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American Academy of Pediatrics
American College of Surgeons
Emergency Nurses Association
EMS for Children Innovation and Improvement Center
International Association of EMS Chiefs
James O. Page Foundation

ON THE COVER:
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- Rapid Dispatch
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*Out-of-hospital cardiac arrest annually
†Source: Heart Disease and Stroke Statistics—2016 Update, A Report From the American Heart Association

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STRONGER TOGETHER

Associations and media organizations share their thoughts on what it means to be EMS Strong

ACEP
The theme for this year’s EMS Strong campaign is “Always in Service.” It represents EMS by recognizing their constant service to communities through first response, treatment and transport, prevention and intervention through Community Paramedicine and Mobile Integrated Healthcare.

It is a most exciting time for EMS across our great nation and the world. As EMS continues to evolve, there are many exciting opportunities for growth and development in this ever-expanding sphere of medicine.

EMS is the medical entry point for many patients and that experience often directly affects a patient’s journey through their continuum of care, from onset of illness to recovery. EMS professionals continually strive to ensure that journey is a positive one.

They are engaged in new approaches, research, innovations, quality of patient care, workplace diversity and the safety of practitioners, the public and our patients.

We are EMS Strong and we are becoming EMS Stronger, which is why ACEP is proud to recognize EMS professionals’ commitment to the work that they do and the compassion they demonstrate while serving others every, single day.

Dr. Rebecca Parker, MD, FACEP
President, American College of Emergency Physicians

NAEMT
EMS Strong: For Our Patients, Our Communities and Each Other. EMS Strong exemplifies the dedication of our profession to develop and hone our knowledge and skills to provide the best possible care to our patients. EMS Strong reflects the bravery and selfless dedication of those in our profession who risk danger when entering unstable environments to save lives in our communities. EMS Strong is a philosophy that guides our profession through the daily challenges and, often, severe conditions we face. It reinforces the need for our physical and mental wellbeing, and gives us the strength to support the wellbeing of our colleagues.

EMS Strong is a bond that unites all of us in the EMS profession on land, in the air and out at sea. It is a bridge of passion, experience and innovation between practitioners, agencies and states that is advancing the science and transforming the practice of EMS.

Those who wear the Star proudly conserve life, promote health, and personify the meaning of EMS Strong. NAEMT is honored to support you!

Dennis Rowe, NREMT-P
President, National Association of Emergency Medical Technicians

continued >
AAA
The American Ambulance Association is committed to representing EMS across the United States. We work tirelessly to ensure that ambulance services receive sustainable levels of reimbursement, empowering them to continue to deliver the highest quality patient care. EMS Strong offers AAA the opportunity to collaborate with other EMS-focused organizations to bring attention to our shared goals. Together, we are even stronger.

Mark Postma
President, American Ambulance Association

CoAEMSP
The quality of the education EMS providers receive is paramount to the safety of the patients they serve. Accreditation serves to validate those educational programs against a single national standard to determine its effectiveness. In doing so, the students are taught and the public they serve are protected.

EMS STRONG means that, as a profession, we value the education of our personnel and believe it benefits our communities by providing a single, national pathway to EMS certification through improvements of our schools by a national EMS accreditation process.

George W. Hatch, Jr., EdD, LP, EMT-P
Executive Director, Committee on Accreditation of Educational Programs for the EMS Professions

IAFC
The IAFC thanks and honors the hundreds of thousands of cross-trained firefighter-EMTs and firefighter-paramedics who provide an invaluable service to communities across the nation by administering high-quality prehospital medical care to patients with a wide variety of medical needs. EMS Week is a great opportunity for our agencies and communities to reflect on the critical services and care firefighter/paramedics and EMTs bring to patients, no matter where they are.

John Sinclair
Fire Chief & President and Chairman of the Board of the IAFC

IAFF
We live in a data-rich time when electronic apps can monitor and deploy emergency response resources, so responders must learn to interact and function in this new age. An age in which EMS professionals must operate in an all-hazards environment where, in the span of a 24-hour period, they are just as likely to respond to an active shooter event or an opioid overdose, as they are to a cardiac event or a motor vehicle crash. Therefore, throughout North America, the provision of EMS has progressed from an amenity to a citizen-required essential public service. In fact few communities, if any, lack vital emergency medical services at some level—and in most communities, the first response is provided by the fire department. Firefighters are EMS Strong!

Harold A. Schaitberger
General President, International Association of Fire Fighters

IPSA
EMS professionals are being tasked with more responsibilities each year. From entering the warm zone for triaging victims to providing exceptional daily care to those who need it. The International Public Safety Association supports the EMS Strong Campaign because we believe in the important work our EMS providers do for public safety and the communities they serve. We notice the tremendous training and education that EMS professionals are taking to improve their practices and daily care. We value their willingness to aid those in need. We recognize their critical role in

continued >
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*Based on adult proximal humerus data.
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Heather R. Cotter
Executive Director, International Public Safety Association

NAEMSE
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Dr. Chris Nollette, NRP, LP
President, National Association of EMS Educators

NAEMSP
In 2017, NAEMSP believes EMS Strong means resilience. Resilience in the face of “routine” events as we bring care and calm to patients and their loved ones during emergencies. Resilience in the face of a changing healthcare landscape while our practice changes with concepts such as community paramedicine, mobile integrated healthcare, and other innovations. Resilience as we face the all-too-common situation of active threat scenarios with multiple casualty situations. Resilience that is manifest as we take care of our own, being watchful for signs of PTSD, substance abuse, and the general health of our colleagues.

J. Brent Myers, MD, MPH, FACEP, FAEMS
President, National Association of EMS Physicians

NEMSMA
The 2016 EMS Strong theme was “EMS Strong; Called to Care”. The 2017 theme is “EMS Strong: Always in Service.” These themes represent particular aspects of professionalism that NEMSMA and our members continuously advocate. As an association that represents leaders from all forms and models of EMS, NEMSMA advocates for unity of purpose, collaboration, collegiality, and professionalism. EMS Strong communicates just such a message, one that is important to providers and associations alike. Professionals are caring individuals called to serve. When we’re challenged, stressed, or struggling, we all need to remember and embrace that calling. We are EMS Strong.

Michael Touchstone, BS, Paramedic
Immediate Past President, National EMS Management Association

NASEMSO
Since the 1970s, state EMS offices have been the leading architects and engineers of EMS systems. In the early days, these leaders began building state systems through organizing new resources made possible by federal grants and adopting emerging standards related to education and equipment. Today’s challenges involve evolving technology related to communications and progressive patient care, as well as implementing current cutting-edge use of new concepts and practices such as evidence-based guidelines, community paramedicine, and EMS 3.0. Throughout it all, one thing has remained constant: EMS personnel are the centerpiece of strength of all EMS systems, and embracing EMS Strong is a vital way of staying focused on that.

Keith Wages
NASEMSO President and Director of the Georgia Office of EMS and Trauma

continued >
From a young age, children are taught that, in a moment of crisis, they call 911. From illness to injury, whenever the world seems to be ending, society counts on EMS personnel to be there. They are expected to work hard, and their energy and compassion are expected to be inexhaustible. They can't just be strong; they must be EMS Strong.

The National Registry of Emergency Medical Technicians exists to certify that strength. EMS Strong is our commitment to a competent, reliable and accountable community. It’s a psychometrically sound demonstration of entry-level competence on day one, and it’s verification of continued competence on day 1,000. For the NREMT, EMS Strong is our everyday belief in the value of a properly certified EMS professional.

By providing National EMS Certification, the NREMT exists to offer the nation assurance that the men and women providing emergency treatment in the out-of-hospital setting are capable of providing the care patients and their loved ones deserve.

Dr. Severo Rodriguez, Executive Director and CEO, National Registry of Emergency Medical Technicians

In order for our nation to be EMS Strong, it is critical that paid and volunteer service providers in every community, regardless of size or location, have the resources necessary to deliver quality and timely patient care. To ensure that providers have access to the training, equipment, supplies and vehicles that they need to do their jobs effectively, EMS must be recognized as an essential public service.

Chief Juan Bonilla
Chairman, EMS/Rescue Section
National Volunteer Fire Council

EMS Strong is an opportunity for EMS1 and Paramedic Chief to pay tribute to the outstanding service and care emergency medical responders, EMTs, and paramedics provide to their communities. EMS Strong reminds us that EMS exists in every village, town and city. Although every community has its unique circumstances or challenges, they are all united by a group of caregivers who are always available to their neighbors and visitors.

Greg Friese, MS, NRP
Editor-in-Chief, EMS1.com

The emergency medical services require many dimensions of strength. Providers must be strong enough to deliver difficult care in challenging circumstances, solid in their knowledge and skills. Leaders require the strength to make hard choices in developing and maintaining the mechanisms of care delivery. Call-takers and dispatchers need the fortitude under pressure to assess emergencies and initiate lifesaving help. All of us must remain resolute enough to persevere against the obstacles and odds that impede us. It is the mission and privilege of EMS World to help prepare all in EMS—to help build their strength—to meet these challenges and deliver the top-quality care our communities and citizens deserve.

EMS WORLD

JEMS (Journal of Emergency Medical Services) and the EMS Today Conference and Exposition have helped to strengthen EMS for more than 35 years by providing EMTs and paramedics with the information and education they need to provide high-quality patient care and remain EMS Strong. This EMS Week, we salute the hardworking EMTs and paramedics, as well as the instructors, administrators and countless others who support their work on the streets.

JEMS
Lifesaving Professionals.
Both On-duty and Off.

The PulsePoint Foundation salutes our always in service responders.

Scott Brawner
Off-duty firefighter/paramedic
PulsePoint App Responder

“When I collapsed after a workout, firefighter Scott Brawner came to my side, performed CPR, and saved my life.”

Drew Basso, Truck Driver
Experienced SCA event

Jeff Olson
Off-duty EMT
PulsePoint App Responder

“Jeff Olson gave my one-month-old son another fighting chance at life. This event gave me faith in humanity by exposing the heroes among us who don’t hesitate to commit great selfless acts.”

Michael Garrison, Father
Son experienced SCA event

Dr. Matthew Gittinger
Off-duty emergency physician
PulsePoint App Responder

“When my heart failed Dr. Gittinger left his living room to save my life and keep my kids’ father around.”

Doug Stone
Experienced SCA event

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- Reduced drug infusion time\(^1\)\(^2\)
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Together we are EMS strong.

References:

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Faces of EMS
If it were easy, everyone would do it. But it’s not. It’s hard. To do this kind of work takes more than most are willing to give.

continued >
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It takes compassion.
It takes courage.
It takes commitment.
It takes a desire to make people safer and the world better.
We all took our own paths to get here -
to get into this line of work.
But once we did we found that we had become part of something
important.
Something special.
Something bigger than ourselves.

We learned just how much our work matters.
How much it makes a difference.
How life changing it can be.
We know it from the eyes of a man we saved
from sudden cardiac arrest.
Hear it in a woman’s soft-spoken “thank you” as she’s
pulled from a horrific car wreck.
Feel it in ourselves when we tell that woman’s child that
their mother is going to be all right.
We see it, too. In the faces of the dedicated EMS providers pictured here.

continued >
The Faces of EMS.
They are EMTs, paramedics, dispatchers, supervisors and directors serving in rural, suburban, and urban communities. They come from all kinds of EMS services: fire, hospital, private and third-service.
They are people who help others.
People who save others.
People who serve others.
Always

Images photographed and provided by White Oak EMS Chief Paul Falavolito, as part of his project, Faces of EMS. This ongoing photography project features a wall of portraits that show the diverse backgrounds of the men and women in EMS. The project has earned Falavolito national attention and has been featured at industry events across the country. Be on the lookout for the second generation Faces of EMS wall, which is sponsored by UPMC. It will include more than 200 faces, and will be presented at several upcoming events in the east. All EMS providers worldwide are encouraged to post their own picture to the Faces of EMS Facebook page to be part of the recognition.
We appreciate your service to our communities and country!

The sacrifices you make are what drive us to make the EMS profession better for you and all EMS practitioners.

NAEMT provides the information and education you need to help you provide the best care to your patients. NAEMT can also help you achieve your professional goals with a great benefits package and leadership opportunities.

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LET US WELCOME YOU HOME!

Make NAEMT YOUR PROFESSIONAL HOME
Few people are more qualified or better prepared for careers in public safety than military veterans. Trained to operate in the most stressful circumstances, they know how to remain focused amid chaos, operate well as part of a team, follow orders, and step up as leaders when the situation requires it. With more than 20 million military veterans in the United States, many have or will pursue careers in emergency medical services (EMS). For some veterans, the move to
EMS is a ready transition and a good fit because, like the military, EMS offers vets a paramilitary structure, a close-knit brotherhood, an active lifestyle, and a way to give back to their community and country.

**Veterans Are Trained to Prepare and Respond**

Service men and women are trained to protect and care for themselves and others under enormous stress. Neal Wilson, an EMT with the Kansas City (MO) Fire Department and a U.S. Army National Guardsman, was in the Army for three years before pursuing a career in EMS and eventually law enforcement.

In the Army “you train constantly on a scenario-driven basis. They stress a lot of leadership goals and planning. Pre-planning and back-planning are keys to military success,” Wilson says. “This commitment to training, to being prepared, and the willingness to take action under stress are strengths veterans bring to EMS.”

Jeff Garver, a former U.S. Army Special Operations medic and current paramedic educator at Augusta University in Georgia, agrees that many former service members are great assets for EMS agencies.

“From the employer’s standpoint, they are getting someone who is already disciplined because they had to be. They show up at the right time, in the right place, wearing what they are supposed to. They are dependable as employees,” Garver says. “The leadership experience they bring to the table is also a benefit.”

Neal Wilson served in the U.S. Army for three years before joining the Kansas City (MO) Fire Department as an EMT. He continues to serve in the U.S. Army National Guard.
More power to you

Safety. It's a powerful thing.

47% of EMS workers will sustain a strain injury at some point in their career.¹ Such injuries cost an average of $70,408 per case.²

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Continuing an Active Lifestyle in EMS

Many veterans who pursue a career in EMS point to the professional parallels as part of the draw. They cite the rank-and-file structure, a certain amount of latitude in operations, the anticipation of the unknown surprises during a shift, and the adrenaline rush of working in emergency situations.

“My personal opinion is that people who join the military are seeking an active lifestyle. They are not built for the office,” Wilson says. “EMS clearly offers them that – the excitement of a free environment despite the fact that it’s paramilitary. When the next call comes in, it could be a toe stub or it could be a cardiac arrest. The excitement of the anticipation drives a lot of people in this field.”

Ben Chlapek, retired U.S. Army Lieutenant Colonel and Chair of the National Association of EMT’s (NAEMT) Military Relations Committee, points out that a career in EMS offers former military members both a rush and a steady job.

“EMS can be good [for vets] because it continues to provide them with the adrenaline rush and catecholamine dump you get when the sympathetic nervous system kicks in,” Chlapek explains. “And in most instances EMS is a solid place of employment, if you come in and do your best. You’ll get a lot of satisfaction out of it, plus a paycheck.”

Veterans are accustomed to training and repeatedly performing skills to meet or exceed the standards. Many veterans join the military because they are service-minded and want to serve their country, which can also apply to serving their communities as EMS responders post-military.

continued >
The Path to EMS
For EMS chiefs looking to hire veterans or veterans considering a career in EMS, the path to becoming an EMT or a paramedic may depend on an individual's specific military training, as well as the state's licensing requirements. For military medics or other veterans with medical training, a number of organizations have been working on bridge programs to allow vets to receive credit for the military training and seek additional training to become civilian EMTs or paramedics.

For Wilson, who made the transition out of the Army into EMS in the 1980s, there was not a lot of bridging between the professions. "You had your veteran status, but that only got you so far unless you were a war combat veteran," Wilson says. "So the best thing that I got from the Army was money for college, which then prompted me to go to EMT school."

"The NAEMT military relations committee is focused on helping military folks get credit for their military medic training or any of their training that is applicable so they don’t have to come back and go to school for two years before they can make money and have a job," Chlapek says. He admits the transition isn't perfect but he encourages all veterans to seek credit for their military training and for hiring chiefs to look closely at veterans’ records to discern what the experiential equivalent is outside of the military.

"Certainly the best thing is exploring all your options while you’re still in the military and using tuition assistance to get your EMT prior to getting out," Wilson says. "If you have VA benefits for education once you get out, contact the VA rep to get them to pay for it."

A Culture of Camaraderie and Giving Back
Krissy Esget, a U.S. Coast Guard veteran, pursued a career in EMS after EMTs saved her life in 2011 when, as a pedestrian, she was struck by a drunk driver. During the many difficult months of recovery, Esget made it a goal to become an EMT so she could help save others.

"I was in the hospital for four months. I had to learn to walk and talk again. My cognitive skills were completely off. My biggest goal was to become an EMT," she says. "The program that we have here in Henry County [Virginia] is absolutely amazing. I passed my EMT the first time; I passed my NREMT on the first try. It was the biggest accomplishment after my injury."

She is now an EMT with Ridgeway EMS in Ridgeway, Virginia, and says many veterans struggle to find the camaraderie and community they had in the military in their post-military, civilian lives. "Veterans are extremely close to each other," Esget explains. "EMS is almost the exact same thing. It has made transitioning a
SHAPING A BOLD FUTURE, TOGETHER

Twenty years ago, pioneers and leaders in the EMS industry described a vision of data-driven and evidence-based systems in the *EMS Agenda for the Future*. Since then, the profession has worked tirelessly to always be in service and to fulfill the vision set out in that landmark document.

Now you are invited to join the collaborative and inclusive effort to create a stronger EMS system. Be a part of EMS Agenda 2050.

**Attend Public Meetings**
Attend one, or all four public meetings that will take place across the country beginning in Fall 2017.

**Submit Public Comments**
Share your feedback: submit your comments on public drafts of the new Agenda document.

**Talk to Your Association**
Reach out to your association’s liaison to share your ideas and learn more about how to get involved.

**Sign Up for Email Updates**
Visit the website to sign up for updates about more ways to engage with the effort through webinars, conferences and more.

Go to EMSAgenda2050.org to join the effort
always in service

When caring lies at the heart of everything you do, you’re always in service.

From providing outstanding clinical care, to offering a patient or family member a comforting word, your care runs deep. It’s that level of caring that makes you excel.

If you strive to be better today than you were yesterday, find the support you need to deliver world-class care with Allina Health Emergency Medical Services.

Visit joinallinaems.org to discover an extraordinary career with exceptional people.
lot easier because that is basically what you need. You need to have that close-knit family. It’s wonderful; especially with the injuries that I sustained while I was in the military."

John Stankus, a former Marine and now police officer in Waterbury, Connecticut, agrees and says that most veterans value jobs that offer a sense of community and sense of purpose. “One of the big things I see in guys coming out is they lose that sense of purpose, the feeling that they are needed. When they’re just working at an office job, they feel like they’re wasting time. But going into EMS, police, or fire they are really helping people.”

**Start Local**

One big challenge for EMS agencies looking to recruit veterans is that there is no central location through which veterans process out of the military. However, getting in touch with the local VA office can be a good way to recruit new veterans. EMS agencies can also reach out to local bases to publicize job openings and speak with military job placement officials about how military personnel can pursue their EMT or paramedic license while still in the military, thus opening up job opportunities when they get out.

For veterans considering a career in EMS, Esget suggests trying to set up a ride-along with your local EMS service. “It’s not suited for everybody, but if you do a ride-along or visit with the rescue squad, you’ll be able to see if it’s right for you,” she says.

**Susanna J. Smith** is a content strategist and writer who focuses on technology, healthcare and EMS. Smith 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 at @SusannaJSmith.

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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.

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How first responders are going beyond the call of duty in their communities

BY SUSANNA J. SMITH

RESPONDING TO LIFE-THREATENING emergencies and taking care of people in the community is just part of the job for EMS professionals. But for many in EMS, that duty doesn’t end when the shift does. They often go above and beyond to help their communities in other ways—from training others in tourniquet use and bleeding control methods, to using app-based notifications to respond while off-duty and volunteering in their community.

Stop the Bleed: Get Trained, Train Others
One of the ways many EMS professionals are going beyond the call of duty is by participating in the Stop the Bleed campaign (bleedingcontrol.org), a national effort launched by the White House with leadership from the American College of Surgeons and in collaboration with a number of federal agencies, the National Association of Emergency Medical Technicians (NAEMT), and other organizations. The Stop the Bleed campaign aims to equip first responders and teach citizens to stop severe bleeding by applying the latest research on effective tourniquet use.

The campaign was launched in response to the mass shooting at Sandy Hook Elementary in 2012. Led by Lenworth M. Jacobs, Jr., MD, MPH, FACS, a trauma surgeon and chief academic officer at Hartford Hospital, the campaign is focused on saving more lives in active shooter and intentional mass casualty events, but it has much wider applications.

continued >
“Some states mandate that all ambulances have bleeding control kits,” Jacobs says, but not every state. “I personally believe every provider should be trained and equipped with a bleeding control kit. Even though the campaign initially got into it to control bleeding from nefarious causes, this applies to bleeding from any cause.”

In addition to the campaign’s focus on equipping and training EMS professionals, the Stop the Bleed campaign has trained more than 250,000 police officers nationwide on how to control bleeding. The campaign is also committed to placing bleeding control kits alongside automated external defibrillators (AED) and training the public to use them. Jacobs says one of the other important ways EMS professionals are taking a lead role in the campaign is by setting up bleeding control classes for citizen responders in their communities.

For example, in Colorado, the Denver Health paramedic division is running two classes in bleeding control for the public every month. The Denver Health paramedic team also piloted a partnership with the Denver Police and Denver Public Schools to train teachers and school nurses at two high schools, a middle school, and an elementary school, in bleeding control.

“Our overall goal for our school safety initiative is to get as many teachers and students trained in bleeding control as possible,” says Justin

EMS GOES THE EXTRA MILE TO STOP DROWNING

In Homer, Alaska, and Clackamas County, Oregon, where drowning is all too common, EMS agencies have gone the extra mile to create programs to prevent these tragedies.

The Kids Don’t Float Program
In Homer, Alaska, where drowning was the second leading cause of accidental death in children, the Homer Volunteer Fire Department created a program called Kids Don’t Float to teach kids about water safety. The team also set up a number of boards with free, loaner life jackets for children to use at local lakes.

Whitewater Rescue Team in Oregon
In Clackamas County, Oregon, a consortium of public safety agencies including AMR formed a swiftwater rescue team nearly two decades ago to prevent drowning in local rivers. The team, which has been certified by the U.S. Lifeguarding Association, provides lifeguarding services and life jackets. Over a 14-year period, the program made 96 serious river rescues and actively assisted more than 950 people.
Harper, Assistant Chief, Denver Health Paramedic Division. “We believe that just like CPR there could be a use for this at the student and the instructor level. This knowledge is necessary not just for an active shooter situation but any type of accident that could happen in school.”

Responding to Mobile Alerts Off-Duty
In many communities nationwide and around the world, off-duty first responders and citizens alike are volunteering to be community responders on mobile platforms to receive phone alerts when someone near them needs help.

In Sweden, a Norwegian technology company, Unified Messaging Systems ASA, worked with the Swedish CPR Council to develop the SMS Lifesaver app, which alerts volunteer responders when someone has a sudden cardiac arrest. A London-based social enterprise organization, GoodSAM also created an app to allow trained responders to be alerted to medical emergencies around them. In the United States, retired fire chief, Richard Price, launched the PulsePoint app to mobilize off-duty responders and trained citizens to act, particularly in cases of sudden cardiac arrest. All three apps also help responders locate the nearest AED.

The Verdugo Fire Communications Center in Glendale, California, which recently joined the Pulsepoint platform, systematically launched the app with fire chiefs, other first responder leadership, and then the professional first responder community before inviting the public to join the platform.

“We told our teams that whether you are on duty or off duty ...if you have the app running on your phone it will alert you,” says Don Wise, Executive Administrator, Verdugo Fire
Communications. “If you are in the area and you get a sudden cardiac arrest alert, hopefully you can respond to the location.”

Verdugo Fire joins 900,000 people in 29 states and in more than 2,000 communities in the U.S. now using the PulsePoint app, which has had nearly 14,000 app activations for cardiac arrest.

Scott Brawner, a firefighter and paramedic with Tualatin Valley Fire & Rescue in Oregon, is one of those responders. In 2014, while running on the treadmill at the gym, Brawner received an alert that someone had experienced a cardiac arrest nearby. He ran down three flights of stairs and located a security guard who saw Drew Basse collapse after leaving the gym. Brawner was able to administer CPR until the EMS team arrived, saving Basse’s life.

“I’ve been a first responder since 1980,” Brawner says. “Sometimes you find yourself in a position where you could help like when you come up on a car crash. But sometimes there’s somebody close by who needs help and you just don’t know it.”

New mobile apps aim to help fill that gap and initiate a faster response by engaging trained volunteer responders, many of whom are professional first responders willing to respond off-duty.

**Giving Back in the Community They Serve**

The desire to give back to the community and care for people are foundational parts of most EMS services, including Allina Health EMS in Minneapolis. The culture of supporting staff volunteerism is deeply engrained in Allina Health’s organizational approach.

Every year, the Allina Health EMS staff logs thousands of hours in community service. Continued >
“If you are not at Pinnacle, you are missing out on what’s new, and what’s next, for EMS leaders.”

DUDLEY WAIT
EMS Director
City of Schertz EMS
San Antonio, Texas

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projects, including collecting and repairing children’s bikes for kids in need through the Free Bikes 4 Kidz program. The company runs a program called Dollars for Doers, which matches employee volunteer hours at local non-profits with financial contributions several times a year. Allina Health EMS also helps raise thousands of dollars each year for the Cystic Fibrosis Foundation by participating in an annual Checking for Cystic Fibrosis hockey tournament.

In Maryland, the Prince George’s County Fire and EMS supports the Make-A-Wish Foundation by helping realize the dreams of sick children. Recently, a group of Prince George’s County firefighters helped a 5-year old boy with leukemia feel like a superhero for a day by participating in his superhero scenario, which involved transporting him in a fire truck to save Santa, who was stuck in a Ferris wheel. Other public safety services also volunteer with the Make-A-Wish Foundation, including the Fire Department of New York and the Union Ambulance District, Union Fire District, and ARCH Ambulance in Missouri. In Wisconsin, the Milwaukee Fire Department launched a partnership with Big Brothers, Big Sisters last year to pair cadets in the fire department with kids in the community for mentoring.

**Caring for Communities 24/7**
EMS is a calling to help others and to save lives. So many of those in EMS, fire and public safety extend their commitment to caring for others in the community well beyond when their shift ends. From signing up for mobile alerts to be notified when someone nearby needs help, to teaching people in their communities how to stop severe bleeding, to volunteering with non-profits and community organizations, they are constantly caring for others on the clock and around the clock.

Other EMS teams around the country work tirelessly to make their communities safer and healthier by putting more AEDs in public places and educating people about better heart health. EMS professionals are committed not only to responding to emergencies but also to preventing them. This commitment to giving back, which is demonstrated by so many in our profession, is one that pays dividends in lives saved and lives changed.

**WHAT IS YOUR AGENCY DOING IN THE COMMUNITY?**
Has your agency/department gone above and beyond to serve your community? If so, we’d love to hear about it. Post a story or picture of your agency’s work to the EMS WEEK Facebook page (facebook.com/National.EMS.Week/).
AACN technology provides the following information immediately after the crash and all automatically; notification that a crash has occurred, exact location of the incident, direct communication with the occupants, and enhanced data regarding the crash itself.

AACN data provides valuable information to improve care for injured crash victims. Timely crash notifications can reduce response times and can be used to predict the likelihood of a serious injury in a crash. This information can be used to improve triage decision-making and EMS resource utilization, resulting in shorter times to definitive trauma care.

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 911 medical directors and EMS personnel about the science behind AACN, how it can be used to develop injury severity predictions, and how to integrate AACN into local EMS systems.

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

Find training on the website! AACNEMS.ORG
CELEBRATE THE 5 DAYS OF EMS WEEK

EMS WEEK CELEBRATES both the EMS profession and professionals for the vital role they play in the healthcare continuum. Celebrating EMS Week, however, can be a daunting task that requires a lot of effort and resources to plan, but sometimes doesn’t do enough to honor the practitioners who provide care to their patients when they need it most.

This year, each day of EMS Week is appointed a theme that represents the multi-faceted nature of EMS. The list below features the five daily themes, why they are important, and several ideas on how to celebrate each of them.

MONDAY: EDUCATION DAY
Sponsored by: Air Methods, Genentech
One of the biggest ways an EMS provider can impact their community is to educate the public about ways they can prevent illness or injury. Education Day seeks to highlight educational programs that serve the public as well as the importance of individual EMS provider continuing education. To celebrate Education Day:

• Host an EMS open house and offer public education presentations and training or offer to speak to local groups to share why EMS is a valuable part of your community.
• Host an EMS College Bowl competition with crews from different shifts or invite other area services and have teams compete representing each agency. Add an extra flare and include a skills competition as well.
• There’s often no better way to learn than from your peers. Join the online community of EMS professionals who chronicle their experiences every day by reading EMS blogs and listening to podcasts – or even consider starting your own! (http://emsblogs.com/; http://www.promednetwork.com/)

TUESDAY: SAFETY DAY
Sponsored by: Allina Health EMS, Stryker Medical
Sometimes, the very EMS system that people count on for help unintentionally causes preventable harm to those they are trying to help—including first responders. Safety Day encourages responders to focus on risk and prevention rather than possible negative outcomes, and aims to promote the advancement of safety measures for both the community and the profession. To celebrate Safety Day:

• Take care of your crew by educating them about stress reduction and mental illness to reduce the stigma that prevents EMS providers from asking for help when they need it.
• Evaluate your EMS service’s safety data and
utilize it to employ safety education programs tailored to the needs of your service and the community. An example of an existing education program is the NAEMT EMS Safety Course.

- Promote existing programs such as Rider Alert, which provides free identification data cards that will help first responders provide rapid and accurate medical assistance to motorcyclists involved in serious accidents. Find additional information at www.rideralert.org.

**WEDNESDAY: EMS FOR CHILDREN DAY**

Children have unique physiological and psychological needs compared to adults – needs that are amplified in emergency situations. EMS for Children Day highlights the distinctive aspects of caring for children, and raises awareness about improving specialized care for children in prehospital and acute care settings. To celebrate EMS for Children Day:

- Enlist the help of community partners to give away free bicycle helmets to local children.
- Hold an event with a local school that gives students the opportunity to tour the ambulances, fire trucks, helicopters, and other response vehicles, as well as interact with EMS professionals.
- Remind your personnel about the EMS for Children resources and materials such as webinars (https://emscimprovement.center/resources/emsc-webinars/), podcasts (https://www.youtube.com/user/EMSCNRC), or publications (https://emscimprovement.center/resources/publications/) to make sure they’re up-to-date on the specialized needs of treating children.

*continued >*
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
THURSDAY: SAVE-A-LIFE DAY  
Sponsored by: American Heart Association; PulsePoint Foundation; Teleflex Medical

It doesn’t matter how quickly EMS providers get to a scene – bystanders will always be there first. Save-A-Life Day empowers the general public to learn and apply the simple steps that can be taken to help save a life. To celebrate Save-A-Life Day:

• Plan to participate in the World CPR Challenge. A nation-wide campaign during EMS Week 2017 to train citizens in Compression-Only CPR. Additional information at www.emsweek.org.
• Organize a community hemorrhage control program by placing bleeding control kits in public places like near an AED and offer training programs for citizens. Find more information regarding Stop The Bleed on pg. 42.
• Host a child restraint inspection event where EMS professionals can teach families how to transport children safely.

FRIDAY: EMS RECOGNITION DAY  
Sponsored by: Eagle Pharmaceuticals

EMS professionals deliver urgent and essential care, and often do it under immense pressure with little thanks. On EMS Recognition Day, honor local EMS heroes and those who regularly go above and beyond what is expected. Give gratitude to other responders for their unwavering commitment to serve their communities. To celebrate EMS Recognition Day:

• Remember colleagues injured or killed in the line of duty with a public ceremony or a moment of silence.
• Host an awards dinner to recognize an EMT or Paramedic of the Year, as well as all of your EMS practitioners.
• Give gratitude to your family by taking some time off during EMS Week, relax, and be present and attentive with the ones you love.

ITLS brings you the international standard in trauma care with the updated 8th edition text:

Revised guidelines for spinal motion restriction • Hemorrhagic shock and the role of tranexamic acid • Emphasis on capnography

*International Trauma Life Support* is a global force for excellence in trauma response—with chapters and training centres around the world.

ITLS is endorsed by the American College of Emergency Physicians

ITRAUMA.org  
Improving Trauma Care Worldwide
RIDE ALONGS
GIVING THEM A FRONT ROW SEAT TO EMS IN ACTION

YOU KNOW THE OLD SAYING, seeing is believing?

The same concept applies to “ride alongs,” one of the most effective strategies for educating members of the public, media and stakeholders about the vital role of EMS.

Allina Health EMS, for example, offers ride alongs with legislators who are involved with decisions impacting EMS. “It helps build relationships, so they know who to reach out to if they have questions,” said Susan Long, Allina’s director of clinical services.

Long and the Allina team also take administrators and other medical professionals from within their large health system on ambulance runs. “It makes sure those people in our chain of command understand what we do and what we need,” she said.

EMS Week (May 21-27) is an excellent time to invite special guests, elected officials or media to spend a few hours with your crews.

To help EMS get the most out of ride alongs, experts from Allina Health EMS, Christian Hospital EMS and MedStar Mobile Healthcare offered the following tips on planning your day, protecting patient privacy and ensuring the safety of all involved.

DETERMINE YOUR ITINERARY. When Allina Health EMS invites elected officials on ride alongs, they offer to pick up the legislator at their office, and will often stop by Allina’s headquarters to meet with senior management and talk with crews. “We tailor it to the individual, including how much time they have and what they want to get out of it,” Long said. That can include touring operations or communications centers, or meeting with other members of your staff, in addition to riding out with crews.

BRIEF OBSERVERS ON PATIENT PRIVACY AND CONFIDENTIALITY LAWS. Provide written information on HIPAA for observers to sign. “We call it ‘Vegas rules.’ What you see on the ride along stays on the ride along,” said Brian Hokamp, chief of Christian Hospital EMS in St. Louis. As an added step, MedStar also has observers watch and take a test on a HIPAA training video.

Get releases signed. In addition to the confidentiality agreement, observers should also sign a liability waiver. Patients also need to give written permission allowing the observer to witness patient care. You may also opt to have
observers ride in the front of the ambulance during transports to enhance patient privacy. (For specific questions about how to word these waivers, consult your legal counsel.)

**CHOOSE THE RIGHT CREW.** Some highly competent clinicians would rather get splashed with an unknown bodily fluid than chat with reporters or politicians. Choose a crew that is experienced and will be comfortable, articulate and tactful when sharing their thoughts about their profession, their work environment and their challenges.

**DECIDE HOW LONG THE RIDE ALONG WILL LAST.** “When someone comes to ride along with us, we don’t want to hold them hostage,” Long said. Ask how long your observer is interested in riding with the crew, and be flexible if it seems your observer has had enough! “We want to make sure we don’t put anyone in situations that make them uncomfortable,” Long said. “Some come in with medical knowledge. Some will pass out at the sight of blood.”

**HAVE A PLAN B.** Conditions in the field are unpredictable. Decide ahead of time what you’ll do if a call becomes too serious or dangerous for outsiders to witness. For example, you may tell your observer in advance that you may ask them to sit in front, or even be dropped off on a corner, if crews need the space in the back for patient care. “Patients are in a very fragile state, and they may get to the point they don’t need anyone else back there,” Hokamp said. “Crews need to be sensitive to that and make adjustments.”

Hokamp also recommends establishing a code word or phrase, such as “Go get my green bag out of the truck,” if it seems a patient interaction may become violent.

**TAKE PICTURES.** Be sure to take pictures of your crew with their ride along participant. Elected officials may want to share these on social media or websites. Follow-up later. Long recommends checking in with ride along participants afterward to thank them for coming and ask if they have any questions. “It’s about creating that relationship,” she said.

**KNOW THE TIME YOU SPEND CONDUCTING RIDE ALONGS IS WORTH IT.** “There are a lot of unknowns when it comes to EMS. I heard someone in my own hospital today say, ‘ambulance driver.’ Ride alongs help dispel those misconceptions,” Hokamp said. “It shows people what we do in the field and the impact we can have on patients.”

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**DOES THE MEDIA NEED SPECIAL HANDLING?**

EMS agencies differ on whether they permit media to ride along in the back of an ambulance. At MedStar, media may not ride in ambulances on 911 calls. Instead, if a reporter wants to observe a crew during a 911 shift, an EMS supervisor will take reporters in a separate vehicle to the scene. This protects patient privacy but also enables the supervisor to ensure that the reporter gets to see crews in action. The supervisor then requests the patient's permission and gets the HIPAA release signed.

Members of the media are allowed to ride in the back of ambulances during non-911 transports or in vehicles with mobile integrated healthcare providers conducting patient visits.

Allina Health EMS occasionally permits media on 911 calls, and works with their hospital public relations department to make arrangements. Ride alongs involving media are usually related to a specific story vs. providing a purely educational experience — for example, one TV station rode along with an Allina ambulance crew as part of a story on how to survive while taking care of patients when it’s 40-below during a Minnesota winter!

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*This article first appeared in NAEMT NEWS Spring 2016.*
Need a great way to motivate your staff? Recognize your hard-working team during Emergency Medical Services Week, May 21-27, 2017, 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, this 18” x 24” poster will help promote EMS Week to your facility and community.
$4.99

EMS02 Balloons - Combination of silver and red 11” latex balloons
Pkg/50 (25 silver/25 red) $14.99
No personalization

EMS03 Mylar Balloon - Some facilities will not allow latex, so this 18” mylar balloon is the perfect way to announce the week. More durable than latex and will last much longer. Helium required.
1-24 $3.75, 25+ $3.49

EMS04 Vinyl Banner - Make a big statement with this large 6” x 3” colorful 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.
$69.95

EMS05 New! Retractable Banner - This pull-up economy retractable banner with stand packs great value into an easy to use durable and attractive display. Vinyl banner pulls up and retracts down into the base. The stand is aluminum alloy and the banner is made of 13 oz. smooth matte vinyl, 78.7” x 33.4”
$129.99

EMS06 New! Hero Stylus Pen - The EMS Hero logo covers the entire pen! Pen writes in black ink and the stylus tip is exposed when the pen is retracted.
1-99 $1.49, 100-249 $1.39, 250-499 $1.29, 500-999 $1.19, 1000+ $1.09

EMS07 New! Hero Tumbler - This insulated 16 oz. tumbler features full color wrap-around imprint and a screw-on, flip top lid. It is BPA free, meets FDA requirements and is dishwasher safe only.

EMS08 New! Hero Tee - This preshrunk, 100% cotton tee is soft and long lasting. The EMS Hero logo shows beautifully against the cobalt blue shirt.
S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
Logo personalization minimum: 36, $50 setup

EMS09 Celebration Kit - Everything you need to celebrate at a reduced price. Kit includes: 1 Poster, 1 Mylar Balloon, 1 Pkg/50 (25 silver/25 red) Balloons and 50 Stadium Cups.
$68.99

Official National EMS Logo - This is the only catalog containing the official ACEP 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.
EMS10 Classic T-shirt – This preshrunk 4.5 oz. 65/35 cotton/polyester T-shirt features a seamless collar and double-needle stitched neckline and sleeves. The heather navy color is the perfect backdrop for the 2017 EMS logo.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
Logo personalization minimum: 36, $50 setup

EMS11 Top Seller! Serving With Pride T-shirt – Preshrunk, heavyweight 6.1 oz. 100% white cotton shirt holds up 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 shows beautifully.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
1-249 $10.99, 250+ $9.99
Logo personalization minimum: 36, $50 setup

EMS12 Price Buster Special! Color Tee – This preshrunk, 100% cotton tee is soft and long lasting. The 2017 EMS logo shows beautifully against the crimson red color.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
1-249 $7.99, 250+ $7.40
Logo personalization minimum: 36, $50 setup

EMS13 New! Dry Power Active Tee – This 5.6 oz. preshrunk 50/50 cotton/polyester shirt offers advanced moisture management performance and features shoulder-to-shoulder taping, double-needle stitched sleeves, bottom hem and front neck and a 1x1 rib seamless collar. Oxford grey.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
Logo personalization minimum: 36, $50 setup

EMS14 New! Mens Polo – The versatile mens polo has a classic look that never goes out of style. It offers great performance with a breathable fabric, a wicking finish, UV protection, snag-resistance and wash-and-wear convenience. It features a three-button placket with dyed-to-match buttons. Navy blue shirt with the EMS Week logo embroidered on the left chest.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
1-12 $27.99, 13+ $26.99
Logo personalization minimum: 12, $50 setup

EMS15 Top Seller! Pullover Jacket – Packable 100% nylon navy and black two tone pullover jacket folds neatly into its own pouch. Quarter zip entry, wind and water resistant with drawstring hood, front welt pockets, center-front zipper pocket and full elastic cuffs. Can be easily attached to belt when stowed in pouch.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
Minimum Order: 24 pieces
Logo personalization minimum: 36, $50 setup

EMS16 New! Mens Softshell Jacket – Outsmart the wind, rain, and cold with this lightweight, high-performance softshell jacket. Fashioned from durable, 96% polyester, 4% spandex plain weave softshell fabric, it is waterproof to 1,000 mm, keeping you dry. The mock neck, microfleece lining, and elasticized cuffs keep you cozy, dry, and protected from adverse weather. The EMS Week logo is embroidered on the left chest. Steel Grey.

S, M, L, XL, XXL, XXXL
1-11 $49.99, 12+ $45.95
Logo personalization minimum: 12, $50 setup

EMS17 Top Seller! V-neck Wind Shirt – Cool, windy days are no match for this soft, water-repellent wind shirt. With taping on the collar and at the gussets, it boasts simple lines and great style. It features a 100% polyester jersey lining with mesh insets at gussets for added breathability, side pockets, color-blocked side panels, drawcord hem and a left side seam zipper for easy on/off.

S, M, L, XL, XXL (add $3 for each XXL), XXXL (add $5 for each XXXL)
Minimum Order: 13 pieces
13-23 $36.99, 24-71 $35.99, 72+ $32.99
Logo personalization minimum: 36, $50 setup
EMS18 New! Computer Backpack – This backpack is made of strong 600D poly canvas and features a zippered main compartment with laptop sleeve, a front zippered pocket, a side mesh bottle pocket, and front clips to carry an extra jacket or blanket 17” x 5 ¼” x 11”
Minimum Order: 18 pieces
Logo personalization minimum: 18, $50 setup

EMS19 Top Seller! Deluxe Sling Pack – Zippered pocket with ear port, cell phone zippered holder, and pen-loop on the back strap. Made of durable 600D polyester with PVC backing. Features a diagonal dual-zippered opening to the main compartment, a diagonal dual-zippered front pocket, one exterior mesh pocket and an extra exterior mesh pocket with inside mesh open pocket 13” x 19” x 7”
Logo personalization minimum: 60, $50 setup

EMS20 Top Seller! High Line Backpack – This stylish backpack is made of 600D poly canvas and features a double-zippered, large main compartment, a large front Velcro® pocket, a side mesh pocket and an adjustable padded shoulder strap and web carrying handle 11” x 16” x 5 ¼”
Logo personalization minimum: 25, $50 setup

EMS21 Price Buster Special! New! Quilted Cooler – This extra large cooler bag is perfect for everyday use or to take to an event. It is made of 210D polyester and features a quilted body, a large zippered insulated main compartment, a zippered front pocket and 5 ¼” grab handles. 14” x 12 ¼” x 6 ¼”
Minimum Order: 75 pieces
Logo personalization minimum: 50, $50 setup

EMS22 New! Deluxe Toiletry Bag – This handy travel companion is made of 300D poly canvas and features a double zippered main compartment, a large front zippered pocket, mesh mesh pocket, a hook to hang for easy access and a side handle for carrying.
9 ¼” x 5 ¼” x 3 1/4”
Logo personalization minimum: 25, $50 setup

EMS23 Top Seller! Jumbo Cooler – Extra large cooler bag with double zippered top closure, side pocket, mesh water bottle pocket and large front zippered pocket. Made of 600D polyester with adjustable shoulder strap and two web handles for easy carrying.
14” x 8” x 8”
Minimum Order: 24 pieces
Logo personalization minimum: 24, $50 setup

EMS24 Top Seller! Iron Man Duffel – The Iron Man duffel bag has a zippered main compartment with U-shaped opening and supportive bottom board. This bag features an open front pocket and two mesh front pockets and a side mesh pocket. The double 15” reinforced carry handles and adjustable shoulder strap make for convenient carrying. Sports Bottle and accessories are not included. 9 ¾” x 19” x 11”
Minimum Order: 25 pieces
Logo personalization minimum: 25, $50 setup

EMS25 New! Sport Bag – This sport bag features the perfect collection of attributes to make any trip to the gym a success. The top zippered opening provides easy access while a front pocket with zipper, the molded insulated water bottle compartment and the headphone outlet hold essentials outside of the main compartment. It can be carried using the adjustable shoulder strap or the top grab handles. It is made of strong 600D polyester and measures 18 ½” x 9 ½” x 9 ½”
Logo personalization minimum: 25, $50 setup

Official National EMS Logo – This is the only catalog containing the official ACEP 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.
EMS26 Stadium Cup – 16 oz. plastic cup will hold your favorite cold beverage. Side has features CPR instructions. 1-99 $0.99, 100-249 0.79, 250-499 $0.69, 500+ 0.65. Logo personalization minimum: 500, $45 setup

EMS27 New! Gripper Sports Bottle – This 25 oz. sports bottle is single-wall, BPA-free aluminum and features a matte black finish with a rubberized grip in color accent and a black wide loop design plastic lid with matching color insert. Hand wash only. Minimum Order: 25 pieces 25-49 $6.69, 50-99 $6.49, 100-249 5.69, 250-499 5.49, 500+ 5.29. Logo personalization minimum: 25, $50 setup


EMS29 New! Stainless Water Bottle – This 25 oz. water bottle features single-wall stainless construction with a screw-on, spill resistant lid with flip top drinking spout and side finger grips for handling ease. Hand wash only. 1-49 $8.99, 50-99 8.69, 100-249 8.49, 250-499 8.29, 500+ 8.09. Logo personalization minimum: 50, $50 setup

EMS30 Price Buster Special! Value Tumbler – Another great gift and a great deal for only $4.99! Insulated stainless steel outer wall with plastic inner. Stainless steel screw-on lid with side opening. 16 oz. capacity. Fits most auto drink holders. 1-249 4.99, 250+ 4.75. Logo personalization minimum: 150, $50 setup

EMS31 Price Buster Special! New! Vacuum Tumbler – This large 20 oz. tumbler is double-wall constructed with stainless steel on the exterior and the liner. Inside it is vacuum insulated with a press-on lid with slide closure for easy use. It keeps drinks hot for 6 hours and cold for 15 hours. Popular name brand tumblers set for double the price. Hand wash only. $13.99. Logo personalization minimum: 50, $50 setup


EMS33 New! Protein Shaker – Shake up your favorite protein powder, sports drink powder or water flavor additive with this 24 oz. shaker-ball bottle. It features a non-spill, snap lid closure and is BPA free. Minimum Order: 24 pieces 24-49 9.79, 50-99 9.49, 100-249 9.09, 250-499 8.69, 500+ 8.29. Logo personalization minimum: 48, $50 setup

EMS34 New! Stainless Steel Grip Bottle – This 20 oz. stainless steel easy-grip bottle features double-wall vacuum insulation with a copper lining to keep your beverages at their desired temperatures. It has a screw-on, spill-resistant, sip-through lid with a rubber gasket, a silicone grip and a loop handle. It is BPA free, meets FDA requirements and is hard wash recommended. Minimum Order: 15 pieces 15-49 19.99, 50-99 18.99, 100-249 17.99, 250-499 16.99, 500+ 15.99. Logo personalization minimum: 75, $50 setup


Ordering for a group and don’t see exactly what you are looking for? We have hundreds of other products available.

Email service@jimcolemanltd.com or call 847-963-8100.
EMS36 Top Seller! Pen Light/Stylus - This 5" ABS plastic pen features a soft silicone stylus for use with capacitive touchscreens devices. It also has a bright LED built-in for added convenience. The stylus cap is made of metal and houses a ballpoint pen with medium black ink.
1-99 $2.99, 100-249 $2.79, 250-499 $2.59, 500+ $2.29
Logo personalization minimum: 200, $50 setup

EMS37 Top Seller! Inkjoy Pen - inkjoy revolutionizes the writing experience by combining the best qualities of PaperMate® ballpoint and gel pen technologies. Inkjoy offers incredible smoothness and a fast dry-time to help avoid messy smearing. Black ink.
1-99 $0.99, 100-249 $0.95, 250-499 $0.89, 500-999 $0.85, 1000+ $0.80
Logo personalization minimum: 300, $50 setup

EMS38 Price Buster! New! Scripto® Ridge Stylus Pen - Go from paper to touchscreen with ease with this Scripto® stylus pen. It features a plastic metallic colored barrel with shiny chrome accents, and a soft rubber ridge grip and stylus tip that's ideal for most smartphones and tablet touchscreens.
A twist action mechanism controls a black ink ballpoint cartridge.
1-99 $1.29, 100+ $1.25
Logo personalization minimum: 268, $50 setup

EMS39 New! LED Stylus Carabiner Pen - Aluminum ballpoint and stylus with an extra bright white LED and a carabiner attachment. Button cell battery included. 1-99 $1.99, 100-249 $1.95, 250-499 $1.93, 500+ $1.89
Logo personalization minimum: 100, $50 setup

EMS40 Top Seller! Jotter - Scripto® ultrabound mating jotter with a 3" x 4.25" writing pad, business card holder and pen loop. Pen not included.
1-99 $3.99, 100-249 $3.95, 250-499 $3.93, 500-999 $3.95, 1000+ $3.95
Logo personalization minimum: 144, $50 setup

EMS41 Ready Response Post Up - Know the warning signs of a heart attack and be prepared to offer rescue breathing and/or CPR to someone in need. Keep this instructional guide handy at all times. Boxed 300 pieces.
900-499 $0.86, 1000-999 $0.80, 1000+ $0.78

EMS42 New! Sling UL Listed Power Bank - This UL listed power bank packs a 2,200 mAh 5V1A Li-Ion battery ideal for charging your smartphone at the same rate as a wall charger. The silicone loop allows for easy carrying. It works with iPhones using an Apple USB connector and can charge the mobile device with a Micro USB input like Android smartphones. This product has passed UL standard.
Logo personalization minimum: 50, $50 setup

EMS43 Bundle and Save! Jotter & Pen Bundle - Buy the Jotter and the Scripto® Ridge Stylus Pen together and save.
1-24 $4.99, 25+ $4.89
EMS44 New! Roll-Up Electronics Organizer - This roll-up electronics organizer is made of a combination of 600D and 210D polyester. It features sewn in elastic bands that hold accessories in place and a bungee strap closure that secures everything for easy travel and carrying. Contents not included. Open: 5 7/8" H x 6 1/2" W x 5 1/2" D. Rolled: 2" x 3" Diameter. 1-99 $5.99, 100-249 $5.49, 250-499 $5.25, 500+ $4.99. Logo personalization minimum: 100, $50 setup.

EMS45 Pocket Sprayer - 3 oz. spray pump hand sanitizer that is lightly scented. Meets FDA requirements. Fits in your pocket or bag and has a convenient pocket clip. Effective at eliminating over 99.9% of germs and bacteria. 1-99 $1.10, 100-249 $1.25, 250-499 $1.15, 500-999 $1.05, 1000+ $0.99. Logo personalization minimum: 250, $50 setup.

EMS46 Price Buster Special! New! Auto Folding Golf Umbrella - The size of a golf umbrella with the convenience of a folding umbrella, this 48" automatic opening golf umbrella features a two-section folding, metal shaft and frame and a wooden handle. This large umbrella conveniently folds down to 22" long. Minimum Order: 25 pieces. 20 or more $13.99. Logo personalization minimum: 20, $50 setup.

EMS47 New! Very Cool Towel - The very cool cooling towel is ideal for toweling off after a hike or workout. Simply wet, wring and wear. The towel allows cool air to stimulate cooling. Wearing a wet towel can lower your core temperature. The towel is a hyper-evaporative material that is the latest in cooling innovation. 34 1/2" x 12". 1-99 $4.48, 100-249 $3.75, 250-499 $3.49, 500+ $2.99. Logo personalization minimum: 150, $50 setup.


EMS49 New! Roll-Up Blanket - This 48" x 53" roll-up fleece blanket easily folds within itself with a Velcro® closure. The carry handle and compact folded size makes it easy to take with you on the go. The front 45" pocket is perfect for storing mobile devices or any other picnic necessities. The size is 7 1/4" x 4" x 1/2" when folded. 1-24 $11.99, 25-49 $10.99, 50-99 $10.49, 100-249 $9.99, 250-499 $9.49, 500+ $8.99. Logo personalization minimum: 50, $50 setup.

PRICE BUSTERS..... Looking for a great deal? In almost every product category we are offering special “Value Pricing” items at 30-40% off the normal price. Look for “Price Buster” deals throughout the catalog and order early as supplies are limited.

FREE SAMPLE KIT A $49.99 value, with every order of $500 or more.

Please email: service@jimcolemanltd.com

FACILITY PERSONALIZATION – Most products can be personalized with your facility name or logo. See item description for minimum quantities and details.
EMS56 **New!** Carhartt® Signature Tool Roll - The Signature Tool Roll has 18 pockets for tools of varying size. The tool roll is convenient, versatile, and has 3 large side pockets with closures. Made with 600D oxford with Rain Defender® durable water repellent finish, it can handle any situation it encounters. The 2 dual-sided release buckle closures keep your tool roll secure. Tools not included.
Minimum Order: 8 pieces
Logo personalization minimum: 12, $50 setup

EMS57 **New!** Havoc Speaker - This small speaker packs two watts of quality into its aluminum shell. The built-in rechargeable Lithium Ion battery gives you about four hours of playtime and recharges in 1 1/2 hours. Included is a Micro USB to USB recharging cable, 3.5mm Audio cable and hanging strap. Mobile device not included. 1.38” x 1 1/4”
Logo personalization minimum: 24, $50 setup

EMS58 **Price Buster Special!** New! Bluelooth Speaker - Looks can be deceiving, this speaker demands attention. Standing a little over 2” tall this speaker packs 2 Watts of quality audio sound. With a built in volume control, music control, mic, and LED indicator this speaker has all of the features needed. Includes Micro-USB Charging cable and 3.5mm Audio cable. Enjoy up to 3 hrs. of music at max volume on a single charge.
Minimum Order: 12 pieces
12+ $19.99
PRICE BUSTERS.... Looking for a great deal? In almost every product category we are offering special “Value Pricing” items at 30-40% off the normal price. Look for “Price Buster” deals throughout the catalog and order early as supplies are limited.

FREE SAMPLE KIT A $49.99 value, with every order of $500 or more.

EMS59 **Gift Set Bundle!** - Purchase the Value Sports Bottle, Pen LightStylius and the Bling UL Listed Power Bank together and save! Makes a perfect gift! Total Value is more than $20; as a kit you pay only $16.99!

EMS60 **Sample Kit** - A great sampling of gifts at a reduced price! Kit includes one of each of the following: Sport Bag, Stainless Water Bottle, Hero Tumbler, Hero Stylus Pen, Roll-Up Electronics Organizer, Keylight Bottle Opener and the Telescopic Flashlight with Magnet. Total Value is more than $55; as a kit you pay only $49.99!

**SPECIAL OFFERS**

Ordering for a group and don’t see exactly what you are looking for? We have hundreds of other products available.
Email service@ilmeclomanltd.com or call 847-963-8100.
EMS61 EMTs and Emergencies Coloring/Activity Book – Emmie, the Emergency Medical Services Elephant, helps children learn about emergencies and what happens when they call 9-1-1. Paramedics, EMTs, ambulance drivers, policemen and firefighters are discussed as well as how they help in an emergency.
1-99 $3.95, 100-249 $3.99, 250-499 $3.69, 500-999 $3.69, 1000+ $3.63
Logo personalization minimum: 1,000 pieces, $50 setup

EMS62 New! EMT’s Help Save Lives Coloring/Activity Book – When people have emergencies, paramedics are first on the scene to deliver life-saving assistance. Help children learn about these everyday heroes with this educational coloring book. Featuring 16 pages of games, this book is sure to put a smile on kid’s faces, and teach them about saving lives. Recommended for children ages 3 and up.
1-99 $9.96, 100-249 $9.95, 250-499 $9.69, 500-999 $9.65, 1000+ $9.63
Logo personalization minimum: 1,000 pieces, $50 setup

EMS63 New! EMS Superhero Hot/Cold Pack – This hot and cold pack can be used to ease away muscle aches and pains but also is perfect to pack in your lunch bag to keep your food hot or cold. Heat it in the microwave or cool it in the freezer. 5” x 4” x 1/2”
1-99 $2.49, 100-249 $2.42, 250-499 $2.39, 500+ $2.29
Logo personalization minimum: 100, $50 setup

EMS64 EMS Strong Lapel Pin – Die-struck pins have been an enduring symbol of value and prestige. The 2017 pin will project the commitment, innovation and quality of EMS professionals. Tie-tac backing. 1/2”
1-99 $3.99, 100-249 $3.99, 250-499 $3.79, 500+ $3.75
No personalization

EMS65 EMS Challenge Coin – This challenge coin featuring the Star of Life symbol is a great way to honor and recognize all emergency services personnel. The coin is double-sided and measures 1 3/4” inches.
1-99 $8.99, 100-249 $8.49, 250-499 $7.99, 500+ $7.75
No personalization

EMS66 Ribbon Lapel Pin – 1” brass ribbon pin in red, white and blue with epoxy dome and military clasp backing. Individually poly bagged. Features EMS star.
1-99 $1.95, 100-249 $1.85, 250-499 $1.75, 500+ $1.75
No personalization

EMS67 New! EMS Patriotic Lapel Pin – Show honor and respect to all emergency services personnel with this beautiful lapel pin. The pin features the Star of Life symbol along with the stars and stripes of the American flag. It is 1” with a military clutch back.
1-99 $3.99, 100-249 $3.99, 250-499 $3.79, 500+ $3.75
No personalization

EMS68 New! Coin Bottle Opener – We have taken our beautiful challenge coin and added function. This 1 3/4” inch coin is also a bottle opener. It features the Star of Life Symbol along with the stars and stripes of the American flag. Decoration is on the front of the bottle opener.
No personalization

**PRICE BUSTERS**... Looking for a great deal? In almost every product category we are offering special “Value Pricing” items at 30-40% off the normal price. Look for “Price Buster” deals throughout the catalog and order early as supplies are limited.

FREE SAMPLE KIT A $49.99 value, with every order of $500 or more.

Please email: service@jimcolemannltd.com

**FACILITY PERSONALIZATION** – Most products can be personalized with your facility name or logo. See item description for minimum quantities and details.

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Official National EMS Logo—This is the only catalog containing the official ACEP 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.
2017 EMS WEEK ORDER FORM

DELIVERY:
Allow 2-3 weeks for regular delivery of in-stock items. Order by May 1st, 2017 to ensure delivery for EMS Week. For information regarding rush delivery, call 847-963-8100 or email to: service@jimcolemantld.com. Items are subject to availability.

CUSTOMER SERVICE:
Call: 847-963-8100, or Email: service@jimcolemantld.com

PERSONALIZATION:
If you are personalizing an order, email custom@jimcolemantld.com and we will immediately email you a customer order form that covers all the details. Visit FAQ section on our website for complete details or call customer service at 847-963-8100.

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† SHIPPIING & HANDLING CHARGES
$4.99 or less...$3.50 $60.01-$100.00...$11.50
$50.01-$25.00...$7.50 $100.01-$149.99...$14.95
$25.01-$60.00...$9.95 $150.00 and above...add 10% of subtotal
Within the Continental USA we ship US Mail and UPS Ground. Alaska, Hawaii, Puerto Rico, US Territories and Canada orders incur double shipping charges and in most cases are shipped US Mail. Overseas orders require a third party account number for shipping charges and we charge a $10 handling fee. For inquiries please contact Customer Service at service@jimcolemantld.com or 847-963-8100.

Method of Payment (check one)
Prepayment: Make checks payable to Jim Coleman, Ltd.

VISA/Mastercard/American Express:
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or online: www.jimcolemantld.com/acep

Card# ______________________
Exp. Date ____________________

Purchase Order: Fax to 847-963-8200 or Email to: orders@jimcolemantld.com

NO PHONE ORDERS.
1. The vendor on your purchase order must be Jim Coleman, Ltd.

2. PURCHASE ORDERS MUST BE FAXED OR EMAILED TO orders@jimcolemantld.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.

AP email: _______________________

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<tr>
<th>Item</th>
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Item # | Item Name (Please Print Clearly) | Quantity | Price | Total

Subtotal __________
10% Tax (IL only) __________
Shipping/Handling† (see left column) __________
Total __________

Ship to: (Please print clearly) ☐ Home ☐ Facility
Name __________________________
Institution __________________________
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City __________________________ State ______ ZIP
Daytime Phone (____) Fax (____) __________________________
E-mail __________________________
(order and shipping confirmation will be emailed)
Learn how to prevent blood clots from forming:
- Know your risks for blood clots.
- Be able to recognize the signs and symptoms of blood clots.
- Tell your physician if you have risk factors for blood clots.
- Prior to any surgery, discuss blood clots with your doctor.
- If you have any symptoms of blood clots, see your physician as soon as possible. Blood clots can be easily treated.

care4clots.org

For more information, educational references and a downloadable toolkit, visit care4clots.org. The site includes educational references and a downloadable toolkit.

C.A.R.E.4 Clots
Don’t Be Clot Unaware

Know the warning signs! It starts with YOU.

The warning signs for a blood clot in an arm or leg, also known as deep vein thrombosis (DVT), include:
- Swelling of the leg or arm, sometimes more common on one side of the body.
- Pain or tenderness not caused by an injury.
- Skin that is warm to the touch.
- Redness or discoloration of the skin.

If you experience these signs you should contact your physician as soon as possible.

The American College of Emergency Physicians (ACEP) is leading development with other healthcare providers of new educational programs designed to educate on the warning signs, prevention, and treatment of blood clots.

The project is funded through a grant from the Bristol-Myers Squibb and Pfizer alliance.
This woman is having a stroke. 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

ACT FAST

The sooner you call 911, the better the chance of recovery.
American College of Emergency Physicians
ADVANCING EMERGENCY CARE

American College of Emergency Physicians
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Dallas, TX 75261-9911

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