begins to make that vision a reality.



National EMS Scope of Practice Model

NHTSA, its federal partners and a team of experts updated the National Scope of Practice Model based on the latest evidence, best practices and community input. The model will help prepare EMS systems and clinicians to best serve their patients.



EMS Data in Use

The future of EMS relies on quality, standardized data. View and share a short video on the various ways EMS data is used at the local, state and national level to improve care and develop evidence-based guidelines.

Learn more at ems.gov

HOW TO CELEBRATE EMS WEEK MAY 19-25, 2019

Looking for ideas on how to recognize and honor EMS providers in your own community? Here's an overview of what to do leading up to and during EMS Week:



ISSUE A PROCLAMATION

Encourage your local, regional or state government officials to issue a

proclamation for EMS Week. A proclamation, which is a formal public statement, is an effective way to gain attention for EMS Week. It reminds public officials and the entire community about the vital role of EMS. Some steps to getting a proclamation include: Planning ahead, identifying the right person in government (having an inside contact is helpful), finding out if your government contact has a standard proclamation that you can use (or if you need to draft one yourself) and arranging a formal signing ceremony. When officials sign and promote a proclamation, the local news media has a photo or video opportunity upon which to build a story.



ALERT THE MEDIA

Tell local newspaper, television and radio outlets about EMS Week. In

addition to a proclamation, a press release is an effective way to draw attention to EMS Week happenings. Proclamation signings; ceremonies involving public officials; ride-alongs or any training, educational or recreational events involving hospitals or the community-at-large are all occasions worthy of media coverage.



Make a plan with hospitals, fire departments, EMS agencies and associations. Make sure to start early to coordinate special events where EMS

team members have an opportunity to bond with co-workers, hospital staff or other stakeholders. Put a schedule together that includes a mix of fun, education, recognition and community outreach. Make sure your EMTs and paramedics are not saddled with too much extra work surrounding these events—especially without recognition or compensation.



Remember that honoring providers means more than just serving up a tray of donuts! EMS Week is your chance to celebrate with thousands of your peers in communities across the country. It's your chance to promote camaraderie and provide staff recognition—which leads to improved productivity and morale. Celebrations can mean special meals and events, educational opportunities, gifts and giveaways (see page 44 for EMS Week theme gift ideas). Perks also can include rewarding professionals with a trip to a state or national association meeting (see the calendar on page 42).

Remember that each day of EMS Week has a theme. Planning a special event for each day helps to structure the week, get everyone involved and ensure you are celebrating all aspects of the profession (see "Celebrate the 5 Theme Days of EMS Week," page 42). 🖲





Responding to harrowing emergency calls, performing lifesaving skills under stress and providing patient care in intense situations are just part of the job. Your abilities, determination and resilience are put to the test every day. But for many in EMS, the sense of responsibility to care for the community doesn't end when the shift does. EMS means more than dedication to duty and lifesaving patient care. EMS is also community care that takes time, energy and heart—far beyond the scope of your everyday calling.

Here we salute EMS professionals who go Beyond the Call every day to create positive change in their communities with direct, long-lasting impact.

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Sign up today in less than 5 minutes! go.ECSInstitute.org/EMSWeek



A PERFECT FIT

EMS Training for Veterans



The Clifton Park Halfmoon Emergency Corps created an EMT class dedicated solely to military veterans.

The transition from military to civilian life isn't easy. For Russell Coonradt, however, a former Navy Corpsman attached to a USMC Infantry unit in Afghanistan, returning to his career in emergency medical services was a perfect fit. Coonradt believes in a strong connection between the military and EMS, and knows it was reassuring to have his EMS career to go back to after active duty.

"Military veterans are entrenched in EMS history and culture, from the first EMTs—many of whom were veterans of Korea and Vietnam—to the now widespread use of tourniquets and hemostatic agents from lessons learned in Iraq and Afghanistan," says Coonradt.

The transition to his civilian career was also eased because, in Coonradt's upstate New York EMS agency (Clifton Park Halfmoon Emergency Corps), both Executive Director Joe Santiago and Director of Administration Eric Hanchett are military veterans.

"When Executive Director Santiago returned from an

Afghanistan deployment, all three of us had numerous conversations about how we can positively impact veterans in our current positions," says Coonradt. "We came up with the idea of running an EMT class dedicated solely to military veterans, run by veterans."

Fortunately, they found great support in the community's EMS leadership. "When we approached the Saratoga County EMS Coordinator and Training Center Coordinator Mike McEvoy, he was 100 percent behind the plan. He was very interested in the veteran-only component, as he had seen transitioning military veterans struggle in the traditional classes that

consisted of younger students."

DESIGNED FOR VETERANS BY VETERANS

Once they got the green light, they did not hesitate. Coonradt quickly became one of the founders of a free EMT course specifically designed and exclusively offered for U.S. military veterans.

"We have found that the class is a great way to introduce military veterans to a career that has some similarities to their service—it's both stressful and rewarding," he says. "The program has been successful in helping veterans find employment and assisting veterans who are transitioning from military to civilian life."

Coonradt has been an integral contributor to the program's success, as well as a champion for the students' achievement. Recently awarded EMS Educator of Excellence for the state of New York, he is consistently looking for ways to improve the curriculum and to give students as much value out of the experience as possible.

"The students truly carry each other through the course, ensuring that when one of them slips up, the rest are there to catch them," he says. "I start every class with a quote by Lt. Col. Cabaniss [USMC] in regard to the men and women he served with in Iraq and Afghanistan: 'I've said these kids are our next greatest generation, but not necessarily because of what they did on the battlefield. It's going to be because of what they did when they got home.' I include this because I want and know that these veterans will do great things, their story doesn't end with them taking the uniform off and it certainly doesn't end with a new EMT card."

All students in the 2018 course passed the New York skills exam and written tests on their first attempt—a major testimony to Coonradt's leadership and his team's efforts.

"The most rewarding part of this program is being able to surround myself with some of the best people in this country and, for a short period of time, forget that it's been almost eight years since I served."

LOOKING AT THE BIG PICTURE

Coonradt is currently exploring strategic ways for his course to be offered to veterans across New York.

Officials like New York Department of Health Bureau of EMS Director Ryan Greenberg are big supporters of the course and the mission to expand it across the state. As with every initiative he leads, Coonradt is looking at the big picture and how he can improve EMS while also promoting the veteran community. For Coonradt, going Beyond the Call in his EMS role is obviously something he takes very seriously.

"What I hope to do is help them gravitate toward a career in emergency services because the field would greatly benefit from having these individuals."

Email emtveteran@gmail.com to connect with Russell Coonradt about EMT training for veterans.



"We had just dropped off a routine case at the ER. I was talking to a police officer when his radio lit up with a call that shots were being fired. He and I looked at each other. The shooting was occurring right down the street. We could hear the shots in stereo coming over his radio and from a few blocks away."

That is the situation in which Paramedic and Flight Nurse Carlos Tavarez found himself at 2:00 AM as shots rang out from the Pulse Nightclub in Orlando, FL, June 12, 2016. He and his partner, Paramedic Joshua Granada, were the first medical team to respond.

Carlos's and Joshua's skills, decisiveness, and resilience under pressure resulted in their treating and transporting 13 victims to the hospital. Every one of those survived. Carlos and Joshua's story is an extraordinary example of how simulation-based training can prepare someone to look at even the most impossible circumstances and reply, "I'm possible."

Visit Laerdal.com throughout EMS Week 2019 to see our latest life-saving story. #EMSStrong



BATTLING THE OPIOID EPIDEMIC

Reducing Overdoses One Patient at a Time



The St. Charles County Ambulance District developed an opioid response program after the county experienced a shocking increase in overdoses over the past three years. The opioid epidemic has created a swath of destruction across the country—leaving behind ruined lives and broken families. The impact on first responders has been immense, changing the landscape for emergency calls and the dynamics of care in almost every community in the nation. In an effort to curb the problem, many—perhaps even hundreds—of programs have been created by EMS providers to try to reduce the number of overdoses that communities are plaqued with. Here's the story of one such EMS provider and agency.

St. Charles County Ambulance District is located in the St. Louis, Mo., metropolitan area. Paramedic Lisa Cassidy explains that the agency got involved in developing an opioid response program after a simple—yet serious—observation: more overdoses. "We were shocked to see the marked increase in opioid overdoses in the last three years. These over-

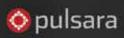
doses were happening in every municipality in our county, and across all socioeconomic levels," says Cassidy.

Cassidy, who was named 2017 Paramedic of the Year by the Missouri Emergency Medical Services Association, felt a personal calling to take action and get involved in any way she could. Today, she is instrumental in the county's drug task force as well as an education program called #StopHeroin. Cassidy also coordinates access to a treatment component called SURRT, which stands for Sub-

stance Use Response and Recovery Team.

The role of SURRT within Cassidy's EMS agency is to, first and foremost, get overdose patients into treatment. They start by treating substance abusers like they would every other patient. They care for them like other patients and engage them in conversation. When an overdose occurs, the involvement with the task force begins immediately, and it starts with a conversation.

"At the time of an overdose, if our crews are able to successfully revive someone, they immediately begin a conversation about our team assisting them with treatment options," she says. Humanizing and sympathizing with patients is a big focus. "The overwhelming challenge is EMS eradicating the stigma surrounding patients who are substance users," says Cassidy.



BEYOND THE CALL

We know that for those who serve in EMS, you don't get to leave your work at the door.
You don't get off at 5. And you certainly don't get the thanks you deserve for showing up on the worst days of people's lives.

Your job can be among the hardest in the world. Yet, you show up, again and again, going far beyond the call.

To all of our friends in EMS, Thank You.

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in us on:

THANK YOU FOR YOUR SERVICE.

#BeyondTheCall

LEFT: Lisa Cassidy, named 2017 Paramedic of the Year by the Missouri Emergency Medical Services Association, is instrumental in the county's drug task force, as well as an education program called #StopHeroin.

TOP RIGHT: Part of their multifaceted outreach campaign includes opioid education and awareness.

BOTTOM RIGHT: Cassidy and her team speak to citizens throughout the county, giving them a glimpse at what transpires during an overdose call.







"When we were starting our SURRT program, we realized that, for it to work, we had to have everyone on board because it's our crews that have the first interaction with the patient," explains Cassidy. Support from management, mental health instruction and in-depth training on substance abuse has given all the EMS crew members the education and mindset they need to treat addiction as a disease. "EMS providers traditionally do not receive very much mental health training," Cassidy says. "This additional knowledge has made a huge difference at all levels in our department."

"It takes strength and talent, but also mercy and compassion. And it takes going Beyond the Call if you want to have a healthy, informed and educated community."

> Not only is Cassidy dedicated to having conversations with overdose survivors, she's also spent countless hours trying to prevent problems before they start—by conducting drug education for youth and adults. She's spoken to more than 5,000 citizens throughout St. Charles County and beyond, giving people a glimpse at what transpires during an overdose call, and showing a raw, powerful video to illustrate her point.

"There are so many more things that EMS providers can do for their communities besides just day-today calls, and there are a lot of agencies across the country venturing out into this new territory," says Cassidy. "We should be in the business of helping to prevent calls as well as assisting people afterward when possible. Going Beyond the Call should be the norm, not the exception," she says.

When she steps back and reflects on her job, Cassidy says, "A career in emergency medicine is an ever-changing, emotional, rewarding job. It takes someone who can self-motivate and be motivational to others at the same time," she says. "It takes strength and talent, but also mercy and compassion. And it takes going Beyond the Call if you want to have a healthy, informed and educated community."

For Cassidy, the EMS life is a rewarding one. "Seeing people be revived, be reunited with their family, bring life into this world, or seeing someone get a second chance to make a better life is what makes this job the best job on earth," she says. "The good days definitely outweigh the bad ones."

EMS IN THE YEAR 2050

What will it mean to go Beyond the Call a generation from now?

EMS Agenda 2050, an initiative to unite the EMS community and develop a vision for the profession, proposes a people-centered EMS system—one that "serves as the front line of a region's healthcare system and plays a core role in supporting the well-being of community residents and visitors." When 2050 arrives, many things we consider above and beyond the call today will simply be part of what every EMS system and clinician does on an everyday basis. Here are just a few examples taken from the pages of EMS Agenda 2050.

Emergency notifications go well beyond the 911 call, to include information sharing and real-time monitoring linking the patient with multiple resources.

Carla's grandmother finds her granddaughter lying on the grass, pale and gasping for air. Carla's earring beeps and then a voice comes out of the tiny speaker. "Carla, hi, it's Abdi, a telemedic at the Medical Communication Center. We received an alert that there might be a problem. Are you feeling OK?"

Medical professionals and laypeople go beyond the call by serving as part of a comprehensive emergency medical system that takes advantage of nearby resources to provide the most effective and efficient response.

Carla's grandmother recognizes one of her neighbors as he walks around the corner of the house to the backyard. A retired respiratory therapist, he is a registered community medical volunteer and received a notification at home that a serious medical emergency was occurring nearby. Carla's grandmother waves him over, just as an emergency medical kit drone lands safely a few yards away. She feels her heart pounding in her chest as she watches her neighbor talk to Abdi and quickly access the medication administrator from the drone.

EMS systems go Beyond the Call by integrating with other information systems and using advanced technologies to help clinicians provide the best care.

The dispatch system notifies Jana and her partner, Chip, that they are responding to a call for a sick child. The screen on the wall displays information about their new patient. Jana begins reading about Carla's medical history and sees her current vital signs. Based on information collected on the scene, the AIM-artificial intelligence medic-states that there is an 82 percent probability the patient is experiencing anaphylaxis.



EMS clinicians go beyond the call by working together with other medical providers and with patients and their families to provide patients evidence-based care but also keep them comfortable and ensure they are linked to the care they need to prevent future emergencies.

Jana asks for a connection to the EMS physician on call. The physician talks to Carla and her grandmother, reviews the assessment findings, and asks the paramedics what they think. They agree that leaving Carla at home with her grandmother is the best plan. Carla breathes a sigh of relief and smiles, squeezing her grandmother's hand. "If it's OK with you, our telemedics will be monitoring your granddaughter and will call to check in shortly," Jana says. "You should get a notification later today about scheduling a visit with an allergist, and the complete report will be available in just a few minutes in Carla's health portal."

The EMS system, a generation from now, might not look exactly like these scenarios, but if we follow the path and principles described in EMS Agenda 2050, a truly people-centered system is possible. It will take commitment from every EMS professional and our partners—including you.

Visit ems.gov to read EMS Agenda 2050

and find a way for you and your system to go beyond the call and start paving the way toward a people-centered system. The future starts now.





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PROUD PARTNERS

Caring for Patients and Each Other



After 17 years working in the same ambulance, partners Vena Sword-Ratliff and Reindee Barnett have a bond like sisters. Partners Vena Sword-Ratliff and Reindee Barnett have spent 17 years as "sisters"— working side-byside, responsible for each other's well being, holding each other accountable on the job and supporting each other's families.

Paramedic Sword-Ratliff and EMT Barnett operate one of 57 ambulances for Paramedics Plus in Alameda County, Calif. (Paramedics Plus is now a part of Patient Care Logistics Solutions). It's a busy agency that serves more than 1.5 million people in

the San Francisco Bay Area. These two partners stand by each other every shift. "We make sure that we are both emotionally intact to successfully get through the day," says Barnett.

PARTNERS GOING BEYOND THE CALL

When asked what makes a good partner, Sword-Ratliff and Barnett cite flexibility, sympathy, kindness and a willingness to work hard. They also say listening and communication skills are important, but sometimes feel that, after 17 years as partners, they can communicate even without words. "We just know what we need or expect," says Barnett. "Both of us have the ability to be a team player and often switch roles as a leader and a follower. We depend on each other to utilize all of these qualities and cover each other if we falter."

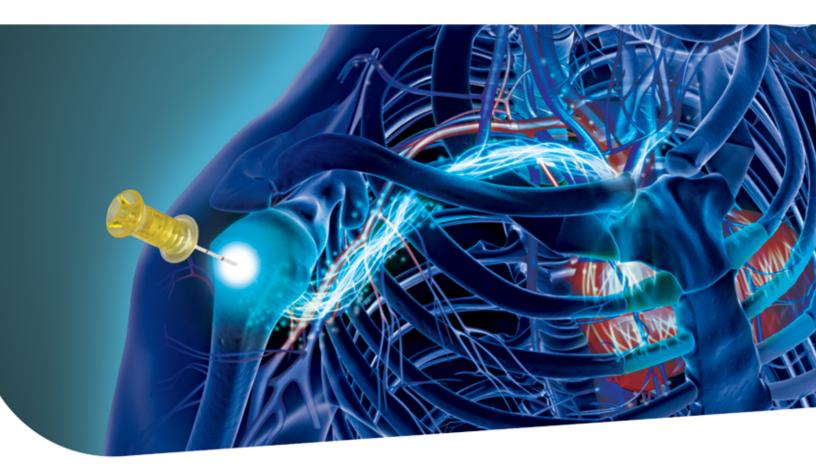
To Sword-Ratliff and Barnett, going Beyond the Call means helping patients with whatever they need including not-so-glamorous tasks

that fall far outside the job description. It's work in which they take tremendous pride. They can be found cooking food for a non-critical diabetic patient who legally refuses to go to the hospital, assisting a caretaker to clean up a patient or helping to put someone back into bed. "As mothers, we are not unfamiliar with dirty diapers and soiled clothing," says Sword-Ratliff.

HELPING OUT THEIR OWN

They also find a deep satisfaction in helping out their own. "What we really get excited about is helping





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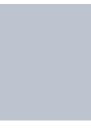
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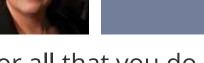












Thank you for all that you do.

In more than three decades of public safety consulting, we've worked with hundreds of agencies nationwide and around the globe. Today, we salute the dedication of EMS professionals and volunteers everywhere. From the smallest rural agency to the largest metropolitan system, you're the ones who make EMS STRONG.

Have a wonderful EMS week.



Sword-Ratliff and Barnett take great pride in helping out their own EMS community when colleagues need support. our own EMS community," says Sword-Ratliff. "When our own community is suffering from death, injury or life-altering events, we put our catering skills to work and do fundraisers for our co-workers and their families." Over the years, they have helped raise more than \$15,000 to contribute to fellow EMT families.

FACING CHALLENGES TOGETHER

Early on, they faced some unique challenges—including being African-American women. "When we both started in EMS, we were among a small group of women in EMS. It gets even smaller if you consider our ethnicity," says Barnett. "We both worked hard and did what we were taught to do: provide excellent service and care to citizens of Alameda County. We did what we loved doing: helping others.

Says Sword-Ratliff, "We never saw our ethnicity or gender as hindrances, but some others did, and they weren't very quiet about it. They made it very clear and obvious that we were different, be it through looks or whispers and excluding us overall."





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Michelle Kobayashi

Administrative Director

Hackensack University Medical Center Hackensack, New Jersey

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To Sword-Ratliff and Barnett, going Beyond the Call means helping patients with whatever they need—including not-so-glamorous tasks that fall far outside the job description.

she says. "We used our differences as weighted strength and used our cultural backgrounds as a way to bring something different to our job. We have successfully gotten through these challenges and now use that strength to encourage others and support those who may be different or who simply see some of the same challenges we have faced. We can say without a doubt we love being different and embrace it with a smile."

Overall, they both feel privileged to work alongside someone they consider a sister. "We get invited into people's lives for just a small part of their world," explains Barnett. "We are there in what could be a life-altering event for them. We enjoy



the chance to be a warm caretaker; a loving, empathetic person to help them through this event or help them pass to the other side. We both respect this privilege and know it's an honor."



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60 YEARS OF **VOLUNTEER SERVICE**

At 80, EMT Still Going Strong



"I am still doing this simply because I enjoy it," says Cross. "And, physically, I still can. I still enjoy helping people who need help."

> At 80 years old, Gerry Cross is a top-notch EMT and a mentor to his peers at Helderberg Ambulance in Albany County, New York. In 2018, Cross received both the Hudson Mohawk regional award for "Basic Life Support Provider of the Year" and the New York State EMS Council "EMS Provider of the Year" award.

> Commenting on his awards, Cross responds humbly, "Yes, it has been quite a year for me, but this is not

There is no slowing down for volunteer EMT Gerry Cross, who still wins awards for his top-notch care and dedication.

about me, this is about Helderberg Ambulance," he says. "It takes a lot of teamwork and, of course, you cannot do it by yourself. It takes a lot to get an ambulance service together."

He has a special knack for providing support, motivation and confidence to the new EMTs in the agency. "We really like to have young people ride with us," he says. "If they like it, we encourage them to get training. Then we mentor them," says Cross. Cross received first-aid training in the U.S. Army in 1961 and, when he returned home, he put his skills to work as a volunteer with the Berne Volunteer Fire Co. (EMS now operates as Helderberg Ambulance Squad). He never let his EMT card lapse while working full-time as a draftsman for General Electric and helping to raise his three children.

Incredibly sharp and robust at 80, there seems to be no slowing down for Cross. In fact, his retirement from General Electric after 40 years has simply given him more time to volunteer. Day or night, Cross responds to drive the ambulance or be in the patient compartment to attend to the sick or injured. He works on his EMS continuing education every year to stay current. In 2017, he responded to 171 of the squad's 434 calls.

"I am still doing this simply because I enjoy it," says Cross. "And, physically, I still can. I still enjoy helping people who need help." (*)

BE A BETTER PARTNER

Wisdom from a Dynamic Podcast Duo





Chris and Kelly know a solid partnership is built on a foundation of respect.

"Conflict is inevitable when you have a partnership. When conflict occurs, put yourself in the other person's shoes and try to see the conflict from their position."

There are many things that go into creating a successful partnership. Chris Cebollero and Kelly Grayson, hosts of the "Inside EMS" podcast on EMS1, offer these five suggestions on creating the best partnership possible.

Accept your partner for who they are—knowing they may have different beliefs, values and morals. You don't have to agree with them, but they should be respected as individuals.

The way you handle a call is a skill like any other. Develop the best process to conduct the best patient assessment possible.

Your partner is the most important person to your success as a provider. Sometimes we hear bad things about the person we are scheduled to work with. Don't allow other peoples' opinions of an individual influence you. Take the time to make your own opinions and work through any challenges or personality differences yourself.

Conflict is inevitable when you have a partnership. When conflict occurs, put yourself in the other person's shoes and try to see the conflict from their position. Most of the time, conflict is secondary to a miscommunication.

A solid and successful partnership is built on a foundation of respect. When you respect your partner, you will develop into a cohesive team. Never bad-mouth your partner to anyone. It only sets you in a bad light. 🖲



Catch Chris and Kelly on the Inside EMS podcast, available for download on iTunes, SoundCloud and via RSS feed.

TURNING PAIN INTO ART

Reducing the Stigma of PTSD



Daniel Sundahl's art helps to ease the mental health challenges of first responders.

"It started as a way for me to cope, process and purge some of the bad calls I attended," explains artist Daniel Sundahl. Five years ago, firefighter and advanced care paramedic for the City of Leduc (Alberta, Canada), Sundahl turned to art as a way to manage his own on-the-job stress. "Each image is based on an actual call I attended," explains Sundahl. "I stage the photo, capture the image then digitally draw and paint over that digital photo, recreating more of how I felt during that call rather than what I saw."

Sundahl never realized how much his blend of photography and graphic art would inspire other first responders."It was never my intention to

"The positive response I received once I shared those first images was overwhelming; I never imagined others would attach their own experiences to my artwork."

share the images initially," he says. "I thought for sure I would receive negative feedback from my peers for showing our profession in a such a vulnerable condition."

On the contrary, his thought-provoking and sometimes haunting artwork has been celebrated throughout the EMS community. He has become a popular speaker at EMS events, has been featured in publications throughout the United States and Canada and has published two books of his work. "The positive response I received once I shared those first images was overwhelming; I never imagined others would attach their own experiences to my artwork."

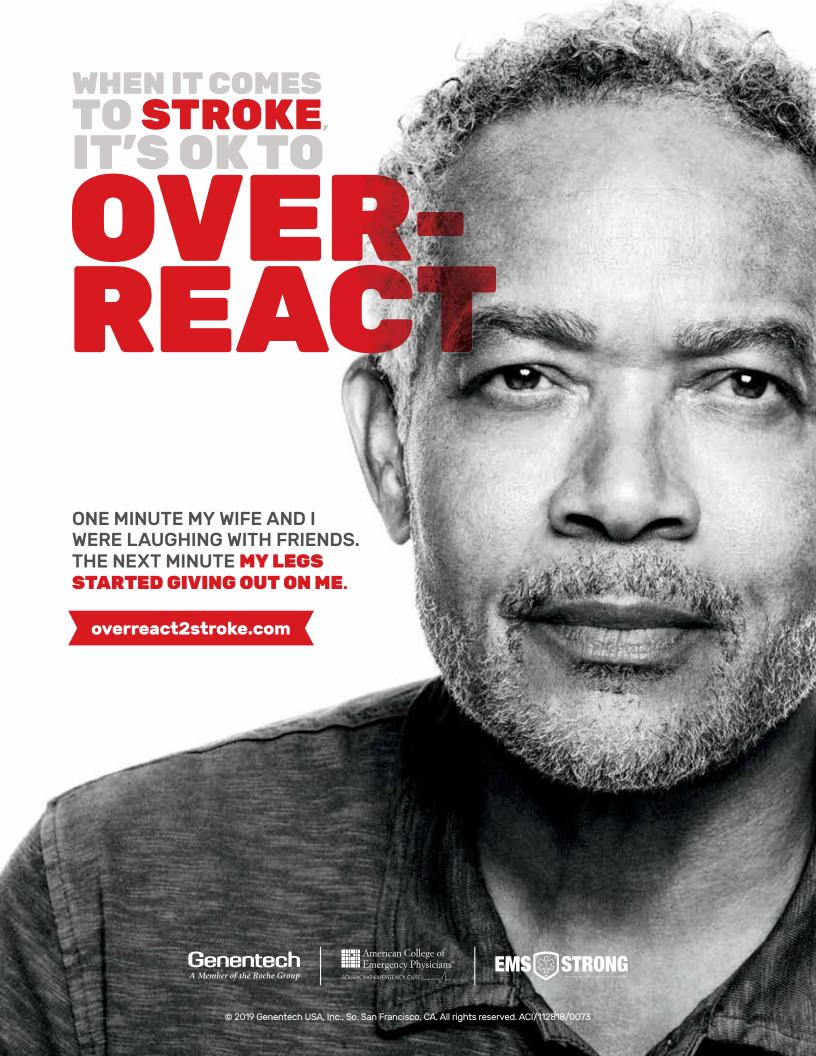
What started as an outlet to express his own personal experiences with occupational stress injuries and post-traumatic growth has turned into a passion for exposing PTSD and easing the mental health challenges faced by first responders.

Says Sundahl, "It's been very therapeutic for me because the response I get every day tells me I'm not



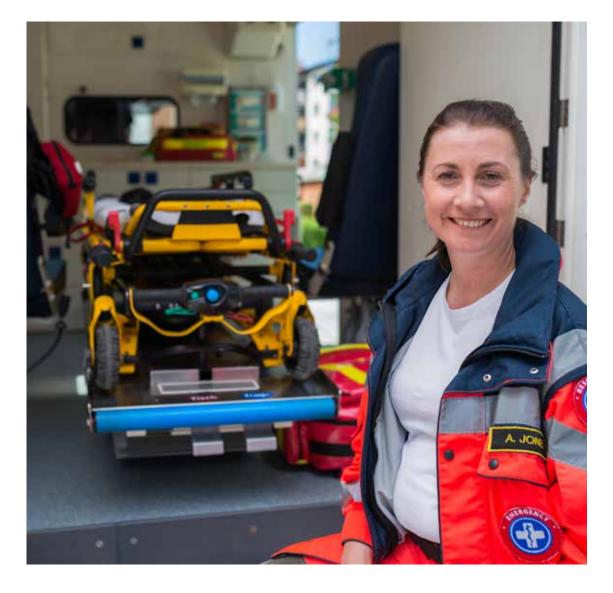
alone in the way I sometimes feel about my work as a paramedic and firefighter."

Find out more about Daniel Sundahl at dansunphotos.com.



BUILDING A RESILIENT EMS WORKFORCE

To handle the stress associated with working in EMS, paramedics and EMTs benefit from good physical, mental and emotional health



The greatest asset of any EMS agency is its people—the EMS practitioners and other personnel who are there for members of the community during their worst moments, and who ensure their patients receive high-quality, compassionate and lifesaving care.

However, "being there" for patients and their family members and friends during medical emergencies is inherently stressful. EMS practitioners often work in harsh environments; under difficult, unpredictable circumstances; with limited information, assistance and resources. They may be exposed to



"Physical health is associated with good mental health and resiliency. Getting sufficient sleep, nutrition and exercise can ward off chronic illness, boost mood and provide protection from depression."

> risks such as infectious disease, physical violence, occupational injury, vehicle crashes and death. They may be called on to help victims of traumatic events, which can leave scars on the responders who bear witness.

To effectively handle the stress associated with working in EMS, EMTs and paramedics benefit from having good physical, mental and emotional health. Research shows that mental and emotional well-being lowers the risk of developing chronic physical conditions, while keeping healthy physically can help ward off conditions such as depression, anxiety and stress-related disorders. Resilience is also protective—responders who are resilient can bounce back more easily from adverse events and more readily adapt to change.

Yet research also shows that some members of the EMS workforce face ongoing challenges in maintaining their mental, emotional and physical health—and that many EMS practitioners believe there is more that EMS agencies can do to help.

A 2015 survey of EMTs and paramedics published in the Journal of Emergency Medical Services (JEMS) found a high rate of suicidal thoughts among EMS practitioners. The survey found that 37 percent reported having contemplated suicide, nearly 10 times the rate of American adults.

In 2016, NAEMT's National Survey on EMS Mental Health Services found that 37 percent of EMS agencies provided no mental health support for EMS practitioners, and 42 percent provided no health and wellness services. Even among those whose agencies provided counseling or resources such as employee assistance programs (EAPs), many EMS practitioners were reluctant to share their struggles for fear of being seen as weak.

A 2017 survey by the University of Phoenix of 2,000 U.S. adults employed as first responders, including firefighters, police officers, EMTs, paramedics and nurses, found 84 percent of first responders had experienced a traumatic event on the job and 34 percent had received a formal diagnosis of a mental health disorder such as depression or PTSD. For those diagnosed with depression, nearly half cited incidents at work as a contributing cause.

GETTING STARTED: BUILDING A CULTURE OF WELLNESS AND RESILIENCY

A culture of wellness and resiliency begins with an awareness of healthy lifestyles in the workplace.

DEFINING WELLNESS AND RESILIENCE

What is Wellness? Wellness is an active process of becoming aware of and learning to make healthy choices, according to the National Wellness Institute. Wellness means more than simply not being ill; it focuses on keeping your body in good condition to prevent certain chronic diseases. True wellness is proactive and recognizes that each individual has mental, physical and social needs that must be fulfilled to maintain optimal health.

What is Resilience? Resilience is the ability to cope with stress and adversity without suffering lasting physical or psychological harm. Resilient people bounce back from setbacks. Resilience also provides protection from PTSD. When faced with a traumatic or stressful situation, resilient people are able to move past what occurred and resume their lives.

Factors associated with resilience include: optimism, the ability to stay balanced and manage strong or difficult emotions, a sense of safety and a strong social support system. Some people are naturally more resilient than others. But research shows that resilience isn't a fixed trait. Resilience is a set of skills that can be taught and learned—and EMS agencies play a role in this.





















The National EMS Awards of Excellence offered by NAEMT and EMS World recognize some of the very best in the EMS profession. Award recipients are great examples of the tremendous work provided by EMS professionals in communities across our country. Submit your nomination(s) for the 2019 National EMS Awards of Excellence by June 30 at naemt.org/initiatives. Award recipients receive a cash award, a travel grant and free registration to EMS World Expo, and national recognition.



AWARD CATEGORIES

- NAEMT/Braun Industries EMT of the Year
- NAEMT/Nasco Paramedic of the Year
- NAEMT/Jones & Bartlett Learning EMS Educator of the Year
- NAEMT/Bound Tree EMS Medical Director of the Year
- NAEMT/North American Rescue Military Medic of the Year
- Ferno/Dick Ferneau Career EMS Service of the Year
- ZOLL/Volunteer EMS Service of the Year



THANK YOU FOR YOUR SERVICE TO YOUR PATIENTS AND COMMUNITIES!

We appreciate the care you provide to your patients and the sacrifices you and your family make to ensure that care is available to all in need. NAEMT works to make the EMS profession better for you through benefits and services that strengthen your patient care and enhance your professional development, as well as benefits to use with your family and friends.

Please join the association open to ALL EMS practitioners - NAEMT



EMS agencies can help their personnel achieve this by providing educational opportunities, programs and hands-on experiences to address a large array of health and wellness-related topics for employees.

ATTRIBUTES OF A WORKPLACE THAT SUPPORTS **WELLNESS AND RESILIENCE INCLUDE:**

1. Offers opportunities for connection among employees. Social skills are associated with resilience, and the workplace is often a source of social support. Co-workers may also serve as an extended family. This may be particularly true in EMS, where teamwork is essential and EMS practitioners often form strong bonds. The opportunity to build friendships at work can contribute to a sense of belonging and a shared mission, and may offer support in helping to face challenges.

WHAT CAN EMPLOYERS DO? Employers can offer opportunities for employees to socialize with one another, in a variety of settings, to strengthen friendships and camaraderie.

2. Supports good physical health. Physical health is associated with good mental health and resiliency. Getting sufficient sleep, nutrition and exercise can ward off chronic illness, boost mood and provide protection from depression. People who are healthy physically are better able to face the emotional and psychological challenges of working in EMS.

WHAT CAN EMPLOYERS DO TO HELP? Employers should establish policies and initiatives that promote a healthy lifestyle. Smoking cessation, weight loss programs, opportunities to exercise and fatigue mitigation are a few examples.

3. Fosters positivity. Positivity and optimism have been shown to bolster resilience. The work environment should be one in which employees receive recognition and appreciation for their work.

WHAT CAN EMPLOYERS DO TO HELP? Employers should cultivate good morale. Employers can show employees that they are valued by providing positive feedback and recognition for a job well done. Initiatives should also provide opportunities for peer-to-peer recognition—the chance to offer recognition and praise benefits both the giver and the recipient.

A 2015 survey of EMTs and paramedics published in the *Journal* of Emergency Medical Services (JEMS) found a high rate of suicidal thoughts among EMS practitioners. The survey found that 37 percent reported having contemplated suicide, nearly 10 times the rate of American adults.

HELPING EMS AGENCIES HELP THE EMS WORKFORCE

To assist EMS agencies in developing programs that help EMS personnel maintain their physical, mental and emotional well-being, NAEMT has developed a quide to BUILDING AN EFFECTIVE EMS WELLNESS AND RESILIENCY PROGRAM.

The guide presents:

- Steps agencies can take to develop a culture of resilience and wellness.
- Strategies for building resilience among EMS professionals.
- Suggestions for specific programs and initiatives to support a healthy EMS workforce.
- Tips for EMS agencies on what resilience and wellness initiatives worked for them.
- Ideas for engaging community partners and stakeholders with supporting the wellness and resiliency of EMS practitioners.



To get your copy of the NAEMT Guide, visit NAEMT.org

As an employer, transparency and a commitment to keeping your employees informed will create an environment in which individuals are better able to accept change.

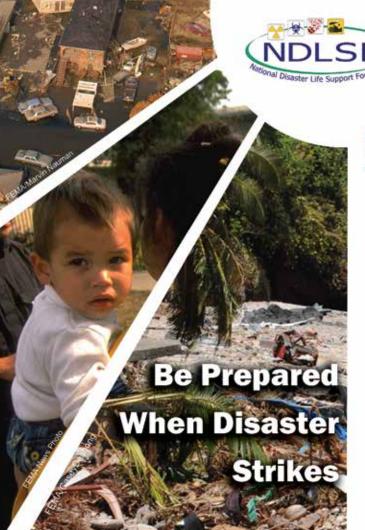
4. Helps employees adapt to change. Change can be very stressful, whether it's a new company owner or a new way of performing a procedure. As an employer, transparency and a commitment to keeping your employees informed will create an environment in which individuals are better able to accept change.

WHAT CAN EMPLOYERS DO TO HELP? Provide support for employees in adapting to change by getting feedback prior to implementing a change, leading by example, clearly communicating the benefits of the change, and by providing adequate training on implementing the change.

5. Empowers employees to identify solutions.

Research suggests that individuals with strong problem-solving skills tend to be more resilient. Having a sense of control over one's circumstance also boosts resiliency.

what can employers develop their problem-solving skills. Challenge your employees to make meaningful contributions, set goals and support those goals. Ask for their input and ideas for solving issues or improving conditions in the workplace, and then make sure employees know how their feedback is incorporated into new policies or procedures.



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PASSIONATE ABOUT PREVENTION

One Firefighter's Dedication to Stopping Child Drownings



The WARN program was developed by Fire Captain and EMT Mike Filson of the Chula Vista Fire Department. One of the worst calls an EMS provider can experience is a child drowning. Fire captain and EMT Mike Filson of the Chula Vista, Calif., Fire Department and his colleagues know this feeling all too well. After his department saw three drowning calls in four weeks, he knew something had to be done to thwart these preventable tragedies.

"It became evident that the best way to save these children was through prevention," he says. "We started a public awareness campaign in an effort to educate our citizens about drowning prevention."

Filson's comprehensive drowning prevention program—called WARN—which stands for Water Awareness in Residential Neighborhoods, centers around high-quality education for both fellow EMS providers and the public. This complete training program features a slideshow, safety messages, brochures, handouts and "Water Watcher" tags. Filson garnered the support of the Fire Chief, the City Council, the Mayor and the Parks and Recreation Department—who have all helped promote his campaign throughout Chula Vista.



For more information about the WARN program, visit Watersafety.chulavistaca.gov

Or see the expanded story on www.emsstrong.org/stories

A FAR-REACHING PROGRAM

Not only is Filson's campaign broad in scope, but it is

far reaching. In the past few years, he has worked to provide awareness training to over 50 fire departments—including every department in San Diego County through the San Diego County Fire Chiefs Association. In an effort to ingrain his drowning prevention message, Filson and the City of Chula Vista set up an annual process to contact every household and business in the city that has a pool.

A recipient of the 2018 Nicholas Rosecrans Award (presented by the California Paramedic Foundation and EPIC Medics), Filson has made his entire WARN program available online so anyone can download the materials and customize them with their agency logos—all free of charge.

GOING BEYOND THE CALL

Filson and the Chula Vista Fire Department's willingness to go Beyond the Call—to step forward, build and spearhead a successful program—has made a lasting impact in the community. Clearly, Filson understands that EMS can play a major role in community care. "We have a duty to provide the best emergency care for our patients," he says. "This entails more than the EMS skills we execute. We need to treat the whole person during our short time with the patient, not just the physical symptoms. We can also provide an important voice in our communities for public health and wellbeing."

He also feels a sense of responsibility to use his leadership skills outside of his everyday job duties. "As EMS professionals we have the enviable position of respect in our community," notes Filson. "I encourage you to use your voice. Find an issue in your community, gather the right people and you'll be surprised how effective you can be."

EMS IN STATE POLITICS

California State Assemblyman Freddie Rodriguez

We interviewed EMT and California State Assemblyman Freddie Rodriguez. For more than 31 years, Rodriguez has worked as an EMT in San Gabriel Valley in Southern California. He was awarded the California Star of Life award for his outstanding community volunteer contributions and lifesaving rescues. In 2005, he journeyed to Louisiana, Mississippi and Texas to help the victims of Hurricanes Katrina and Rita. In 2013, Rodriguez was elected to the California State Assembly and, the following year, he was named EMT of the Year by the California Emergency Medical Services Authority.

Assemblyman Freddie Rodriguez' mission is to make sure EMTs are fairly compensated and their mental and physical health is a top priority of employers.



Q: How did your career in EMS impact your decision to enter politics?

A: I dedicated 30-plus years to helping people in need as an EMT. I felt I could do that on a larger scale in the State Assembly. Every day I bring my EMS experiences to the job and, so far, it has worked really well.

Q: What are some current issues in EMS that impact your political decisions?

A: It's my mission to not only make sure our EMTs are being fairly compensated, but their mental and physical health is a top priority of employers. We have to make sure these folks have the resources they need to successfully do their jobs, and do them safely. That is a top priority.

Q: What are some of your political goals that relate to EMS?

A: I have already introduced two pieces of legislation for 2019 that take aim at ensuring our EMS personnel are safer when responding to situations where physical harm is a possibility, and legislation to help EMTs get mental health treatment after a difficult incident. Stay tuned; there will be more on my agenda.

Q: What do you find rewarding about politics?

A: The fact that my community put their trust in me to represent them is rewarding in itself. I never planned on being in politics, but a neglected park in my lifelong neighborhood led me to being lucky enough to represent several great communities. We have been able to deliver some great results to improve the health of residents and to bring new opportunities to the community.

Q: What are some of the similarities and differences in your role as EMS professional versus your role as a politician?

A: One of the differences is the type of pressure. We never knew when a call was going to be placed or whose life we would be saving that day. With being an EMT comes quick thinking or someone could lose his or her life. I always had to be 100 percent sure on my decisions because people—who didn't know me-put their lives in my hands. This



is also a similarity; people who only know me because of what they see on the news or read in the paper trust me to make life-altering decisions. What I say or do, or don't say or don't do, can affect more people than we can imagine. Regardless, I have chosen careers where I can be there for people when they need it.

EMS professionals serving in politics are working to improve the lives of first responders.

Q: The 2019 theme for EMS Week is EMS Strong: Beyond the Call. What does this mean to you?

A: To me, this means that as EMS personnel we are always willing and able to go above and beyond the call of duty. Whether we are in uniform or not, we are there to make sure our communities are safe. Going into this field, we know we have a responsibility to help everyone. We accept that responsibility and do it with courage.

Q: Would you encourage your colleagues in EMS to get involved in politics, and what do you think is the best way to get started?

A: EMS professionals' experiences can impact politics more than they know because they are the ones working the front lines, day in and day out. I got started in politics by voicing my opinion about an issue that affected my family and neighbors. I attended council meetings and did my research, which is what I recommend to my colleagues in EMS. If there are issues you are facing, speak up and don't let anyone get in your way of solving it.

Q: How can EMS professionals have a voice in local, state and national politics?

A: They already have a voice, but we need to keep building it. Many of my current colleagues are former EMS personnel and every day we are making decisions to make the lives of EMS professionals a little easier. The more perspectives we can bring to the conversation, the better the resulting policy can be.



CELEBRATE THE 5 THEME DAYS OF



Monday: EMS 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: EMS Safety Day

Sponsored by: 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: Emergency Medical Services for Children (EMSC)
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.





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EMS WEEK

Thursday: Save-A-Life Day (CPR & National Stop the Bleed Day)

Sponsored by: Emergency Care & Safety Institute (ECSI), 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: NHTSA/Office of EMS

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, 2019**. Visit **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 13-16, 2019, Salt Lake City, UT www.nasemso.org

Fire-Rescue Med
June 3-7, 2019, Henderson, NV
www.iafc.org

Pinnacle Leadership Forum July 22-26, 2019, Orlando, FL www.pinnacle-ems.com

NAEMT Annual Meeting October 14-16, 2019, New Orleans, LA **www.naemt.org**

EMS World Expo October 14-18, 2019, New Orleans, LA www.emsworldexpo.com

EMS Today 2019 March 5-7, 2020, Tampa, FL www.emstoday.com

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EMS Week is your chance to join thousands of your peers in promoting camaraderie and in providing staff recognition, a proven method for improving productivity and morale.

EMS01 Poster – Based on the cover for this year's EMS Week Planning Kit, this 18" x 24" poster will help promote EMS Week to your facility and community. \$4.99

EMS02 Latex Balloons – Combination of blue and white 11" latex balloons.
Pkg/50 (25 blue/25 white) \$14.99
No personalization

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" \$124.99

EMS06 Top Seller! Hero Tee – This preshrunk, 100% cotton tee is soft and long lasting. The EMS Hero logo shows beautifully against the cobalt blue 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 Top Seller! 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.

1-49 \$7.99, 50-99 \$7.49, 100-249 \$6.99, 250-499 \$6.49, 500+ \$5.99

EMS08 Hero Pen – The EMS Hero logo covers the entire pen! Pen writes in black ink and has a comfortable basket weave grip.

1-99 \$1.79, 100-249 \$1.69, 250-499 \$1.59, 500-999 \$1.49, 1000+ \$1.29

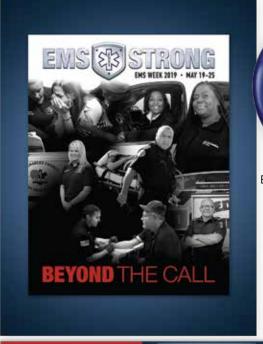


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NATIONAL EMS WEEK MAY 19-25 2019 BEYONG THE CALL

EMS03 EMS04





HEROES





EMS09 Price Buster Special! Color Tee - This preshrunk, 90/10 cotton/polyeter tee is soft and long lasting. The 2019 EMS logo shows beautifully against the neutral athletic heather grey color.

S, M, L, XL, 2XL (add \$3 for each 2XL), 3XL (add \$5 for each 3XL)

1-249 \$7.99, 250+ \$7.49 Logo personalization minimum: 36, \$50 setup

EMS10 Classic T-shirt – This preshrunk 4.5 oz. 35/65 cotton/polyester T-shirt features a seamless collar and doubleneedle stitched neckline and sleeves. The heather navy color is the perfect backdrop for the 2019 EMS logo. S, M, L, XL, 2XL (add \$3 for each 2XL), 3XL (add \$5 for each 3XL)

1-35 \$10.99, 36-71 \$9.99, 72-144 \$8.99, 145+ \$8.50 Logo personalization minimum: 36, \$50 setup

EMS11 Top Seller! Dry Power Active Tee – This 5.6 oz., preshrunk 50/50 cotton/polyester shirt offers advanced moisture management performance and features shoulder-toshoulder taping, double-needle stitched sleeves, bottom hem and front neck and a 1x1 rib seamless collar. Charcoal grey. S, M, L, XL, 2XL (add \$3 for each 2XL),

3XL (add \$5 for each 3XL) 1-35 \$9.99, 36-71 \$9.49, 72-144 \$8.99, 145+ \$7.99 Logo personalization minimum: 36, \$50 setup

EMS12 New! Ladies Polo – Polo has a classic look that never goes out of style. It offers great performance with a breathable fabric, a wicking finish, UV protection, snagresistance and wash-and-wear convenience. It features a fivebutton placket with dyed-to-match buttons as well as shaped seams and a tapered waist for a flattering fit. The shirt is royal blue with the EMS Week logo transferred on the left chest. S, M, L, XL, 2XL, 3XL

1-12 \$27.99, 13-49 \$25.99, 50-74 \$23.99, 75+ \$21.99 Logo personalization minimum: 12, \$50 setup

EMS13 Men's Polo – 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 steel grey with the EMS Week logo transferred on the left chest. S, M, L, XL, 2XL, 3XL, 4XL

1-12 \$27.99, 13-49 \$25.99, 50-74 \$23.99, 75+ \$21.99 Logo personalization minimum: 12, \$50 setup

EMS14 New! Ladies Quarter Zip – This snag resistant guarter zip is made of 100% micro polyester cross dyed jersey knit with a moisture wicking, anti-microbial finish. The contrast front zipper and stitching on the sleeves add visual appeal to this piece which works equally well over a polo, woven shirt or tee. Other cool features include thumb exits in the sleeves and an earbud cord guide. Heather royal blue. S, M, L, XL, 2XL, 3XL 1-11 \$44.99, 12+ \$42.99

Logo personalization minimum: 12, \$50 setup

EMS15 New! Men's Quarter Zip – This snag resistant quarter zip is made of 100% micro polyester cross dyed jersey knit with a moisture wicking, anti-microbial finish. The contrast front zipper and stitching on the sleeves add visual appeal to this piece which works equally well over a polo, woven shirt or tee. Other cool features include thumb exits in the sleeves and an earbud cord guide. Heather royal blue. S, M, L, XL, 2XL, 3XL, 4XL, 5XL 1-11 \$44.99, 12+ \$42.99

Logo personalization minimum: 12, \$50 setup

EMS16 New! Beanie with LED Light - This unisex, one size fits all beanie keeps you warm and safe. It is made of 70/30 nylon/acrylic and features four extra bright white LED lights with three different light settings. Push button to turn on/off. Perfect for work or play. Button cell batteries included. 1-24 \$12.99, 25-49 \$11.99, 50+ \$10.99

EMS17 New! Cotton Twill and Mesh Cap – This baseball cap is made using a 100% cotton twill crown and a mesh back with an adjustable snap tab closure. It features six panels, low profile, unstructured crown and a pre-curved visor. 1-24 \$10.99, 25-49 \$10.49, 50+ \$9.99

EMS18 New! EMS Flag T-Shirt – Preshrunk, heavyweight 6.1-oz. 100% navy blue 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 EMS flag logo shows beautifully

S, M, L, XL, 2XL (add \$3 for each XXL), 3XL (add \$5 for each XXXL) 1-249 \$10.99, 250+ \$9.99

Logo personalization minimum: 36, \$50 setup

EMS19 New! Special Pricing! EMS Flag Ladies Fleece Hoodie – This modern cotton/polyester blend hoody offers a relaxed look with a trendy crossover-front neckline, rib knit cuffs with thumb exits and an interior phone pocket and headphone cord port.

Vintage navy. S, M, L, XL, 2XL, 3XL \$29.99

Logo personalization minimum: 12, \$50 setup

EMS20 New! EMS Flag 15 oz. Ceramic Mug – 15 oz. ceramic mug that proudly displays the full color EMS Flag logo. 1-49 \$6.99, 50-99 \$6.49, 100-249 \$5.99, 250-499 \$5.49, 500+ \$4.99

EMS21 New! EMS Flag Unisex Hooded Sweatshirt – Made of 50/50 cotton/polyester with dyed-to-match drawcord, front pouch pocket, cover-stitched armholes/waistband and rib cuffs/waistband. Navy blue.

S, M, L, XL, 2XL (add \$3 for each 2XL), and 3XL (add \$5 for each 3XL) 1-35 \$29.99, 36-71 \$28.99, 72-144 \$27.99, 145+ \$26.99

Logo personalization minimum: 36, \$50 setup

EMS22 Top Seller! EMS FLAG ID Holder - This 40" autoretract cord makes it a cinch to display your ID. Quality swivel alligator clip attachment and sealed weather-resistant case. 2 1/4" x 3 1/4" x .35"

1-49 \$3.49, 50-99 \$3.39, 100-249 \$3.29, 250-499 \$3.19, 500+ \$2.99 Logo personalization minimum: 150, \$50 setup

EMS23 Top Seller! EMS Flag Stylus Pen – This ballpoint pen comes equipped with a stylus; suitable for touchscreens, a comfortable basketweave grip, and the full color EMS Flag logo. The Eversmooth® ink gives an extraordinary writing experience. Black ink. 1-99 \$1.79, 100-249 \$1.69, 250-499 \$1.59, 500-999 \$1.49, 1000+ \$1.29

EMS24 Top Seller! EMS Flag Duffel Bag – 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 ½" x 11" x 8 ¾" 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

EMS25 New! Scripto® Score 3-in-1 Ballpoint Stylus Light – Made of double-wall plastic featuring a ballpoint pen, a click function LED light and a rubberized stylus tip that is integrated into the pen tip for easy transition between traditional and electronic writing. Black ink.

1-99 \$2.99, 100-249 \$2.89, 250-499 \$2.79, 500+ \$2.49 Logo personalization minimum: 288, \$50 setup

EMS26 New! Wide Body Pen – Plastic wide body pen features the 2019 EMS logo in full color. The Eversmooth® hybrid ink offers an extraordinary writing experience. Black ink. 1-99 \$1.79, 100-249 \$1.69, 250-499 \$1.59, 500-999 \$1.49,

1000+ \$1.29

Logo personalization minimum: 200, \$50 setup

EMS27 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

EMS28 New! Die-Cast Ambulance – Pull-back function ambulance drives forward when you roll it back. Made of plastic and metal. 3 1/4" x 1 1/4"

1-49 \$7.99, 50-99 \$7.49, 100-249 \$6.99, 250-499 \$5.99, 500+ \$4.99 Logo personalization minimum: 100, \$50 setup





RINKWARE



EMS29 New! Adventure Computer Backpack - Made of strong 600D polycanvas, this backpack holds your gear in a large zippered main compartment that can also hold up to a 17 inch laptop. The bungee cords on the front panel provide extra storage and security while padded and adjustable shoulder straps and a top grab carry handle make is easy when traveling. 18 ½" x 12.6" x 7 ½" 1-24 \$17.49, 25-49 \$16.99, 50-99 \$15.99, 100-249 \$14.99, 250-499 \$13.99, 500+ \$12.99

Logo personalization minimum: 36, \$50 setup

EMS30 New! Biggie Adjustable Strap Lunch Cooler – This large lunch cooler is made of strong 600D polyester and features a foil laminated PE foam insulated zippered main compartment and 22" carrying handles that can easily convert into a 44" shoulder strap. 13 ½" x 8 ¾" x 11 ½" 1-24 \$14.99, 25-49 \$14.49, 50-99 \$13.99, 100-249 \$12.99,

250-499 \$11.99, 500+ \$10.99

Logo personalization minimum: 50, \$50 setup

EMS31 Price Buster Special! New! Color Block Sport Duffel – Color block duffel has plenty of room for your belongings. It is made of strong 600D polycanvas and features a large zippered main compartment, front slash pocket and a side hook and loop pocket. The button closure grab handle and adjustable, removable shoulder strap will help you carry with ease. 10" x 8 3/4" x 19" \$16.99

Logo personalization minimum: 25, \$50 setup

EMS32 Top Seller! Hanging Toiletry Bag – This heather grey hanging toiletry bag is made of 600D polyester and measures 10 1/4" 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 ¼" x 8" • Hanging: 10 ¼" x 17 ¼" 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

EMS33 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

EMS34 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

EMS35 New! Stainless Sports Bottle – 24oz stainless sports bottle features single-wall construction, a screw-on, spill-resistant lid with a flip-top drinking spout and a handling loop. Hand wash only and follow any included care guidelines. 1-49 \$9.99, 50-99 \$9.49, 100-249 \$8.99, 250-499 \$8.49, 500+ \$7.99

Logo personalization minimum: 75, \$50 setup

EMS36 New! Vacuum Insulated Stainless Steel Bottle – Large 23 oz. bottle is double-wall constructed and vacuum insulated using 18/8 grade powder-coated stainless steel. It features a twist-on cap with a silicone loop attachment. It keeps beverages hot or cold for up to 8 hours. FDA certified. Hand wash only. 1-24 \$18.99, 25-49 \$18.49, 50-99 \$17.99, 100-299 \$16.99, 300-499 \$15.99, 500+ \$14.99

Logo personalization minimum: 25, \$50 setup

EMS37 Price Buster Special! New! Copper Vacuum Tumbler – Durable 20 oz. tumbler is double-wall vacuum constructed using 18/8 grade stainless steel with copper insulation, which allows your beverage to stay cold for 24 hours and hot for at least 8 hours. The construction also prevents condensation on the outside of the tumbler. It also has a push-on lid with slide closure and a wide opening for easy filling and cleaning. Hand wash only and follow any included care guidelines.

Logo personalization minimum: 48, \$50 setup

EMS38 Top Seller! Flip-Top Bottle – Large 26 oz. water bottle with a twist-on, flip-top lid. It is USA made, phthalate-free, nontoxic, lead-free and meets FDA requirements. Hand wash only and follow any included care guidelines.

1-49 \$3.99, 50-99 \$3.75, 100-249 \$3.49, 250-499 \$2.99, 500+ \$2.75 Logo personalization minimum: 100, \$50 setup

EMS39 New! UL Listed 4,000 mAh Power Bank – At 4000 mAh, we have doubled the power to keep you fully charged while you are on the go. This UL certified power bank features UL certified Lithium-Ion battery and four LED lights to indicate battery status. It works with iPhones using your Apple phone cord but it includes a USB to Micro USB connecting cable which can charge the battery backup or be used to charge devices with a Micro USB input like Android smartphones. 1-29 \$15.99, 30-74 \$15.49, 75-149 \$14.99, 150+ \$13.99 Logo personalization minumum: 30, \$50 setup

EMS40 Top Seller! Shield Badge Reel - Keep your ID handy and in a safe place. This badge reel features a strong 24" cord with an anti-twist feature, a durable vinyl strap and a bull dog clip back. 1.5" x 3.6" x .42" 1-49 \$3.49, 50-99 \$3.39, 100-249 \$3.29, 250-499 \$3.19, 500+ \$2.99

Logo personalization minimum: 150, \$50 setup

EMS41 New! Bluetooth Speaker - Power your favorite music with this Bluetooth speaker! Quality sound in a small form that plays music or other audio from a Bluetooth enabled device or via the 3.5mm audio input, making it compatible with just about anything that plays music. Perfect for anyone that travels and is on-the-go or it can simply sit at a desk in an office setting. The speaker features built in music controls and microphone. Bluetooth working range is 10 meters (33 feet). Enjoy up to two hours of music at max volume on a single charge. The charging time is one hour. Audio device not included. 1-24 \$15.99, 25-49 \$15.49, 50-99 \$14.99, 100-249 \$13.99, 250-499 \$12.99, 500+ \$11.99 Logo personalization minimum: 36, \$50 setup

EMS42 Price Buster! New! Heathered Fleece Blanket – This 50" x 60" blanket is perfect for any occasion. The blanket is a stylish heathered fleece with hemmed edge. \$13.99

EMS43 EMS Patriotic Lapel Pin - Show honor and respect to all emergency services personnel with this beautiful lapel pin. The pin features the Star of Life symbol along with the stars and stripes of the American flag. It is 7/8" with a military clutch back. 1-99 \$3.99, 100-249 \$2.99, 250-499 \$2.79, 500+ \$2.49

No personalization

EMS44 EMS Challenge Coin – This challenge coin featuring the Star of Life symbol is a great way to honor and recognize all emergency services personnel. The coin is double-sided and measures 1 ½".

No Personalization.

1-99 \$8.99, 100-249 \$8.49, 250-499 \$7.99, 500+ \$6.99

EMS45 EMS Strong Lapel Pin – Die-struck pins have been an enduring symbol of value and prestige. This pin will project the commitment, innovation and quality of EMS professionals. Tie-tac backing. 7/8" 1-99 \$3.99, 100-249 \$2.99, 250-499 \$2.79, 500+ \$2.49 No personalization

EMS46 Ribbon Lapel Pin – 1" brass ribbon pin in red, white and blue with epoxy dome and military clutch backing. Individually polybagged. Features EMS star. 1-24 \$1.95, 25+ \$1.75

No personalization









EMS47 Celebration Kit – Everything you need to celebrate at a reduced price. Kit includes: 1 Poster, 1 Mylar Balloon, 1-Pkg/50 (25 blue/25 red) Latex Balloons and 50 Stadium Cups. \$68.99

EMS48 Super Value Kit – Surprise your high achievers with a collection of EMS Week products. This collection of gifts is perfect for door prizes during your celebration or to hand out as gifts to your staff. The value kit includes one of each of the following: Beanie w/LED Light, Cotton Twill and Mesh Cap, Biggie Adjustable Strap Lunch Cooler, Color Block Sport Duffel, Stainless Sports Bottle, Vacuum Insulated Stainless Steel Bottle, Scripto® Score 3-in-1 Ballpoint Stylus Light, Bluetooth Speaker, Rubberized COB Flashlight, Tool Kit, Rescue Knife and the 11-Function Mini Multi-Tool.

Total Value is more than \$146; as a kit you pay only \$139.99

EMS49 Mini Value Kit - The mini value kit includes one of each of the following: Adventure Computer Backpack, Vacuum Insulated Stainless Steel Bottle, Wide Body Pen, LED Aluminum Key Tag w/Bottle Opener, UL Listed 4.000 mAh Power Bank and the EMS Flag

Total Value is more than \$60; as a kit you pay only \$57.99

EMS50 Gift Set Bundle -

Purchase the Biggie Adjustable Strap Lunch Cooler, Stainless Steel Sports Bottle, Clip COB Flashlight and the 10-in-1 Tool Card together and save! Makes a perfect gift!

Total Value is more than \$37; as a kit you pay only \$34.99!



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FACILITY PERSONALIZATION - Most

products can be personalized with your facility name or logo. See item description for minimum quantities and details.

<u>GIFTS & GADGET</u>



EMS51 Top Seller! Flashlight/Emergency

Tool – This handy multi-tool features a white COB (chip on board) light that offers increased lumen output per square inch for intense light, a seat belt cutter, window breaker, flat head screwdriver, bottle opener, hex wrench, knife, Phillips head and wire cutter. The light has a push/ pull feature to zoom in and out.3 AAA batteries included.

5 %" x 1 ½" 1-24 \$15.99, 25-49 \$15.49, 50-99 \$14.99, 100-299 \$13.99, 300-499 \$12.99, 500+ \$11.99 Logo personalization minimum: 50, \$50 setup

EMS52 Top Seller! Ultra Bright COB Carabiner Light – This ultra bright carabiner light has six COB (chip on board) lights that offer increased lumen output per square inch for intense light. It features three modes: regular, brighter or flashing. It has a magnet on the back but also can be attached to keys or bags thanks to the carabiner clip. It is powered by 1 Lithium button cell battery that is included.

1-99 \$3.99, 100-249 \$3.79, 250-499 \$3.59, 500-999 \$3.29, 1000+ \$2.99

Logo personalization minimum: 250, \$50 setup

EMS53 New! Clip COB Flashlight - This powerful COB (chip on board) light offers increased lumen output per square inch for intense light. The inventive new barrel design and clip offers easy and secure storage. The magnetic base attaches to any metal surface for use as a hands-free work light. The sturdy aluminum case is built to last. It has a push on/off switch at the top and is powered by 1 AAA battery which is included. 4 ¾" x ¾" dia. 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

EMS54 New! Rubberized COB Flashlight -Extra bright white COB (chip on board) light offers increased lumen output per square inch for intense light. It has a wrist strap and a rubber finish for comfort. 3 AAA batteries included. 4" H 1-99 \$3.99, 100-249 \$3.75, 250-499 \$3.49, 500+ \$2.99 Logo personalization minimum: 100, \$50 setup

EMS55 New! Carabiner with Triple Split Rings – Aluminum carabiner clip has three split key rings. The carabiner clip easily attaches to backpack, belt loop, etc. 3" H

1-99 \$2.79, 100-249 \$2.49, 250-499 \$2.29, 500+ \$1.99 Logo personalization minimum: 100, \$50 setup

EMS56 New! LED Aluminum Key Tag w/Bottle Opener – Features an extra bright white LED light with push button on/off, metal bottle opener and split key ring attachment. 4 1/4" H 1-99 \$2.99, 100-249 \$2.79, 250-499 \$2.59, 500+ \$2.29

Logo personalization minimum: 250, \$50 setup





EMS57 New! 10-in-1 Tool Card – Includes a 5cm ruler, flat head screwdriver, bottle opener, box opener, hex wrenches, butterfly wrench, direction acillary wrench and a peeler. It conveniently slides into the protective aluminum sleeve which has a metal wire attachment.

3 %" x 2 ½" 1-99 \$5.99, 100-249 \$5.49, 250-499 \$4.99, 500+ \$4.49 Logo personalization minimum: 100, \$50 setup

EMS58 Top Seller! 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 fail. 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 EMS59 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, min pliers a wire cutter a bottle opener a small knife

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

EMS60 **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 ¼" x 1 ½" 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

EMS61 New! Tool Kit – Handy tool kit packed in an attractive nylon gauge case with zippered closure. Kit includes: 10 assorted screwdriver bits, 1 interchangeable handle, 1 precision screwdriver, 1-60 mm extension, 1 mini box cutter/utility knife and 1 3 ft. tape measure with US and metric measurements.

1-24 \$14.99, 25-49 \$14.49, 50-99 \$13.99, 100-249 \$12.99, 250-499 \$11.99, 500+ \$10.99 Logo personalization minimum: 25, \$50 setup





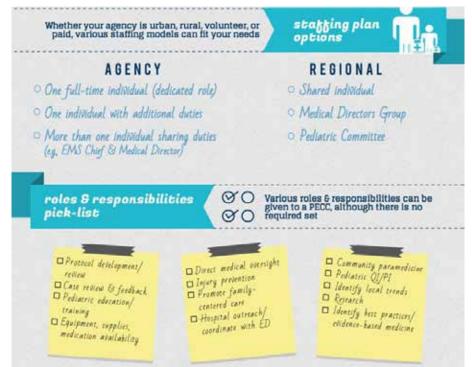


Pediatric Emergency Care Coordinators in Emergency Medical Services

By Sam Vance and Rachael Alter

EMS responses for pediatric patients represent thirteen percent of total EMS responses in the United States, but because call volume is highly variable across regions and across agencies, nearly 40% of all EMS agencies in the United States see fewer than thirteen pediatric patients per year on average.^{1,2} With EMS providers having limited pediatric focused education and infrequent encounters with children, particularly with the critically ill, there are gaps in patient care, patient safety, and clinical outcomes.^{3,4}

To help address these gaps, the Institute of Medicine (IOM) released *Emergency Care for Children: Growing Pains* which specifically recommends that EMS agencies designate a pediatric emergency coordinator to ensure that training and guidelines are available to field providers to maintain competence in the emergent



care of children.⁵ This role is now commonly referred to as a pediatric emergency care coordinator (PECC). The IOM report suggests the individual(s) filling this role would serve as a resource to provide oversight to the care of children, to promote the integration of pediatric components into daily service delivery, as well as local and regional disaster planning, and to promote pediatric education throughout their EMS agency.⁵

Acting on the recommendations from the IOM report, the Health Resources and Services Administration's (HRSA) Emergency Medical Services for Children (EMSC) program has set as a performance measure for the EMSC State

Partnership Program that 90% of all EMS agencies have a PECC by 2026. Based on responses from the 2017-2018 EMSC Program Survey, only 22.9% of EMS agencies currently have a PECC.

As such, the EMSC program is currently engaged in a national collaborative to increase the number of prehospital PECCs across 9 states, thus new strategies for identifying, expanding the number of, and training prehospital PECCs are being discovered. Resources developed from this quality improvement collaborative will be made available to other states and territories to help them understand how best to help EMS agencies adopt these interventions according to their needs. For more information, <u>click here</u>.

This week, as we celebrate EMSC Day, we would to like to thank all of you who have improved the care of children in an emergency for the past 35 years!



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