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NATIONAL EMERGENCY MEDICAL SERVICES WEEK MAY 17, 2009 – MAY 23, 2009

The Health and Emergency Medical Services Committee recommends the adoption of the recommendation contained in the following report dated March 27, 2009, from the Commissioner of Community and Health Services.

1. RECOMMENDATION

It is recommended that:

1. Regional Council recognize the week of May 17, 2009 – May 23, 2009 as National Emergency Medical Services Week 2009.

2. PURPOSE

The purpose of this report is to:

- Request recognition, during National Emergency Medical Services Week 2009, of the contributions made by York Region Emergency Medical Services (EMS) staff to the health, safety and well-being of regional residents.
- Provide an overview of the planned activities during this celebratory week.
- Provide National Emergency Medical Services Week signage to all municipalities to display at their local municipal offices.

3. BACKGROUND

In the past, Emergency Medical Services Week has been recognized at different times throughout the country. However, in 2005 the Paramedic Association of Canada and the EMS Chiefs of Canada agreed to recognize the same week nationally and share the same week as the United States.

National Emergency Medical Services Week brings together local communities and medical personnel to publicize safety and honour the dedication of those who provide the day-to-day lifesaving services of medicine's "front line". It also helps raise public awareness about health and safety issues, including how to prevent injuries and what to do in a medical emergency.

For 2009, the international theme of National Emergency Medical Services Week is: EMS: "A Proud Partner in Your Community". This slogan recognizes the commitment that emergency medical personnel make on behalf of the communities they serve.

4. ANALYSIS AND OPTIONS

EMS providers recognize the growing need for an ongoing public education in the following areas:

- What/Who is EMS?
- When to call 9-1-1/for paramedics?
- What to do until help arrives?
- What are paramedics?

Events throughout the week will pay tribute to the paramedics and individuals who provide lifesaving services and educate the public about injury prevention, safety awareness and medical emergencies.

Proposed Schedule of Events during week of May 17, 2009 – May 23, 2009

Mission of Health

Staff will participate in a bike ride across York Region to raise awareness of bicycle safety and raise the profile of York Region EMS.

Lunch and Learn Session

A Lunch-and-Learn session will be held which will feature a Cardiopulmonary Resuscitation (CPR) clinic for all regional employees.

CPR Workshop/Mall Displays

CPR workshops will be held in partnership with The Heart and Stroke Foundation of Ontario. Posters and displays will be set up in two regional malls promoting EMS Week through education and awareness.

EMS Week Kick-off

A kick-off event will be held in partnership with Toronto EMS and other Greater Toronto Area (GTA) EMS.

LAMP (Lunch At My Place)

York Region EMS paramedics will prepare and serve lunch for approximately 60 needy people at a church in Newmarket.

Paramedic-for-a-Day

The Children's Wish Foundation will choose a child whose dream it is to be Paramedic-for-a-Day. York Region EMS will supply a uniform for the child and organize a day filled with various EMS activities to suit the child's age and level of health.

Rogers' Daytime

Ten-minute segments will be aired before and during EMS Week to notify the public about Emergency Medical Services Week and the related upcoming events

Partnering with Environmental Services and Transportation Services

York Region EMS will take part in the kick-off for Environmental Services and Transportation Services' own National Public Works Week at their location on Bales Drive in the Town of East Gwillimbury.

To promote Emergency Medical Services Week and National Public Works Week, the following events will take place in partnership:

- An open house, hosted by the Environmental Services and Transportation Services Departments, will be held at the Operations Centre at 90 Bales Drive East on Saturday, May 23, 2009. Among the many activities/displays offered at the open house, EMS will be involved in:
 - EMS bus advertising display
 - EMS – CPR demonstrations
 - EMS and Public Works Activity Booklet for children

Relationship to Vision 2026

York Region EMS continues to support the Vision 2026 goals of Responding to the Needs of Our Residents and Supporting a Safe and Healthy Community.

5. FINANCIAL IMPLICATIONS

EMS staff volunteer their time in order to attend the EMS Week events. Less than \$8,000 is required for the supplies and services needed for the planned activities. All costs associated with the planned activities will be accommodated within the Region's approved 2009 Operating Budget for the EMS Branch.

6. LOCAL MUNICIPAL IMPACT

The nine local municipalities will benefit from the initiative through increased public education and awareness of York Region EMS and the skill, dedication and professionalism of York Region EMS Paramedics.

7. CONCLUSION

Recognizing National Emergency Medical Services Week provides an opportunity to increase public awareness regarding the contribution of services paramedics provide in our community.

For more information on this report, please contact Norm Barrette, General Manager of York Region Emergency Medical Services at extension 4709.

The Senior Management Group has reviewed this report.