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NATIONAL EMERGENCY MEDICAL SERVICES WEEK MAY 15, 2011 - MAY 21, 2011

The Community and Health Services Committee recommends the adoption of the recommendation contained in the following report dated March 23, 2011, from the Commissioner of Community and Health Services.

1. RECOMMENDATION

It is recommended that:

1. Regional Council recognize the week of May 15, 2011 – May 21, 2011 as National Emergency Medical Services Week 2011.

2. PURPOSE

The purpose of this report is to:

- Request recognition, during National Emergency Medical Services Week 2011, 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.

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 2011, the international theme of National Emergency Medical Services Week is *EMS Everyday Heroes*. This slogan recognizes the commitment that emergency medical personnel make on behalf of the communities they serve.

In 2010, York Region EMS Paramedics responded to 70,763 patient incidents. This amounts to an EMS response every 7 minutes, 24 hours a day.

York Region EMS paramedics recognized for providing highest standard of pre-hospital care to patients

The Emergency Medical Services Exemplary Service Medal recognizes professionals in the provision of pre-hospital emergency medical services to the public, who have performed their duties in an exemplary manner, characterized by good conduct, industry and efficiency. Recipients must have completed 20 years of exemplary service, including at least 10 years in the performance of duties involving potential risk. Exemplary Service Awards were presented to seven York Region EMS staff in 2010. The recipients were: Tim Deremo, Brian Hall, Gary Keilhack, Bruce Love, David McGrail, Michael McPeake, and Dianne Nordheimer.

N.H. McNally Award for Bravery presented to York Region EMS paramedic

In 2010, paramedic Michael Davis was presented with the “N.H. McNally Award of Bravery” recognizing that he went above and beyond the line of duty to rescue and protect a person from harm. He responded to a motor vehicle accident on Highway 407 where a vehicle left the roadway, rolled approximately 120 feet down an embankment, through a fence and landed in a catch basin filled with frigid water. Upon arriving at the scene of the accident, Mr. Davis’ actions in rescuing the driver were key factors in attempting to save the patient’s life. Mr. Davis has also been recognized by the Ontario Provincial Police and St. John Ambulance for his heroic actions while responding to this call.

York Region EMS paramedic recognized as a key member of research team

Blair Bigham is an advanced care paramedic and also works as a clinical researcher at St. Michael’s Hospital in Toronto. In 2010, Blair presented his research findings on pre-hospital implementation of the American Heart Association CPR guidelines at the National Association of EMS Physicians’ annual conference. This research was published in the journal of Pre-hospital Emergency Care. He has also authored other research articles that have been published in the Canadian Medical Journal and the New England Journal of Medicine.

It is clear that York Region EMS embodies the high standards envisioned by the profession at large.

4. ANALYSIS AND OPTIONS

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

- When to call 9-1-1
- Importance of knowing and initiating cardiopulmonary resuscitation (CPR)
- Advancement of our pre-hospital care skills
- York paramedic involvement in our community

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 15, 2011 – May 21, 2011

Medic Adventure Madness

Staff will participate in an adventure race to promote safety and raise the profile of York Region EMS. Proceeds will go to the Southlake Regional Health Centre's *P.A.R.T.Y. Program (Preventing Alcohol Risk- related Trauma in Youth)*.

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 at the Magna Centre for a Family Fun Day. This will include free skating, swimming and crafts for the public, EMS displays, a barbecue, and a car seat clinic. A mass CPR class will be held.

Lunch At My Place (LAMP)

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

Partnering in the Community

York Region EMS will contribute hours to a charity (Habitat for Humanity) benefiting York Region residents.

Awards Ceremony/Appreciation Night

A ceremony and dinner will be held at a regional banquet hall (Le Parc) 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 (1 week prior)

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.

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 of 90 Bales Drive in the Town of East Gwillimbury.

To promote Emergency Medical Services Week and National Public Works Week, the Public Works Week will have a "Family Day" as their first event on Saturday, May 14, 2011 at the Bales Drive location from 10 a.m. to 4 p.m. that York Region EMS will be taking part in. At this event York Region EMS will have a display featuring EMS Safety Messaging. Parry the Paramedic Dog will also be on hand to greet the families.

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 2011 Operating Budget for the EMS Branch.

6. LOCAL MUNICIPAL IMPACT

National Emergency Medical Services Week signage will be provided to all municipalities to display at their local municipal offices. 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 2011 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, Chief/General Manager at Ext. 4709.

The Senior Management Group has reviewed this report.