

6

NATIONAL EMERGENCY MEDICAL SERVICES WEEK MAY 16, 2010 – MAY 22, 2010

The Community and Health Services Committee recommends the adoption of the recommendation contained in the following report dated March 25, 2010, from the Commissioner of Community and Health Services.

1. RECOMMENDATIONS

It is recommended that:

1. Regional Council recognize the week of May 16, 2010 – May 22, 2010 as National Emergency Medical Services Week 2010.

2. PURPOSE

The purpose of this report is to:

- Request recognition, during National Emergency Medical Services Week 2010, 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 2010, the international theme of National Emergency Medical Services Week is "*EMS: Anytime. Anywhere. We'll be there.*" This slogan recognizes the commitment that emergency medical personnel make on behalf of the communities they serve.

In 2009, York Region EMS Paramedics responded to 66,431 patient incidents. This amounts to an EMS response every 8 minutes, 24 hours per day.

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 involvement do paramedics have in our community?
- What is the Heart Alive, Public Access Defibrillation Program?

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 16, 2010 – May 22, 2010

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. Proceeds will go to a regional hospital.

Lunch and Learn Session

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

EMS Week Kick-off

A kick-off event will be held in York Region in partnership with other Greater Toronto Area 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.

Public Display

York Region EMS will be the guests of Toronto EMS at a Greater Toronto Area location on May 17, 2010.

Partnering in the Community

York Region EMS will contribute hours to a charity benefiting York Region residents.

Media Day

Local media will be invited to visit a response station and try out the equipment.

Awards Ceremony/Appreciation Night

A ceremony and dinner will be held at a regional banquet hall including a dinner, speeches, a slide show and awards.

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 the National Emergency Medical Services Week and the related upcoming events.

5. FINANCIAL IMPLICATIONS

EMS staff volunteer their time in order to attend the EMS Week events. All costs associated with the planned activities will be accommodated within the Region's approved 2010 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.