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YORK REGION EMS COMMUNITY AWARENESS INITIATIVES

The Health and Emergency Medical Services Committee recommends the adoption of the recommendation contained in the following report, January 20, 2005, from the Commissioner of Health Services:

1. RECOMMENDATION

It is recommended that:

1. Health and Emergency Medical Services Committee and Regional Council receive this report for information.

2. PURPOSE

To provide information on the community events, public relations activities and education initiatives that York Region Emergency Medical Services (EMS) has supported and participated during 2004.

3. BACKGROUND

Over the years, York Region EMS has been involved in supporting community events, public relations activities and education initiatives. These include on-site medical aid at local fairs and community public relations activities such as the celebration of National EMS week. Education initiatives include EMS displays at shopping malls and school presentations to targeted audiences.

Regional Council previously approved EMS community affiliations with St. John Ambulance and Scouts Canada on September 18, 2003 through adoption of Clause No. 8 of Report No. 6 of the Health and Emergency Medical Services Committee. Since this affiliation was formalized, York Region EMS has trained over 18 Scouts Canada Medical Venturers and has assisted St. John Ambulance with the donation of 2 decommissioned ambulances and first aid supplies. York Region EMS has also worked cooperatively with St. John Ambulance to provide facilities for vehicle storage and the child car seat program. At community events where St. John Ambulance is present, a coordinated response is provided by both organizations in order to provide enhanced coverage for participants.

4. ANALYSIS AND OPTIONS

In 2003, York Region EMS participated in approximately 40 community events, public relations activities and education initiatives. In 2004, participation in these initiatives increased to over 100 events. Paramedics participating at these community awareness initiatives have had the opportunity to interact and educate more than 760,000 people in total attendance (see Table 1).

Table 1
2003 and 2004 York Region EMS Community Awareness Initiatives

	2003	2004
Number of Events	40	118
Event Days	47	139
Total Attendance	172,000	760,016
Patient Contacts*	38	123
Patient Transports**	5	15

* Patient Contacts – represents attendees at the community awareness initiatives requiring some form of medical aid ranging from band-aids to cold packs for minor scrapes and abrasions.

** Patient Transports – represents attendees at the community awareness initiatives requiring transportation to hospital as a result of a significant injury or medical condition.

Attachment 1 provides an inclusive listing of all community events and public relations initiatives in 2004. Some highlights of the community events that York Region EMS participated in are:

- Community Fairs – Markham, Stouffville, Schomberg, Sutton, Woodbridge
- Community Parades – Local Municipal Santa Clause Parades, CNE Veterans Day Parade
- York Region Children’s Water Festival – Bruce’s Mill Conservation Area
- EMS Week 2004 – theme was “There when you need us”
- Emergency Preparedness Week – Town of Georgina and 911 Tri-services mall display at Hillcrest Mall

At many events, York Region EMS worked in partnership with staff from Public Health and Emergency Planning, local first response partners, York Regional Police and Municipal Fire Services. Community partners such as St. John Ambulance and Scouts Canada also participated alongside York Region EMS.

York Region EMS’ participation in these local community events, public relations activities and education initiatives has resulted in an awareness of increased EMS programs and services and strong community partnerships.

4.1 Relationship to Vision 2026

York Region EMS participation in community awareness initiatives contributes to the Vision 2026 goals of “Engaged Communities and a Responsive Region” and “Responding to the Needs of our Residents”. Supporting safe and secure communities and continuing to provide and support high quality emergency services is achieved through fostering effective relationships between EMS and community agencies and organizations.

5. FINANCIAL IMPLICATIONS

All costs associated with the support and participation in community awareness initiatives are included in the 2004 Emergency Medical Services operating budget.

6. LOCAL MUNICIPAL IMPACT

York Region EMS participation in local community events, public relations activities and education initiatives across York Region has resulted in a significant increase in public awareness of EMS programs and services. EMS staff anticipate an increased interest from local community organizations and schools in 2005.

7. CONCLUSION

York Region EMS is committed to building strong community partnerships and to increasing awareness of the programs and services that are provided to the public. It is anticipated that these partnerships will continue to grow and strengthen in future years.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause was included in the agenda for the February 3, 2005 Committee meeting.)