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NATIONAL EMERGENCY MEDICAL SERVICES WEEK 2008

The Health and Emergency Medical Services Committee recommends the adoption of the recommendation contained in the following report, April 1, 2008, from the Commissioner of Community and Health Services:

1. RECOMMENDATION

It is recommended that:

1. Regional Council recognize the week of May 18, 2008 to May 24, 2008 as National Emergency Medical Services Week 2008.

2. PURPOSE

The purpose of this report is threefold, to:

1. Request recognition during National Emergency Medical Services (EMS) Week 2008, of the contributions made by York Region EMS staff to the health, safety and well-being of regional residents.
2. Provide an overview of the planned activities during this celebratory week.
3. Provide EMS Week 2008 signage to all municipalities to display at their local municipal offices.

3. BACKGROUND

National EMS 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 2008, the international theme of National EMS Week is: "EMS: Your Life Is Our Mission".

In the past, EMS Week has been recognized at different times throughout the country. 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. This same week, May 18 – May 24, is also National Public Works Week. As National EMS Week and National Public Works Week fall within the same week, EMS staff along with staff from the Transportation Services and Environmental Services Departments will participate together in several public events.

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? What they do?

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.

4.1 PROPOSED SCHEDULE OF EVENTS FOR 2008

Mission of Health

Staff will participate in a bike ride across York Region. Stops will be made along the route to visit schools and raise bike safety awareness.

Lunch and Learn Session

A Lunch and Learn session will be held combined with a Cardio Pulmonary Resuscitation (CPR) clinic at 17250 Yonge Street 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, in partnership with Toronto EMS, will be held in York Region at a location still to be determined.

LAMP (Lunch At My Place)

York Region EMS paramedics will prepare lunch for approximately 60 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 2008 to notify the public about EMS Week 2008 and the related upcoming events.

Awards Ceremony

An Awards Ceremony will be held in York Region which will include speakers, dinner, a slide show and entertainment.

Partnering with the Transportation and Environmental Services Department

To promote EMS Week and National Public Works Week the following events will take place in partnership:

- Presentations will be made to a number of Grade 10 Civic classes throughout York Region to provide insight into the variety of available emergency medical services and public works careers.
- An open house, hosted by the Transportation Services and Environmental Services Departments will be held at the Operations Centre at 90 Bales Drive East. 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

4.2 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

All costs associated with the planned activities will be accommodated within the proposed 2008 EMS Operating Budget.

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 EMS 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, Acting General Manager of Emergency Medical Services at Ext. 4044.

The Senior Management Group has reviewed this report.