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ON THE COVER: Care Ambulance Service of Southern California keeps their communities EMS Strong. PHOTO BY DANIEL DIPIUNTO.

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GUIDELINES 2015 CPR & ECC

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Welcome to the 2016 EMS Week Planning Guide

ON BEHALF OF the American College of Emergency Physicians (ACEP) and the National Association of Emergency Medical Technicians (NAEMT), we are pleased to present you with the 2016 EMS Week Planning Guide. Our hope is that the guide will serve as a valuable tool for you when planning your activities for EMS Week 2016, which is May 15-21, 2016.

We are especially proud of this year’s theme, “Called to Care.” It’s a powerful and timely reminder of how committed you are to the work you do. You’ve chosen to answer the call of a career that demands passion, purpose and heart—from all those who wear the uniform, day in and day out.

This year’s guide provides valuable information and resources on how to make the most of EMS Week in your community, including examples from around the country of what other EMS agencies are doing to celebrate. We also take an exciting journey back in time through the first 50 years of modern EMS from a federal perspective, and shed light on an increasingly important issue—ensuring the physical, emotional and mental health of our first responders.

We will continue to dedicate one day of EMS Week to focus on the needs of children. Wednesday, May 18, 2016 is National EMS for Children Day. We encourage you to focus your activities and efforts specifically on child safety and injury prevention.

Both ACEP and NAEMT would like to thank the organizations that help make this EMS Week Planning Guide possible. This includes our strategic partners, as well as our federal, EMS organization and media partners.

But the biggest thank you goes to all of you—those who answer the call. Those who have truly been Called to Care.

Be sure to visit emsstrong.org for more resources and content, including a digital version of this guide.

Supporting Organizations
American Academy of Pediatrics
American College of Osteopathic Emergency Physicians
Commission on Accreditation of Ambulance Services
Committee on Accreditation of Educational Programs for the EMS Professions
Congressional Fire Services Institute
Emergency Nurses Association
EMS for Children—National Resource Center
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International Association of EMS Chiefs
International Association of Flight and Critical Care Paramedics
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For a list of our 2016 EMS WEEK STRATEGIC PARTNERS, see the back cover of this publication.
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Medtronic Further Together
BY JENIFER GOODWIN

ON MARCH 12, 2014, Ann Marie Farina and her EMS co-workers in Spokane, Wash., were rocked by the suicide of their 25-year-old colleague. “He was a really outgoing guy,” Farina said. “There was a lot of shock.”

Yet in talking about it with her friends at other EMS agencies, she soon realized that “we all knew somebody in EMS who had committed suicide or had a very serious attempt at suicide,” Farina recalled.

Two weeks after her co-worker’s death, Farina and a group of concerned EMS practitioners from around the country launched the Code Green Campaign. To raise awareness and let those struggling with mental health issues know they aren’t alone, Code Green invited EMS practitioners to...
anonymously share their struggles with depression, substance abuse and anxiety.

“Even the strongest of us have our breaking points, and some people don’t realize where their breaking point is,” said Kelly Grayson, a critical care paramedic and member of the Code Green Campaign’s board of directors. “You don’t go into an EMS career thinking it’s going to be all sunshine and roses. But you go into EMS thinking you can handle what you’re going to see. And to a certain extent you can handle it — until you can’t.”

The campaign hit a nerve. Raw, painful stories about struggling with panic attacks, flashbacks and suicidal thoughts poured in, day and night.

“I’m sick of dealing with everybody else’s problems. I’m sick of sleeping all day. I’m sick of the pictures in my head. I’m sick of the kids that haunt me in my dreams. I’m sick of mothers’ screams… I’m sick of nobody understanding,” wrote one.

“The shift work has been taking its toll and there’s no ‘taking a few weeks off’ since I need the income… I started doing this because it was what I loved, but now there’s no escape. There’s no break. There’s no sleep… I miss the way I used to love this job,” wrote another.

Scope bigger than once understood
From the critical incident stress debriefings popular in the 80’s and 90’s, to the studies of post-traumatic stress in responders after 9/11, concern about the mental health of first responders is nothing new.

What’s different today is a growing awareness that mental health issues among EMS practitioners may be far more widespread, and are taking a greater toll on the EMS workforce, than previously understood.

When Farina and her team launched Code Green, they spent weeks searching for studies on EMS and depression, anxiety and post-traumatic stress, only to come up mostly empty handed. “There have not been a lot of high-quality studies looking at mental health in U.S.-based, non-police first responders who were not involved with 9/11 or Hurricane Katrina,” Farina said.

Nor are suicide statistics easy to come by. Though the National Institute for Occupational Safety and Health (NIOSH) collects data on jobs linked to suicide, paramedics and firefighters aren’t included among the other healthcare professions.

The best estimates come from the Firefighter Behavioral Health Alliance. Run by retired firefighter and counselor Jeff Dill, the organization collects and confirms confidential reports of EMS suicides.

In 2014, Dill’s group confirmed 104 suicides...
People don’t really understand how bad off it is in the fire and EMS service,” he said, noting that his statistics are likely an underestimate. “We are losing a lot of people to suicide.”

Dill launched his organization after seeing his suburban Chicago firefighters return from post-Katrina New Orleans deeply disturbed by what they had seen. “They wanted to talk to counselors, but they were frustrated. The counselors were good people, but they didn’t really understand our culture,” he said.

Seeing a need for counselors who firefighters would trust, Dill went back to school and earned a master’s degree in community counseling. In 2009, he founded a counseling service for firefighters, and now conducts workshops to assist fire departments in creating programs to help their responders cope.

“When we put on this uniform, we believe we are supposed to act a certain way. Be strong, brave, help others, do not show weakness. Unfortunately we turn to addictions and other unhealthy ways of coping,” Dill said.

Dealing with the issues

Even with the heightened awareness of mental health issues among first responders, figuring out how to prevent EMS practitioners from developing mental health issues—and how best to help those who do—is an even bigger challenge.

In recent years, critical incident stress debriefing has waned in popularity, as studies have questioned whether talking about memories of disturbing events is actually helpful.

“Though the idea that responders should suffer in silence has begun to fall away, EMS practitioners aren’t exactly eager to discuss their psychological and emotional struggles,” Farina said.

“What we’re hearing is there is a lot of fear about speaking up about it. A lot of people know somebody who got fired or removed from work because of a mental health issue. There is a stigma about admitting you’re struggling. And there is a very strong sentiment among first responders that for a counselor or therapist to be effective, they need to have first responder experience, or else they won’t understand.”

Though some companies have employee assistance programs that offer counseling services, many responders are reluctant to tap those resources for fear of being “found out,” she added.

Grayson knows first-hand just how difficult talking about mental health issues can be. After seeing too many news stories and Facebook posts about young EMS practitioners committing suicide, Grayson decided to share his lifelong struggle with depression in a column for EMS1.com.

“I thought, ‘Enough of this. If I can stand up and admit I suffer from depression, maybe it will...
inspire others to speak out and get help," Grayson said. "I wanted to spread the message that admitting you have PTSD or depression is not a sign of weakness. It’s a sign of courage. You are strong enough to admit it and get help for your problem."

The response to his column, which ran in March 2014, was overwhelming. "So many people came up to me wanting to talk, or wrote me to say thank you, that this was something they’d been dealing with but were afraid to say anything," Grayson said.

While reducing the stigma of mental health issues is an important step, Farina and Grayson believe the EMS profession needs to do more. That includes helping to prepare EMS practitioners to psychologically and emotionally cope with the stresses of the job as part of their initial and ongoing education, and developing peer support networks — trusted EMS confidantes who can provide support and help connect those who are suffering with mental health professionals.

There are already signs that the efforts of Code Green are having an impact. Last fall, a 20-year-old EMT wrote to Code Green about the horror of doing CPR on a one-month-old baby who didn’t survive. “I was struck with an indescribable emotional cocktail of helplessness, anger and sadness...it took everything out of me," he wrote. "I feel as though I’m at the breaking point."

Six months later, he shared an update. His new post talked about seeking help, being diagnosed with PTSD, depression and anxiety, and the changes it meant for his life. “Today I look back, in awe that I could ever get to such a low point...This website, my therapist, my doctor and my support system saved my life...If you are struggling, you can’t do it alone. Be vocal, lose your pride and get some help.”

Editor’s Note: This article originally appeared in the Fall 2015 issue of NAEMT News.

JENIFER GOODWIN is a communications project manager at NAEMT.

Where To Go For Help

**Code Green** (codegreencampaign.org) lists resources on their website, including Safe Call Now, a 24/7 help line staffed by first responders, for first responders.

**NAEMT** has compiled a resource library of articles, tips and other information about suicide prevention, mental health first aid and building emotional resiliency. Find the mental health resources at naemt.org. Under the EMS Health & Safety tab, choose “EMS Mental Health.”

**Survivors Network Air Medical Community** (survivorsnetwork-airmedical.org) is also compiling stories of survivors of close-calls and air medical crashes. The site has resources for enhancing resiliency, managing stress and dealing with grief and loss.

Visit www.jblearning.com/EMS to explore our complete line of EMS training resources or call 1-800-832-4034 to let one of our knowledgeable Account Specialists help you find the right products or solutions for your course.
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onstar.com/publicsafety
A look back

The origin of EMS in the U.S. can be traced back to the systems of care that were created on the battlefields of the American Revolution. In *Management of Ambulance Services*, contributor Vincent D. Robbins notes that two critical elements of EMS emerged during the revolution. “First, it was recognized… that a significant need existed for extensive and rapid transportation for the medically needy, especially the battle wounded, to designated medical facilities. Second, a categorization of hospitals, between ‘camp’ and ‘regimental/general,’ was devised as a means to sort patients according to the intensity of their medical needs.”

About 200 years later, the *Accidental Death and Disability: The Neglected Disease of Modern Society* whitepaper was published, which is commonly accepted as the birth of the modern EMS system. It shed light on the need for a standardized and effective system of care for accidental injury, especially motor vehicle accidents, which were a leading cause of death for Americans.

The evolution of local, state and federal roles

When the paper was published, EMS was less of an organized system and more of a hodgepodge of resources, often with mortuary vehicles serving as ambulances, no full-time emergency departments and well-meaning but untrained personnel. Recognizing the need for and value of prehospital medical care and transport, the Department of Health, Education and Welfare, now Health and Human Services, distributed funds to create EMS systems across the country through the EMS Systems Act of 1973. Although EMS was and continues to be regulated at the state and local levels, these grants helped establish the National Highway Traffic Safety Administration (NHTSA) as a strong supporter of a systems-level approach to emergency medical care – a legacy that continues today.

During the ’70s and ’80s, the federal government’s role also expanded to become “the visionary that brings the right people together, coordinates resources and builds consensus,” said Drew Dawson, former director of NHTSA’s Office of EMS. As treatments, technology, emergency vehicles, training and other aspects of EMS have evolved, so too have the roles of state and local governments.

“[There was] increasing recognition of the need for protection of public health and safety, and ensuring the need for uniform standards of licensing and care, but also recognizing the diversity in the methods of exercising that oversight and providing flexibility within limits,” Dawson said.

“As EMS started off,” he continued, “there were very prescriptive ways of doing things. We have all moved away from that, toward more flexibility. The key is to develop a realistic, ongoing EMS system that best leverages resources to positively impact patient care.”

Building on the past, looking to the future

The last 50 years of emergency medical services have been marked by great change, innovation and challenges that will continue to pave the way for improved systems of care. As the role of EMS within the healthcare continuum grows in importance and scope, a central area of focus is mobile integrated healthcare and community paramedicine. As innovative and successful programs develop across the nation, questions about education, scope of practice and certification evoke memories of EMS 50 years ago. Today, though, we are much better equipped to make such decisions.

Another opportunity for EMS is the future of...
1966
Accidental Death And Disability
The National Academy of Sciences published the landmark report Accidental Death and Disability: The Neglected Disease of Modern Society laying the groundwork for an organized system of pre-hospital care.

1967
Freedom House Ambulance Service
Pittsburgh residents form Freedom House Ambulance Service and eventually become the first EMS practitioners in the country to provide advanced life support. Freedom House's pilot tested the 1977 NHTSA standard curriculum for paramedics.

1968
First 911 Call
The first 911 call was received at a police station in Kalamazoo, Michigan, on a bright red phone now on display in a museum in Kalamazoo.

1970
NHTSA
The National Highway Safety Bureau is reorganized as the National Highway Traffic Safety Administration, whose mission includes the development of an EMS system that responds to all kinds of injuries and illnesses. NHTSA develops the first national standard curriculum for EMS one year later.

1973
Emergency Medical Systems Act of 1973
This law, part of the Public Health Service Act, provided federal guidelines and over $300 million in funding to develop regional EMS systems across the U.S.

1977
The Star of Life
Created by NHTSA, the Star of Life became the symbol for emergency medical services across the globe, and is often found on uniforms, equipment, ambulances and roadway signs.

1984
Emergency Medical Services for Children Program
The EMS program was established within the Health Resources and Services Administration to fund projects focused on research, training, systems development and injury prevention.

1996
EMS Agenda for the Future
On the 30th anniversary of the Accidental Death and Disability Whitepaper, NHTSA and HRSA supported the development and publication of the Agenda, a collaborative effort to guide development of EMS systems.

2001
NEMSIS
The National EMS Information System, or NEMSIS, established a standardized method of storing and sharing EMS data that improved data analysis, research and performance improvement at local, regional and state levels.

2000
EMS Education Agenda for the Future: A Systems Approach
The Education Agenda described an infrastructure for educating EMS professionals that paved the way for the National EMS Scope of Practice and National EMS Education Standards.

2014
EMS Compass
EMS Compass launched to create a system for designing evidence-based EMS performance measures to aid agencies in improving patient care.

2010
Culture of Safety
This three-year project funded by NHTSA and HRSA’s EMSAC and produced by AECP developed a national strategic document to create a culture of safety for the EMS profession.

2005
FICEMS
The Federal Interagency Committee on EMS was established by law to coordinate federal agency efforts and improve EMS systems nationwide.

2005
Enhanced 911
The Enhanced 911 Act established the National 911 Program to assess and improve public-safety communication services.

2007
NEMSAC
The National EMS Advisory Council, comprised of EMS representatives and consumers, was created to provide EMS recommendations to DOT and FICEMS.

2014
A New Vision for EMS
20 years after the original Agenda was published, a new version will be created that looks ahead to the next few decades of EMS innovation and progress.

50 Years of Helping EMS Systems Improve
Take a look back at a few of the pivotal moments in national EMS history that helped create and shape the industry.
data collection and information sharing across the pre-hospital industry and the healthcare community. In 2001, federal funding supported the development of the National EMS Information System (NEMSIS), which standardized the collection of patient care data and enabled the creation of local, state, and national EMS databases—all using the same data “language.” Over the course of the last 14 years, more than 134 million records have been collected, including 27 million records in 2015 alone. The data has allowed researchers, states, and local agencies to measure and improve all aspects of EMS, from the quality of patient care to the efficiency of the system.

Hurdles remain in the collection and use of EMS data as many EMS organizations struggle with the resources and training necessary to use local data meaningfully, and face interoperability and information sharing challenges between EMS and healthcare partners.

“The EMS profession is evolving in response to the changing medical needs of our communities and to changes in the way in which healthcare is delivered in our country,” said Conrad Kearns, president of NAEMT. “Our progress as practitioners is being driven by our own pursuit of excellence—to provide the best out-of-hospital medical care to every patient and in any environment. For these reasons, I am truly excited about our future!”

Working together, EMS and the healthcare industry will need to improve collaboration, adapt and continue planning for significant changes in how healthcare is funded. With payors, including Medicare and Medicaid, looking for ways to reduce costs and encourage efficient and effective care, the traditional fee-for-service model is slowly being replaced with other reimbursement models that emphasize value. The long-term impact on EMS is still unclear, but will certainly shape the agenda for the next several decades.

It’s an exciting time for EMS as the community reflects on the progress of EMS over the last 50 years, and looks ahead to the next 50 and the incredible impact that EMS professionals will have on the communities and people they serve.

**KRISTEN WILLIAMS** is an Account Coordinator with the RedFlash Group.
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FROM OUR TEAM TO YOURS

THANK YOU FOR ALL THAT YOU DO.

In our 30 years of EMS and fire consulting, we’ve worked with hundreds of agencies nationwide and around the globe. And today, we salute the dedication of EMS professionals and volunteers everywhere. From the smallest rural agency to the largest metropolitan system, you’re the ones who make EMS make a difference.

Have a happy and safe EMS Week.
EMS WEEK 2016

BY SUSANNA J. SMITH

AROUND THE COUNTRY, EMS Week is celebrated with a variety of events. Here are a few ways that some organizations observe EMS Week and ideas that may inspire communities, hospitals and EMS agencies—large and small—who are getting ready to recognize EMS Week 2016.

How Do You CELEBRATE EMS WEEK?

Since President Gerald Ford first recognized EMS Week in 1973, communities, hospitals, healthcare organizations, survivors and EMS agencies spend a week every year in May recognizing the lifesaving work of EMS professionals.
Seeking local partners to recognize EMS Week

For 2016, Boston EMS has again teamed up with the Massachusetts Department of Transportation to light the Zakim Bridge in blue and orange to recognize the Star of Life emblem worn by EMS professionals. As they have in years past, Boston EMS is also partnering with Boston Proper to light the Prudential Center tower blue and orange one night during EMS Week.

In Boston, City Hall will fly an EMS flag and City Council will pass an EMS Week Resolution, while the Massachusetts Senate recognizes the week with an EMS Week Proclamation. A number of the Boston-area hospitals will offer meals to EMS teams during EMS week and free educational opportunities with CEUs.

Command Staff Cooks Event

The Boston Police Patrolmen’s Association, the union which represents EMTs, paramedics, lieue-
tenants and captains, is also collaborating with Boston EMS to host a Command Staff Cooks joint event, which provides food cooked by command personnel, including Deputy Superintendents, Superintendents, the Superintendent in Chief and the Chief of Department, during all three shifts.

During EMS Week 2016, Boston EMS will also run a community event with CPR education, ambulance tours and EMS informational booths.

During EMS Week 2016, Boston EMS will also run a community event with CPR education, ambulance tours and EMS informational booths.

METHODIST HEALTHCARE
Methodist Healthcare, a not-for-profit, faith-based healthcare system in Memphis, Tennessee, employs paramedics to their full scope of practice in the emergency departments of its seven hospitals. Recognizing that EMS plays such an integral part of the hospital team, Methodist Healthcare holds an EMS Symposium each year during EMS Week and honors an EMS Service Crew member who took part in a special “patient save” with the presentation of a plaque in front of 200 of their colleagues.

Hospital-hosted free lunch and CEUs
Positioned in the “buckle” of the stroke and heart disease belt, Memphis Healthcare has more than 1,700 beds and 10,000 total employees, including 66 paramedics. For EMS Week 2016, Methodist Healthcare will host a Pre-Hospital Cardiac Symposium for EMS providers and nurses, who will receive free CEUs. The organization will also host a picnic each day of EMS Week at one of the hospitals throughout the city to offer EMS providers free lunch and a T-shirt.

RICHLAND EMERGENCY SERVICES
Richland Emergency Services in Richland County, South Carolina, celebrates EMS Week every year by taking part in an annual parade in Columbia, South Carolina, that draws about 50 ambulances from across the state. School kids and community members come to Columbia to see the parade and honor EMS crews. The state also does its own memorial bike ride every year, with cyclists riding more than 200 miles from Greenville to Calhoun County to remember EMS professionals who died in the past year.

Participating in the National EMS Memorial Bike Ride
George Rice, Division Manager at Richland County Emergency Services, said his favorite way to recognize EMS Week is riding with the National EMS Memorial Bike Ride, which he hopes to do again in 2016.

“It’s the most emotional thing I have ever been involved in,” says Rice. He started riding in the national ride in 2008 after one of his coworkers suffered a sudden cardiac arrest and died on the scene of a call.

Last year, Rice and dozens of other riders biked from Boston, Massachusetts, to Alexandria, Virginia, stopping along the way to hold memorial services for fallen EMS professionals. As a trumpet player and a member of the National Buglers Association, Rice takes a special role in these memorials. He plays taps to honor his fellow EMS professionals who died on the job.

“I spend 10 days on the road with all these...”
people, just helping these EMS providers get closure,” he says. “We stop to remember all these people, what they do every day and how some of them make the ultimate sacrifice.”

“I do this because I want them to know those sacrifices are remembered. We read the names of each person we lost, we ring a bell and we play taps. I do it because I know we can never do enough for these guys, and I know how much it takes for paramedics and EMTs to lace up their boots every day.”

Advice on how to honor EMS on a tight budget
Rice has been working in EMS for 30 years and organizing EMS Week activities since 1991.

“It’s nice when you provide the team with a luncheon and a handshake or a letter of thanks from the administration but it doesn’t have to be a lot of pomp and circumstance, it just has to be genuine,” he says.

“I think one of the best things you can do when you’re short on budget is work with the hospitals to contact some survivors. We had a cardiac arrest survivor come in and speak to the crew, and it is just priceless. We need to hear from the people we’ve saved because that’s why we keep doing this job.”

Montclair Ambulance
Last year, Montclair Ambulance in Montclair, New Jersey, hosted the first annual EMS Week poster contest, which was open to children in grades first through eighth in all Montclair schools.

For 2016, Montclair Ambulance will be holding a meme contest, for middle school to high school kids to pull together images, videos and text that honor EMS Week. The team will also host an open house with tours of the ambulances, and local businesses will donate food for the EMS crews all week. A local restaurant is donating gift certificates for each EMT, and the ambulance service will give each team member a portable phone charger.

SUSANNA J. SMITH is a content strategist and freelance writer, who focuses on the future of healthcare and how new technologies and care models are reshaping the healthcare, EMS and public safety industries. Susanna holds a master’s in public health from Columbia University and has worked as a writer, editor and researcher for more than 10 years. You can follow her work at @SusannaJSmith and susannajsmith.com.

Share Your Story
We’d love to hear updates and see pictures from your EMS Week 2016 celebrations. Share your EMS Week updates on Twitter @EMSStrong and using hashtags #EMSWeek16 #EMSWeek #EMSStrong or on Facebook, facebook.com/National.EMS.Week.
SAVE THE DATE

Take advantage of these special events and programs to gain recognition for your EMS program—and for the professionals who are integral to its success.

MAY

2016 CFSI Symposium and Dinner
Emergency Services Symposium and Dinner by scheduling meetings with their members of Congress, attending educational seminars, and participating in the annual National Fire and Emergency Services Dinner. CFSI will host this two-day event on May 4-5 in Washington, D.C.
cfsi.org/events/annual_dinner.cfm

National Stroke Awareness Month
Each year, almost 800,000 strokes occur in the United States—making it the 4th leading cause of death in the United States. National Stroke Awareness Month, sponsored by the National Stroke Association, is the perfect time to provide education and outreach to stroke survivors, caregivers, and those in the healthcare community.
stroke.org

MAY 15-21
EMS Week
Celebrate the responders who are heroes every day! National Emergency Medical Services Week brings together local communities and medical personnel to publicize safety and honor the dedication of those who provide the day-to-day lifesaving services of medicine’s front line.
acep.org/emsweek
www.emsstrong.org

MAY 18
EMS-C Day
The purpose of the annual celebration is to raise awareness about the need to improve and expand specialized care for children in the prehospital and acute care settings.
acep.org/emsweek

OCT. 8-9
Fallen Firefighters Foundation Memorial Weekend
Every October, the Foundation sponsors the official national tribute to all firefighters who died in the line of duty during the previous year. Thousands attend the National Fallen Firefighters Memorial Weekend in Emmitsburg, Md.
firehero.org

SEPTEMBER
National Preparedness Month
Disaster readiness and community resilience is everyone’s responsibility. Host an event in your community to teach the public how to be prepared for emergencies, such as a flood, tornado or tropical storm.
ready.gov

OCTOBER
National Sudden Cardiac Arrest Awareness Month
Nearly 300,000 people die every year from SCA and only 8 percent survive—yet through CPR, AEDs and a community-wide approach, many more can be saved.
sca-aware.org

NOV. 14-20
Collegiate EMS Week
Sponsored by ACEP and endorsed by Congress, this is a week-long recognition and celebration of campus-based EMS services. If you’re a campus-based service, now’s the time to highlight your activities and educate your community about what you do.
ncemsf.org
The 2016 National EMS Awards of Excellence highlight outstanding achievements in EMS. Consider your colleagues and take this opportunity to recognize their outstanding work by nominating them for an award.

Award categories include EMT, paramedic, educator, military medic, paid service and volunteer service.

Award recipients receive a monetary award and three core program registrations plus $1,200 for travel and lodging to the 2016 EMS World Expo/NAEMT Annual Meeting in New Orleans, La.

Visit “National Awards” at naemt.org for more information.

Recognize Those Who Bring Excellence to the EMS Profession

AACCN technology provides vital data about a crash that can be used by EMS dispatch systems to improve patient outcomes, optimize the use of scarce EMS resources and save money.

AACCN data systems use includes data elements:
- Delta X
- Principal direction of force (PDOF)
- Seatbelt usage
- Crash with multiple impacts
- Vehicle type

The American College of Emergency Physicians (ACEP) and the National Association of EMS Physicians (NAEMSP), with funding from the National Highway Traffic Safety Administration (NHTSA), are developing an on-line training program to teach EMS medical directors and EMS personnel about the science behind AACCN, how it can be used to develop injury severity predictions, and how to integrate AACCN into local EMS systems.

The American College of Emergency Physicians is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the provider relationship of the American College of Emergency Physicians.

The American College of Emergency Physicians is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American College of Emergency Physicians designates this enduring activity for a maximum of 10.00 MOC-B credits.
Need a Perk?
Reward a few special providers and leaders by sending them to one of the conferences below.

FEB. 25-27
EMS Today
BALTIMORE CONVENTION CENTER, BALTIMORE, MD.
Produced by JEMS, EMS Today is a unique and stimulating experience for EMS personnel worldwide.
emstoday.com

MAY 21-25
Fire-Rescue Med
GREEN VALLEY RANCH, HENDERSON, NEV.
Fire-Rescue Med is the leading fire-based EMS conference addressing the issues that affect today’s leaders.
iafc.org

JULY 18-22
Pinnacle Leadership Forum
FW HILL COUNTRY RESORT, SAN ANTONIO, TEXAS
Sponsored by Fitch & Associates, Pinnacle’s unique format allows for unparalleled access to faculty and opportunities for networking with peers and experts alike.
pinnacle-ems.com

SEPTEMBER 19-23
NASEMSO Annual Meeting
ALBUQUERQUE, NM.
The purpose of the Annual Meeting is to address current issues and trends in EMS systems.
nasemso.org

OCTOBER 3-5
NAEMT Annual Meeting
NEW ORLEANS, LA.
This year’s event will be held prior to EMS WORLD and is free to all NAEMT members.
naemt.org

OCT. 3-7
EMS World Expo
ERNST N. MORIAL CONVENTION CENTER, NEW ORLEANS, LA.
Produced by EMS World, Expo’s goal is to make superior education and learning accessible and affordable to the greatest number of EMS providers.
emsworldexpo.com

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Got FIB?
Can you recognize the signs & symptoms of non-valvular atrial fibrillation (NVAF) in your patients?
Early detection and treatment is key to stroke risk reduction from nonvalvular atrial fibrillation. It is important that patients, family members, friends, and caregivers know these warning signs and seek early treatment.

dontfibyourself.org

Additional information can be found on the project web site. The site includes educational resources, downloadable tools, and a stroke risk calculator.
50 years ago, the medical community recognized the need for a prehospital emergency medical system. Today, the members of the Federal Interagency Committee on EMS (FICEMS) collaborate to support the EMS profession and improve EMS systems of care, so that you can keep doing what you do best: Answering the call.

Here are just some of the ways FICEMS agencies are currently supporting efforts to help you help others.

**Improving Systems of Care**

The National EMS Information System (NEMSIS) provides a framework for collecting standardized EMS data to be used in initiatives like EMS Compass, which is developing a system of performance measurement to improve patient care.

EMS data also informs clinical practice improvement—developing and implementing evidence-based guidelines (EBGs) promotes the delivery of consistent, high-quality patient care across the nation.

The Promoting Innovations in EMS project is bringing together members of the EMS community to find ways to make it easier to test and implement new ideas and programs.

**Patient and Practitioner Safety**

The Fatigue in EMS Systems project is convening stakeholders and examining research to develop the first evidence-based guidelines on EMS practitioner fatigue in order to protect the safety of EMS personnel, their patients, and the public.

Research and development led to the creation of new design guidelines for ambulance patient compartments.

Crash investigations and analysis of crash statistics showed that EMS providers who properly use seatbelts for themselves and their patients will save lives and reduce injuries.

**Be Heard**. While you’re answering the call to care on the street, in the air, and in the hospital, the 25 members of the National EMS Advisory Council are serving as your voice in Washington. The NEMSAC thanks you for your commitment to serving others, and invites you to join its public meetings to discuss the issues facing the EMS profession. Visit ems.gov/nemsac.html to sign up for email updates and meeting notifications.

For more information about how federal agencies are supporting EMS, visit EMS.gov
CELEBRATE!

Need a great way to motivate your staff? Recognize your hard-working team during Emergency Medical Services Week, May 15-21, 2016, with gifts and promotional items to meet any budget.

EMS Week is your chance to join thousands of your peers in promoting camaraderie and in providing staff recognition, a proven method for improving productivity and morale.

EMS01 Poster! Based on the cover for this year’s EMS Week Planning Kit, the 19 x 24 poster will help promote EMS Week to your facility and community.


EMS03 Mylar Balloon: Some facilities will not allow latex, so this 11” Mylar balloon is the perfect way to announce the week. Many double-thin latex and will last much longer than metallic required. 3-24 $3.75, 25+ $3.49

EMS04 Vinyl Banner: Make a big statement with this large 6 x 3 vinyl banner. Durable heavyweight vinyl comes complete with tough brass grommets so it can hang indoors or out. A great way to promote to the public and staff.

EMS05 50th Anniversary Vinyl Banner - 6’ x 3’ outdoor banner. Durable heavyweight vinyl comes complete with tough brass grommets so it can hang indoors or out. A great way to promote to the public and staff.

EMS06 50th Anniversary Travel Umbrella - exclusively made 16” umbrella features full color wrap-around imprint. Twin wall insulation and stainless steel wire in stay flat frame, metal or cup holders.

EMS07 50th Anniversary T-Shirt - Preshrunk, heavyweight 1-oz, 90/10 cotton/polyester sport grey cotton shirt is built with sweatbands ribbed collar and double-needle stitched hemmed sleeves and bottom for better wear. M, L, XL, XXL (add $3 for each XXL). XXXL (add $5 for each XXXL). 1-19 $10.99, 20+ $9.99

EMS08 Celebration Kit - Everything you need to celebrate at a reduced price: 12 Titans 1 Mylar Balloon, 1-Pkg/20 25 silver/25 blue Balloons and 50 Stadium Cups.

Official National EMS Logo - This is the only catalog containing the official AEMT in partnership with NAEMT national theme and logo for EMS Week. Price Busters! In almost every product category we are offering “Price Buster” deals throughout the catalog! Order early as supplies are limited.

Ordering for a group and don’t see exactly what you are looking for? We have hundreds of other products available. Email services@jicoleman.com or call 877-963-8100.

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WEARABLES

EMS09 Serving With Pride T-Shirt - Preshrunk, heavyweight 6.1 oz, 100% cotton shirt looks good over time and feels great. Built with seamless ribbed collar and double-needle stitched hemmed sleeves and bottom for better wear. The full color “Serving with Pride” logo shines beautifully.

M, L, XL (add $3 for each XXL), XXXL (add $5 for each XXXL) 1-24 $15.99, 25+ $14.99

Legos personal minimum order: 36, $50.00 setup.

EMS10 Price Buster Special! Cool Tee - This preshrunk, 100% cotton t-shirt looks good over time and feels great. The 2016 EMS logo shines beautifully against the red, white, and blue color.

M, L, XL (add $3 for each XXL), XXXL (add $5 for each XXXL) 1-24 $8.99, 25+ $7.99

Legos personal minimum order: 36, $50.00 setup.

EMS11 New! Core Performance® T-shirt - This shirt works hard day after day. Thanks to the Agilite™ wicking technology and the Freshcare™ anti-odor treatment, it is made of 4.5 oz, 100% polyester with a cotton feel and features double-needle-stitching throughout. Canotta blue.

M, L, XL (add $3 for each XXL), XXXL (add $5 for each XXXL) 1-24 $11.99, 25-71 $10.99, 72-144 $9.90, 145+ $8.90

Legos personal minimum order: 36, $50.00 setup.

EMS12 Classic 3/4-Sleeve T-Shirt - The preshrunk 4.5 oz, 100% cotton or polyester T-shirt features a seamless collar and double-needle-stitched neck and sleeves. The sport grey color is the perfect backdrop for the 2016 EMS logo.

M, L, XL (add $3 for each XXL), XXXL (add $5 for each XXXL) 1-24 $10.99, 25-71 $9.99, 72-144 $8.90, 145+ $7.90

Legos personal minimum order: 36, $50.00 setup.

EMS13 New! Quarter-zip Cadet Collar Sweater - From recreation to competition, this heavy blend quarter-zip sweater in bright color delivers the everyday performance and style you are looking for. Made of 8 oz, preshrunk 50/50 cotton/polyester it features a 3 x 1 rib with a shoulder, a self-fabric lined classic collar, double-needle stitching at the neck and king zipper.


Legos personal minimum order: 36, $50.00 setup.

EMS14 New! V-neck Wind Shirt – Cool, windy days are no match for this soft, water-resistant and stretchy top. With a zippered collar and at the waistline, it bridges simplicity and great style. It features a 100% polyester jersey lining with mesh insert at bottom for added breathability, side pockets, cooler blocked side panels. Drawcord hem and a left chest zipper for easy ventilation.


Legos personal minimum order: 36, $50.00 setup.

EMS15 Fleece Pullover Jacket – Packable 100% nylon, navy and heather tone pullover jacket that nearly mirrors its own pouch. Quarter-zip entry, wind and water resistant with drawstring hood, front welt pockets, center agiite pocket and full elastic cuffs. Can be easily attached to belt when worn in pouch.

M, L, XL (add $3 for each XXL), XXXL (add $5 for each XXXL) 1-24 $23.99, 25-59 $22.49, 60-149 $21.49, 150+ $20.49

Legos personal minimum order: 36, $50.00 setup.
GIFTS & GADGETS

**EMS50 New! Ratcheting Screwdriver Set**
- Perfect for the tool bag, glove box or kitchen drawer. The compact, 12-piece screwdriver set includes a ratcheting driver and 8-piece bit set with holder. All bit sizes are slotted/Allen, Torx, Slotted, Torx and Phillips. PH1, PH2 and P/O. Arrives in a 1-piece white gift box. 1.75" x 1.98" x 1.3".
- Logo personalization minimum: 100, $80 setup

**EMS51 New! Mini Clip Light w/Bottle Opener**
- This innovative anodized aluminum flashlight features a bright LED light, bottle opener and convenient screw-on clip. "Twist click" for batteries included. 3.05" x 1.15" x 0.5".

**EMS52 New! Carabiner Pocketknife**
- Durable container pocket knife that features several useful tools including a blade, bottle opener, a serrated and straight knife, a screwdriver and Phillips and flathead screwdriver.
- 4.7" x 2.5" x 0.75". Includes 1 piece white gift box.
- Logo personalization minimum: 48, $50 setup

**EMS53 New! High Energy Carabiner Knife**
- The High Energy™ single blade knife features a lanyard and retractor. Stainless steel blade and satin finish. Ejects with a cam-action and belt clip which makes it easy to carry. For added safety, it features a liner lock to safely hold the open blade in place. 3.5" x 2" x 0.55".
- $9.99 $5.99, 100-240 $5.95, 250-499 $5.85, 500+ $5.75
- Logo personalization minimum: 48, $50 setup

**EMS54 New! Rescue Knife**
- This three-in-one emergency safety tool includes an impact hammer to break through glass, a window cutter, and an oxided knife. It easily fits into your pocket and includes a belt clip. 3.5" x 1.25". Includes a 1 piece white gift box.
- Logo personalization minimum: 48, $50 setup

**EMS55 New! Magnetic Parts Bowl**
- Prevents screws, nuts, bolts and small tools from getting lost or misplaced. Stainless steel magnetic bowl.
- Logo personalization minimum: 100, $50 setup

**EMS56 Price Buster!!! Top Seller!!! Micro Multi-Tool**
- Small, yet mighty in function. The Micro Multi-Tool features stainless steel and aluminum construction, mini pliers, a wire cutter, a bottle opener, a small knife, a serrated blade, a Phillips screwdriver, a carabiner, and a black nylon pouch. 3.5" x 1" x 0.75".
- $10.99
- Logo personalization minimum: 50, $50 setup

**EMS57 Top Seller!!! Multi Function Tool**
- 4.5" x 0.75, 100-240 $4.99, 250-499 $4.89, 500+ $4.79
- Logo personalization minimum: 100, $50 setup

**EMS58 Top Seller!!! Flashlight/Emergency Tool**
- Few items are as handy as the Flashlight/Emergency Tool. This aluminum tool has many features that can be used during several types of emergencies. Flashlight is equipped with 8 LED lights, a window breaker, and when one removes the cap, it exposes a window cutter. For your convenience batteries are already included. 4.6875" x 1 1/4".
- Logo personalization minimum: 100, $50 setup

**EMS59 Gift Set Bundle!!!**
- Purchase the Bolt Caper Bag, Travel Mug, and the 3-in-1 Travel Kit together and save! Makes a perfect gift!
- $28.99

**EMS40 Sample Kit**
- A great sampling of gifts at a reduced price. Kit includes one each of the following: Bolt Caper Bag, Stainles Steel Travel Mug, 3-in-1 Tool Kit, Ratcheting Screwdriver Set, Multi-Function Tool and the Mini Clip Light w/Bottle Opener.
- $49.99

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Price Buster!!! In almost every product category, we are offering "Price Buster!!!" deals throughout the catalog. Order early as supplies are limited.

Ordering for a group and don’t see exactly what you are looking for? We have hundreds of other products available. Email services@emscolemar.com or call 877-963-8100.
2016 EMS WEEK ORDER FORM

DELIVERY:
Allow 2-3 weeks for delivery of in-stock items. Order by April 25, 2016 to ensure delivery for EMS Week. For information regarding rush delivery, call 800-467-9300 or email service@mcollemanld.com. Items are subject to availability.

CUSTOMER SERVICE:
Call 800-467-9300 or email service@mcollemanld.com

PERSONALIZATION:
If you are personalizing an order, email customer@mcollemanld.com and we will immediately email you a custom order form that covers all the details. Visit FAQ section on our website for complete details or call customer service at 866-938-8180.

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$4.99 or less... $3.50 $5.00-$10.00... $7.50 $10.00-$15.00... $9.99 $15.00 and above... $15.00 and above
Within the Continental USA we ship UPS ground and UPS SmartShip. We reallocate UPS SmartShip to first party; account number for shipping charges and we charge a $10 handling fee. For inquiries please contact Customer Service at service@mcollemanld.com or 866-938-8180.

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NO PHONE ORDERS:
1. The order on your purchase order must be from Jim Coleman, Ltd.
2. PURCHASE ORDERS MUST BE DETACHED OR EMAIL TO orders@mcollemanld.com.
   Submit a copy of the actual purchase order document with completed order form. Purchase requisitions are not acceptable.
3. Please include an Accounts Payable email address. Invoices will be emailed to this address.
4. AP email

Order (and shipping confirmation will be emailed)

Method of Payment

Customer Information

Ship to: (Please print clearly)
Name
Institution
Address
City
State
ZIP
Daytime Phone
Fax
E-mail

Total

Subtotal

Ex: 10% Tax (IL only)

Shipping/Handling

Total
STOP THE BLEED

The campaign aims to provide civilians with the knowledge and tools to help control severe bleeding.

Find Out How You Can “Stop the Bleed”

The American College of Emergency Physicians (ACEP) is proud to partner with the White House National Security Council and the U.S. Department of Defense in an initiative to expand the role of bystanders as immediate responders in stopping life-threatening bleeding.

PURPOSE

The purpose of the campaign is to build national resilience by better preparing the public to help save lives by taking basic actions to stop life-threatening bleeding following everyday emergencies or disaster events. Severe hemorrhage control kits should be readily available to the public in easily accessible locations such as public access, automatic external defibrillator (AED) locations in business, schools, airports, and other public buildings.

OBJECTIVES OF THE CAMPAIGN

- The general public will know the phrase and associated logo, “Stop the Bleed.”
- The general public will have access to lifesaving bleeding control kits at home and in public places.
- Every bleeding control kit will provide “just in time” audio and visual training.

**ACT FAST CALL 911**

Any one of these signs could mean a stroke:

- **FACE** Look for an uneven smile:
- **ARM** Check if one arm is weak:
- **SPEECH** Listen for slurred speech:
- **TIME** Call 911 at the first sign.

Visit strokeawareness.com/strokecall911

Don’t be a Bystander!

The “Stop the Bleed” campaign is a local initiative to provide lifesaving bleeding control kits for easy public access and training — both before the need and in a “just in time” format.

TO ORGANIZE A “STOP THE BLEED” CAMPAIGN

- Work with local government officials, hospitals, health care providers, civic groups, and others to identify funding to purchase bleeding control kits.
- Identify appropriate locations to position bleeding control kits in businesses, schools, airports, and other public buildings.
- Provide public training on the principles of bleeding control and the use of the contents of the bleeding control kits.

**dhs.gov/stopthebleed**

American College of Emergency Physicians

ADVANCES EMERGENCY CARE