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NATIONAL EMERGENCY MEDICAL SERVICES WEEK MAY 20, 2012 TO MAY 26, 2012

The Community and Health Services Committee recommends the adoption of the recommendation contained in the following report dated March 27, 2012, from the Commissioner of Community and Health Services.

1. RECOMMENDATION

It is recommended that:

1. Regional Council recognize the week of May 20, 2012 to May 26, 2012 as National Emergency Medical Services Week 2012 with May 23 being declared *Emergency Medical Services for Children Day*.

2. PURPOSE

The purpose of this report is to request recognition, during National Emergency Medical Services Week 2012, of the contributions made by York Region Emergency Medical Services (EMS) staff to the health, safety and well-being of regional residents and visitors to our region. In addition, this report will provide an overview of the planned activities during this celebratory week.

3. BACKGROUND

National Emergency Medical Services Week brings together local communities and medical personnel to recognize 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 the event of a medical emergency. On May 22, 2003, York Regional Council proclaimed that it would be recognizing National EMS Week for the first time, May 18 to 24, by wearing York Region EMS pins.

In 2011, 410 full-time and casual York Region EMS Paramedics responded to 73,205 patient incidents. This amounts to an EMS response every seven minutes, 24 hours a day.

In August 2011, EMS moved to their headquarters at 80 Bales Drive East, Town of East Gwillimbury. The facility includes a Simulation and Training Centre which is integral to continuing the clinical excellence provided by EMS Paramedics.

Seven 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, who performed their duties in an exemplary manner, and are 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 2011. The recipients were:

- Michael O'Connor
- Douglas Williamson
- Cheryl Balsdon
- Charles Shaw
- Leo Rosswill
- Michael Jessop
- Patricia Connolly

4. ANALYSIS AND OPTIONS

For 2012, the international theme of National Emergency Medical Services Week is *EMS – More than a Job. A Calling.*

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
- The placement and training in the use of Public Access Defibrillators
- The need for community Paramedicine, i.e., paramedics in shelters
- The involvement with our new Canadian residents, i.e., brochures and CDs in different languages

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

Proposed Schedule of Events during week of May 20, 2012 – May 26, 2012

Staff Lunch and Learn Session

Lunch and Learn sessions for staff will be held which will feature a cardiopulmonary resuscitation clinic.

- Monday, May 14 at Newmarket Social Services, 62 Bayview Parkway, Newmarket, Trillium Training Chambers
- Thursday, May 17 at Administrative Building 17250 Yonge St. Newmarket, Room 40190 – Finance Main Boardroom
- Wednesday, May 23 at Georgina Social Services, 24262 Woodbine Ave, Keswick
- Thursday, May 24 at South Service Centre, 50 High Tech Rd, Richmond Hill, Room 316

Lunch At My Place (LAMP)

This is the sixth consecutive year that Lunch At My Place is being held. York Region EMS paramedics will prepare and serve lunch for approximately eighty-five people in need at the Blue Door Shelter in Newmarket on Tuesday, May 22, 2012. Food is being donated by Vince's Country Market in Newmarket.

Afternoon Awards Ceremony (New)

On Saturday, May 26, a special awards ceremony will be held recognizing the outstanding work of our paramedics. Light refreshments will be served.

Rogers' Daytime (1week prior)

Ten-minute segments will be aired before and during EMS Week to advise the public about the National Emergency Medical Services Week and the related upcoming events. On Wednesday, May 23, 2012, Louise Lorenc, EMS Superintendent, Clinical and Community Programs and Bonnie Alexander, Projects Assistant for Transportation and Community Planning Department will team up to advise the public of the upcoming events during National Emergency Medical Services Week.

Media Invitation Day (New)

Members of the media will be encouraged to try out paramedic skills. The public is invited to attend and cheer them on at the Richmond Hill Paramedic Response Station from 9 a.m. to noon on Thursday, May 24, 2012.

EMS Week Wrap-up (New – dates in the past allowed for a Kick-off event with T&W)

In partnership with Environmental Services and Transportation and Community Planning a wrap-up event called Family Fun Day will be held at the EMS headquarters at 80 Bales Drive East in East Gwillimbury on Saturday, May 26, 2012. This event will include a mass CPR class, crafts for the public, EMS displays, a barbecue, and a car seat clinic. The barbecue will be provided by the York Region Medical Venturers group with the proceeds to help fund scouting activities.

Link to key Council-approved plans

This report directly contributes to supporting the 2011-2015 Strategic Plan objective to *optimize the health of the community for all ages and stages through health care delivery, protection, prevention and promotion.*

5. FINANCIAL IMPLICATIONS

Emergency Medical Services 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 2012 Operating Budget for the EMS Branch. The budget allocated to this week of events is \$7,500.

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 may 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 2012 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 and General Manager, York Region Emergency Medical Services Branch at Ext. 4709.

The Senior Management Group has reviewed this report.