

EMS WEEK 2021

PLANNING GUIDE



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What a year. Early in 2020, just as we were hearing the term “COVID-19” for the first time, our predecessors wrote about last year’s EMS Week theme, “Ready Today. Preparing for Tomorrow.” We quickly saw that EMS clinicians across the country are ready to serve their communities and patients, even when facing an unprecedented global pandemic, and despite the risks to their personal health and safety, lack of proper PPE and other challenges.

The theme for EMS Week 2021 is **This Is EMS: Caring for Our Communities**. The pandemic brought the EMS profession much-deserved attention, as the public and the media recognized the important roles paramedics, EMTs and other EMS clinicians play in the response to coronavirus. In addition to caring for the sickest COVID-19 patients, we’ve seen EMS adapt to overcrowded hospitals by implementing new treat-at-home protocols, helping to staff COVID-19 testing clinics and administering vaccines to each other and the public. In these pages, we highlight the diversity of EMS and the many unique ways EMS clinicians, leaders and educators care for small and large communities across the country, not just during a pandemic but every day of every year.

On behalf of the American College of Emergency Physicians and the National Association of Emergency Medical Technicians, we are excited to present this 2021 EMS Week Planning Guide. Now more than ever, it’s important to recognize EMS practitioners who give so much to their communities. With the stresses being placed on agencies and on healthcare organizations because of the pandemic, traditional EMS Week celebrations may not be possible. But we urge EMS agencies and others to find creative ways to show their appreciation and gratitude for the EMS professionals who have done so much for so many.

ACEP and NAEMT would like to thank our strategic partners and sponsors, as well as our federal, association and media partners, for their support of the EMS Strong campaign and the 2021 EMS Week Planning Guide.

Most of all, we want to thank EMS practitioners—for caring for your communities, no matter what. This is EMS. This is what you do.



Mark S. Rosenberg
DO, MBA, FACEP
President, ACEP



Bruce Evans
CFO, SPO, NRP, MPA
President, NAEMT



Please visit emsstrong.org for more resources, stories and ideas, including a digital version of this guide.

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ACEP

MEDICAL EDITOR

Allen Yee, MD, FACEP

STAFF

Rick Murray, EMT-P

Pat Elmes, EMT-P

Jodi Talia

Susan Spradlin

Deanna Harper, EMT-I

Maggie McGillick

REDFLASH GROUP

EDITORIAL DIRECTOR

Michael Gerber

MANAGING EDITOR

Tracy Hilsabeck

ART DIRECTOR

Joanna Weiner

STAKEHOLDER OUTREACH

Jeff Berend

WRITERS

Valerie Amato

Jenifer Goodwin



ON THE COVER

These photos of the dedicated EMS professionals of the FDNY were taken by FDNY Lieutenant Kyra Neeley King, a paramedic and member of the FDNY Ceremonial Unit and Incident Management Team. Kyra, who currently serves as the FDNY ProEMS Photo Reporter, has her work featured in the Fire Museum of New York City.



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EMS WEEK 2021 IS ALMOST HERE!

Get Ready to Recognize and Honor EMS in Your Community

Now more than ever, it's important to acknowledge all of your team members and educate your community about the valuable role that EMS plays. And there's no better time to accomplish these goals than EMS Week.



USE SOCIAL MEDIA TO HONOR, ENGAGE AND CELEBRATE

In 2020, people relied on technology to connect and communicate more than ever. Agencies used social media as a way to publicize EMS Week and honor providers. Whether we are gathering in-person or continuing to social distance, social media is a great way to engage with each other, the community and policymakers. Consider using social media campaigns—with the hashtags #emsweek, #thisisems and #emsstrong—to help accomplish your EMS Week goals.



ASK GOVERNMENT LEADERS TO GET INVOLVED

A proclamation makes it official! Start now by asking your local, regional and state government officials to issue a proclamation for EMS Week. A proclamation is just a formal public statement, but it serves as an effective way to get attention for EMS Week. It reminds public officials and the entire community about the vital role of EMS. A proclamation also generates media attention.

How do you ask a government official to sign a proclamation? Start by planning ahead and identifying the right person in government (having an inside contact is helpful). Find out if your government contact has a standard proclamation that you can use (or if you need to draft one yourself). Need a sample? You can find the ACEP EMS Week proclamation here: <https://www.acep.org/administration/ems-resources/emsweek/resources/>. Finally, arrange a formal signing ceremony with the government official.

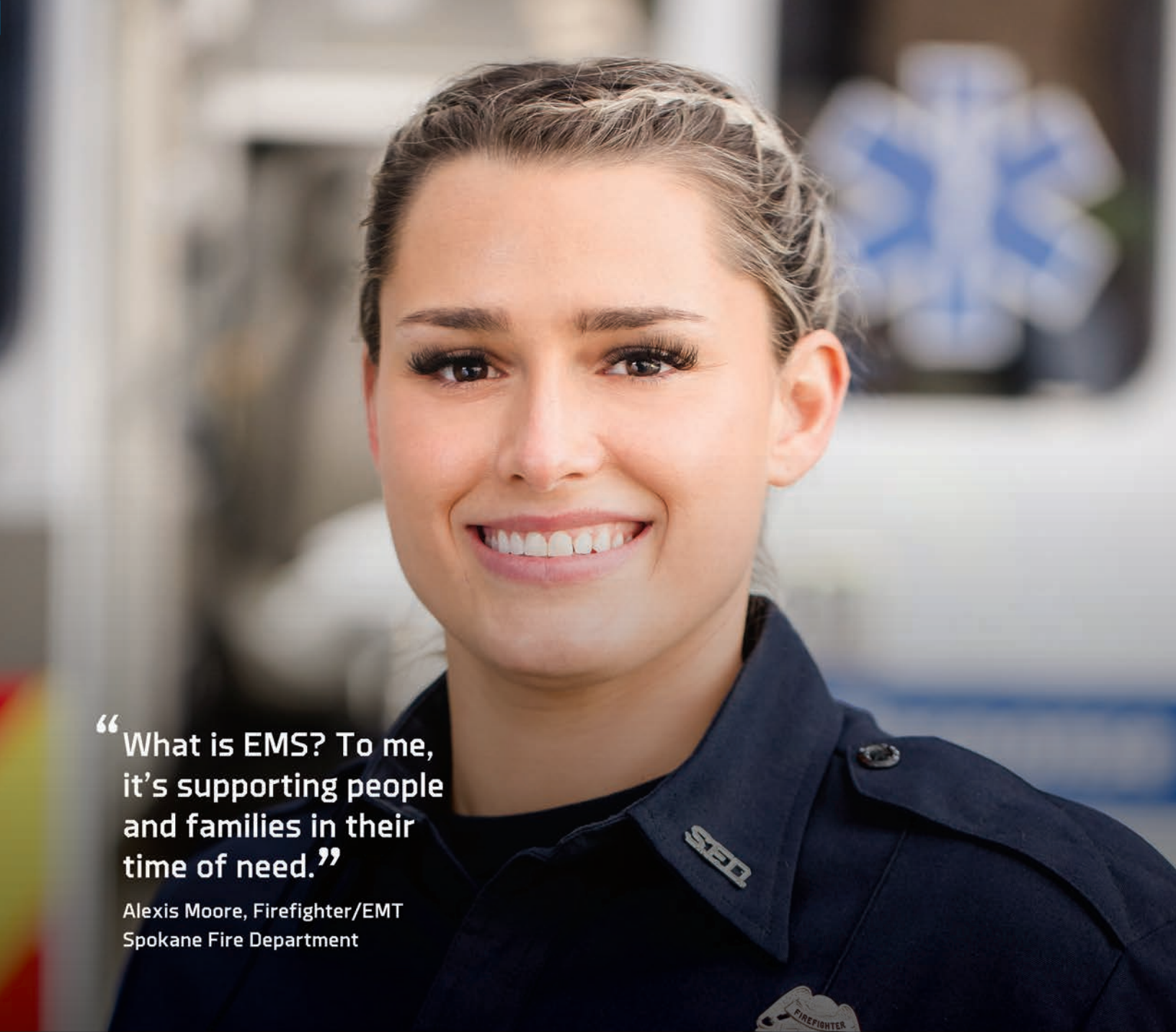


ALERT THE LOCAL NEWS MEDIA

Make sure to tell all local newspapers, television stations, community websites and radio stations about EMS Week. In addition to a proclamation, a press release is a great way to draw attention to EMS Week happenings.

Personal invites to reporters also go a long way. Now is the time to take advantage of relationships with reporters or other contacts and talk to them about EMS Week and, depending on safety protocols, invite them to do a ride-along, attend a training session or cover a specific event.

Continued on page 8.



**“What is EMS? To me,
it’s supporting people
and families in their
time of need.”**

Alexis Moore, Firefighter/EMT
Spokane Fire Department

Inspired by you.



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These EMS Week-related events make for great media coverage:

- Proclamation signings
- Award ceremonies involving public officials or EMS professionals
- Ride-alongs
- Community education events
- Survivor celebrations
- Recreational activities
- Hospital-sponsored events



COORDINATE WITH HOSPITALS AND OTHER AGENCIES

Make sure to start early to coordinate special events where EMS team members have an opportunity to bond with co-workers, hospital staff or other stakeholders. Start today by making a plan with hospitals, fire departments, EMS agencies and associations. Put together a schedule that includes a mix of fun, recognition, educational programs and community outreach. Keep in mind local and regional guidelines related to COVID-19 and plan some virtual as well as in-person events that can accommodate social distancing and other safety protocols. Make sure your EMTs and paramedics are not burdened with too much extra work surrounding these events—especially without recognition or compensation.



TAKE TIME FOR COMMUNITY EDUCATION AND OUTREACH

One of the biggest goals of EMS Week is to educate the public about prehospital medicine and the services provided by EMS. EMS Week is an ideal time to explain how EMS services operate within your community, as many people don't understand the various roles of different organizations, or they might assume EMS in their town works just like EMS on their favorite TV show. Take the time to educate the public about how the system works—its governance, funding, personnel and services. Focus on the people as well, explaining how every individual—from bystanders and emergency telecommunicators to paramedics and clinicians in the hospital—play a key role in achieving optimal outcomes.

EMS Week is also about making community connections through outreach programs such as stroke and chest pain awareness, CPR training, stop-the-bleed campaigns, injury prevention or bicycle and water safety. You can take advantage of programs that are fully established and ready to implement. It's also a good time to educate citizens about 911; the ongoing efforts to train, recruit and retain EMTs and paramedics; and the various tools and technologies used to treat patients. If current COVID-19 restrictions prevent you from holding in-person community events, opt for online education courses, virtual tours or social media campaigns.



CELEBRATE YOUR EMS PROFESSIONALS

Remember that honoring EMS personnel means more than putting out a tray of donuts. While hosting a meal can be part of EMS Week, it's also about leaders taking extra steps to recognize employees, volunteers and partners. It's also your chance to celebrate with thousands of your peers in communities across the country. Promoting camaraderie and providing staff recognition leads to improved productivity and morale. However you choose to celebrate, the key is providing team members with an opportunity to relax and bond with co-workers, hospital staff and executives. Using EMS Week as a time to reunite clinicians with patients who survived cardiac arrest, major trauma or other serious events is another way to remind the community—and your organization—that EMS matters. **Continued on page 11.**

Make sure you reward your team with items that promote and celebrate EMS Week. See page 46 for the official EMS Week gear and ordering information!





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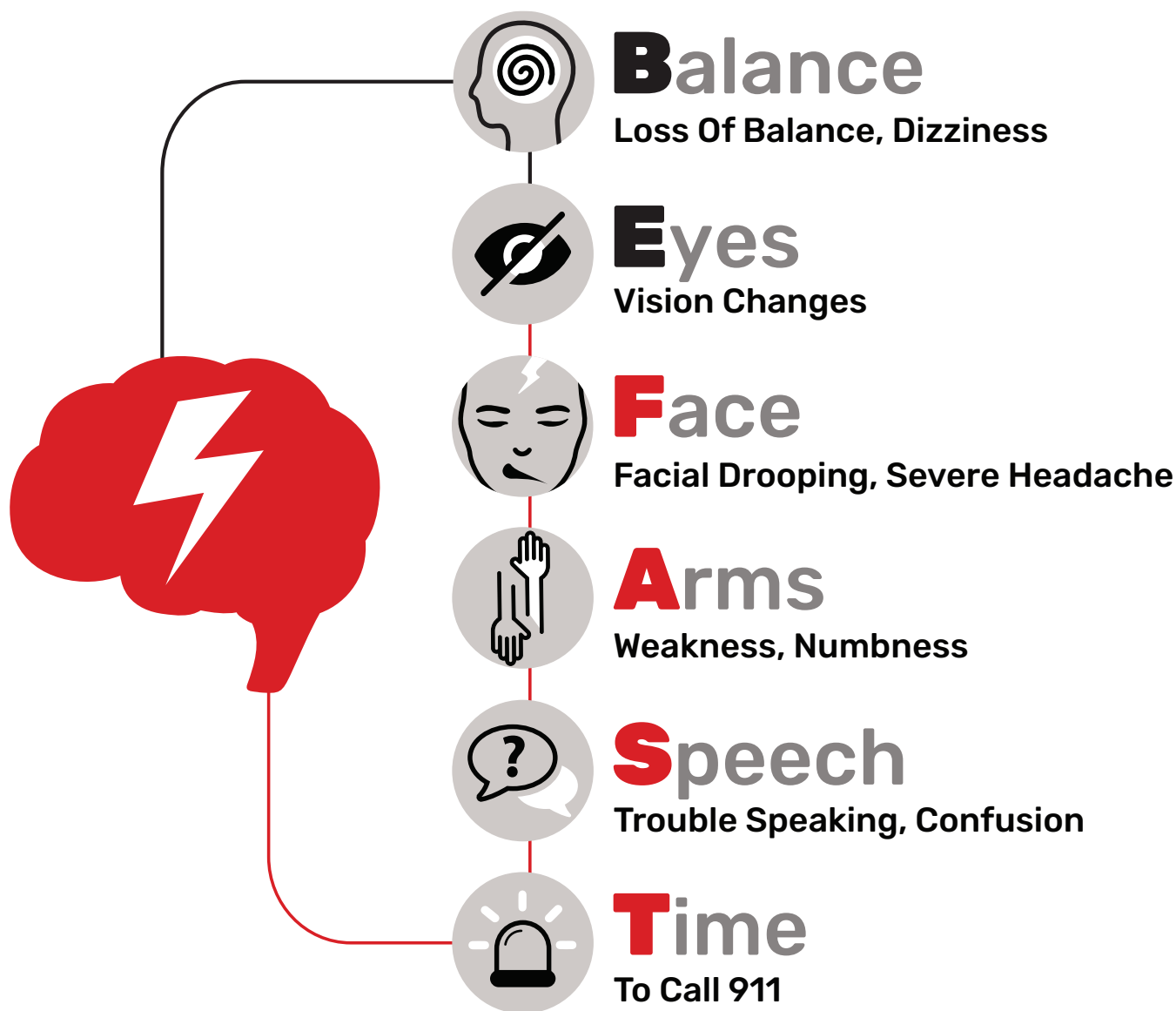
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EMS Week Ideas from Around the Country

VIRTUAL OPEN HOUSE

South County Fire, in southwest Snohomish County, Washington, celebrated EMS Week with a virtual open house to showcase the services that firefighters provide. They created videos and shared them on social media and their website. Their most popular video was a demonstration of high-performance CPR. They also used this as an opportunity to promote CPR training for the public and their online ACT First Aid class. Other videos included an EMS Week message from the Fire Chief, a tour of a medic unit, information on their community paramedic program and training with SIMMAN.



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GET CREATIVE!

Central Shenandoah EMS Council in Virginia sponsored a Facebook-based photo contest for EMS Week 2020. For its "Youth: The Future of EMS Photo Contest," the agency asked employees to share photos related to EMS for children. The contest emphasized how continuing education focused on pediatric care will produce confident providers, giving children the feeling of safety and security and leaving a positive lasting impression. The agency asked employees to upload photos and vote on their favorites via Facebook. The two top photos earned gift cards for the EMS clinicians who posted them.



MAKE IT OFFICIAL

Here's the official EMS Week 2020 proclamation from Russell County, Kentucky, home of Russell County EMS. This proclamation was sent to local media to generate attention for local EMS Week activities. 📄



EMS Week Proclamation

To designate the Week of May 17 - 23, 2020, as Emergency Medical Services Week

WHEREAS, emergency medical services is a vital public service; and

WHEREAS, the members of emergency medical services teams are ready to provide lifesaving care to those in need 24 hours a day, seven days a week, 365 days a year; and

WHEREAS, access to quality emergency care dramatically improves the survival and recovery rate of those who experience sudden illness or injury; and

WHEREAS, emergency medical services have grown to fill a gap by providing important, out of hospital care, including preventative medicine, follow-up care, and access to telemedicine; and

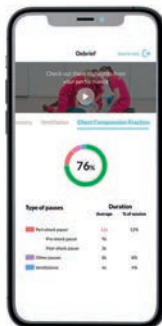
WHEREAS, the emergency medical services system consists of first responders, emergency medical technicians, paramedics, emergency medical dispatchers, firefighters, police officers, educators, administrators, pre-hospital nurses, emergency nurses, emergency physicians, trained members of the public, and other out of hospital medical care providers; and



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Over the last year, the pandemic has given people a small glimpse of the vital role of EMS professionals. The sacrifice and dedication of EMTs, paramedics and other EMS practitioners has rightfully earned them admiration and gratitude in their communities.

Calling us heroes sometimes obscures the fact that—behind those masks—are people who, every day, take on many crucial roles: Healthcare professional. Emergency manager. Social worker. Crisis counselor. Consoler. Caregiver.



This year, for National EMS Week, we honor the many roles of EMS professionals and the people behind the scenes who support them. We also recognize the need to share our story with the rest of the world, to make sure people understand that EMS isn't defined by lights and sirens or ambulance rides. The full portrait of what EMS does and who we are is much more complex, diverse and nuanced.



It's the paramedic who makes sure someone will feed an elderly patient's cat when she's at the hospital.

It's the department that steps up to run testing and vaccination clinics when no one else can.

It's the EMT who holds a child's hand on the way to the hospital to make sure he isn't scared.

It's the crew that spends an hour fighting for a cardiac arrest victim's life at the end of long, sleepless night.

It's the emergency medical professionals who care for our communities, day in and day out.



THIS IS EMS.

CARING FOR OUR COMMUNITIES

Here are stories of your EMS colleagues serving in dynamic and diverse roles throughout the country.

COMMUNICATION IS KEY

Paramedic Heather Edwards prides herself on strong communication, gaining her patients' trust and helping her colleagues manage stress.



COLUMBINE TRAGEDY LEADS TO CAREER IN EMS

How does your past impact your decisions and the direction your life will take? For Heather Edwards, one spring day more than 20 years ago set her on a course for a career in emergency medicine.

Edwards, a paramedic and educator with Denver Health's Paramedic Division, was a sophomore at Columbine High School in Littleton, Colorado, when two teenagers killed 13 people and injured 24 on April 20, 1999.

When Edwards finished high school, she decided to enroll in a first responder course during her first semester of college.

"During that class, I thought about my high school experience a lot and everything kind of clicked for me," she says. "I thought, 'If I'm ever in a situation like that again, I don't want to feel helpless,' and I think that set me on this path."

Edwards explains that there was something that was sparked by that first responder class. "I just said, 'Holy cow—I'm in! This is what I want to do.'"

FINDING A FIT AT DENVER HEALTH

After a decade as a paramedic with Denver Health, Edwards is able to reflect on her career choice and how the field is right for her.

"I think for me, EMS is such a good fit because I love solving problems," she says.

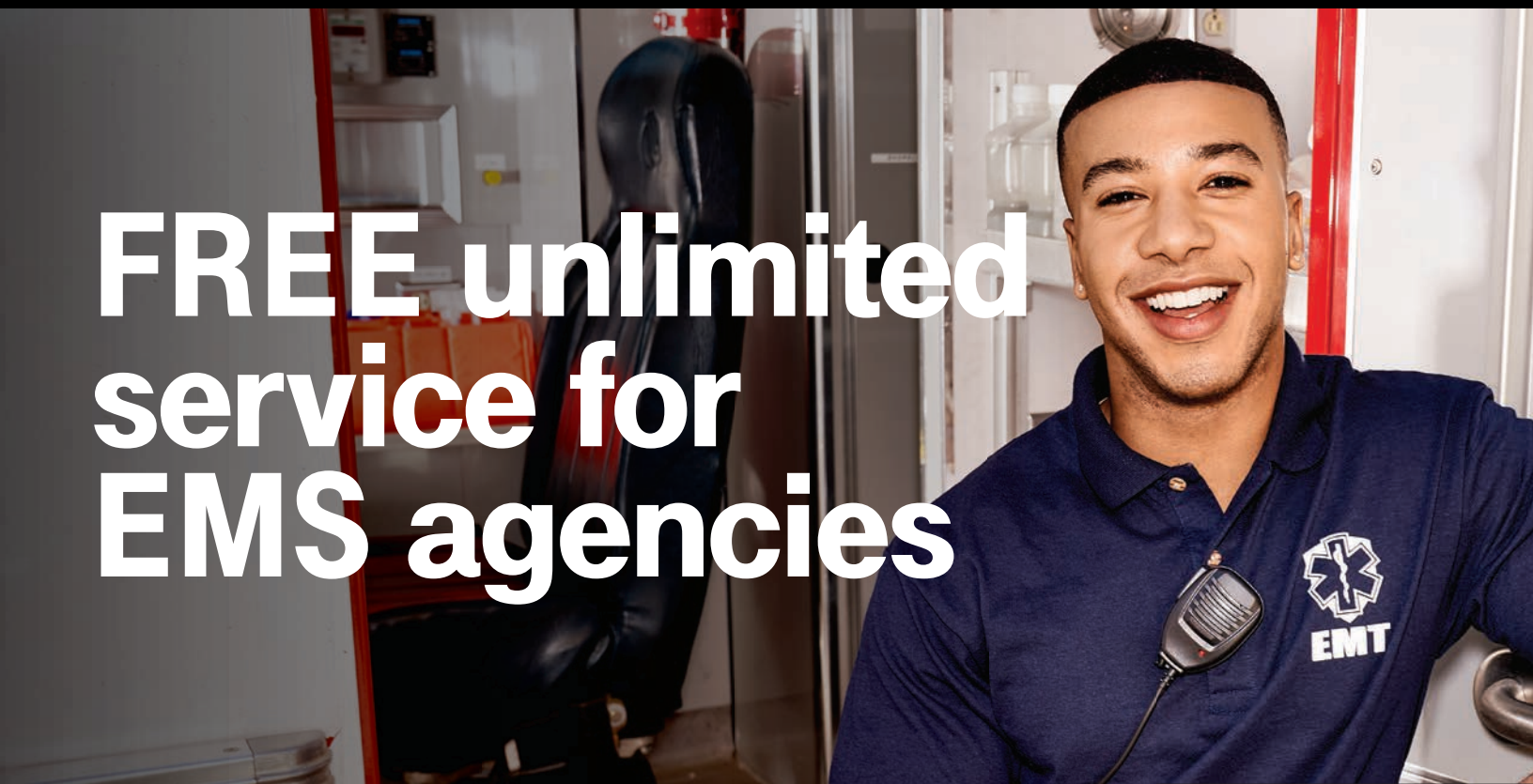
Responding to 911 calls in downtown Denver leaves Edwards little downtime on the job. "We're very, very busy every day," she says. "In much of the city, we work in what's called a dynamic dispersal—where we essentially hang out in a central intersection of downtown so we can get to calls quickly."

In addition to her problem-solving abilities, Edwards cites excellent communication and strong interpersonal skills as critical to success in EMS. She also emphasizes how important it is to manage her mental health.

"I do a good job of navigating any feelings of stress. So externally, it's all calm and organized and I maintain my ability to do my job," she says. "Above all, I tend to do really, really well under pressure."

GAINING THE TRUST OF HER PATIENTS

Edwards takes pride in her ability to gain patients' trust, which is especially helpful when they are reluctant to go to the hospital. "I try to do a careful job of explaining to the patient what they have going on and why it's critical that they go," she says. "It's



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all about convincing someone to trust you and to believe in you, so they will willingly go with you.”

“I frequently have to say, ‘Look we have to go. I know you don’t want to go, but let’s work on this together.’ Most people just want to be listened to; they want to be heard.”

Edwards believes that everyone in EMS sees such a broad spectrum of human hardships and tragedies that it’s important to keep a positive attitude and be able to relax with co-workers. “I think [humor is] a good coping mechanism for EMS.” After a particularly stressful call, she loves to be able to decompress and share some conversation and laughs with her colleagues.

EMS EDUCATOR FACES NEW CHALLENGES

Yolanda Johnson spent 10 years on an ambulance in Peoria, IL, before becoming an EMS instructor.



PASSING ON A LOVE FOR EMS

Yolanda Johnson drove by Advanced Medical Transport of Central Illinois’s headquarters every day on her way to work at a facility for the mentally and physically disabled. At the time, she didn’t even know that the organization, known as AMT, was a local EMS service.

“But I remember noticing a ‘Now Hiring’ sign on the building,” says Johnson. “Around the same time, I was watching the local news and they were covering an accident.”

She recalls noticing a woman who looked a lot like her.

“When I saw her—a young, black woman who was part of the rescue team wearing her AMT uniform, it just clicked for me,” Johnson says. That’s when she decided to shift to a career in EMS, saying to herself, “I bet I can do that.”

It turns out that Johnson, who was always interested in healthcare, was a perfect fit. Today, after more than 13 years at AMT in Peoria, Illinois, first as an EMT on an ambulance and now as an EMS educator, Johnson is thrilled to pass on her knowledge. “I like watching each student come on the first day—nervous, afraid and uncertain. But, by the end of the program, they’re more confident and educated on all the basics of becoming an EMT.”

THINGS GET REAL ON DAY THREE

Although she values in-class training immensely, Johnson believes that experience provides the best education. She remembers when things got real her third day in the field. “We got a call for a motor vehicle accident, but when we arrived on scene, it was much more than an MVA. The patient had actually been shot in the head and left for dead. I was calm, cool and shaking in my boots all at the same time,” she laughs. “To make matters worse, the patient was combative and didn’t want anyone touching him except me. Thankfully, the seasoned medic I was with really knew her stuff and she walked me through every step perfectly within my scope of practice.”

It became clear on that day that EMS was going to be an exciting and challenging career. “You know, as an EMT, you’re part cardiologist, part pulmonologist, part endocrinologist and everything else,” Johnson says. “We have to be good at all of it.”

EDUCATING THE NEXT GENERATION

After 10 years on an ambulance, Johnson now spends most of her time educating new EMTs as an EMS Lead Instructor, CPR Instructor and coordinator of AMT’s Cardio Reviver program, which donates to nonprofits that meet the criteria of public access AEDs and trains lay people in CPR.

“Preparing for a class takes a full day,” she says. “I make sure to stay current with the trends of EMS. I research, read and make presentations and study guides for each chapter. Each class is different so I cannot approach each class the same and I am always looking for new ideas to teach.”

Due to COVID-19, Johnson has moved many of her courses online, which has made everyone work harder. “I was definitely a little uncertain about it at first,” she says. “I thought, ‘How can I present all of this information to new students—all of whom have

I tell my students that every day is not going to be a good day and that we are not saving everyone. All we can do is work to the best of our abilities.

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no idea about EMS?’ They have to really want this for it to work.”

Fortunately, AMT has the space to accommodate small groups of students for in-person, hands-on sessions once they’ve completed the online course. “I tell my students to come in mentally prepared because the time we get to spend at our facility is short—and valuable. It’s all about the hands-on experience and giving students constructive feedback. I want to see and hear how they interact with the mannequin—what they say and what they do. EMS is all about communication and the touch.”

ADVICE FOR EMS PEERS

What advice does Johnson have for other EMS professionals? She emphasizes two things: Be vocal about your career goals and take care of your mental health.

“If you want to move ahead, of course you need to work hard and prove yourself, but you have to let it be known when you’re interested in a new position,” says Johnson. “Knowing the job, having enthusiasm, a can-do attitude, being approachable and available, being easy to talk to—those are all things that play into your success. But above all, let your goals be known.”

Johnson understands that the mental toll on EMTs is real and she even teaches a dedicated well-being class. She recommends prioritizing communication with colleagues and management, having regular debriefing sessions and taking mental health days when things get overwhelming.

“I tell my students that every day is not going to be a good day and that we are not saving everyone,” she says. “All we can do is work to the best of our abilities.”

EMS IN DEATH VALLEY NATIONAL PARK

He’s part EMT, part park ranger and part law enforcement officer: Meet Max Gallegos, a law enforcement ranger in Death Valley National Park. Gallegos plays a crucial role in protecting the park’s 3.4 million acres of California and Nevada desert and the 1.7 million people who visit it each year.



SAVING LIVES IN DEATH VALLEY

Law Enforcement Ranger Max Gallegos provides EMS, enforces laws and fights fires on 3.4 million acres of national park land.

Despite its ominous name, Death Valley is full of life—with busy campgrounds, popular hiking trails and bustling resorts. A place of extremes, Death Valley is the hottest, driest and lowest place in North America, yet it can be exceptionally cold in the winter, and sudden storms can produce unexpected flooding in the basin floor.

So what does EMS look like somewhere that’s both beautiful and dangerous? “It’s great,” says Gallegos, a native of New Mexico. “But it’s a lot of land to cover with limited resources, so it can sometimes feel overwhelming.” Gallegos spends most of his time in his vehicle and sometimes drives 200 to 300 miles a day.

Gallegos and his colleagues are responsible for all medical response inside the park, which is roughly the size of Connecticut. Every ranger working in the park is an EMT, a paramedic or part of the National Park Service’s ParkMedic program. Several, including Gallegos, are also firefighters, responding to structural and wildland fires, motor vehicle accidents, hazmat incidents and other emergencies.

TRAINING FOR THE PARK SERVICE

In 2017, Gallegos went through the ParkMedic program, which the National Park Service runs in partnership with UCSF Fresno. ParkMedics are certified as Nationally Registered Advanced-EMTs, with an enhanced scope of practice within Park Service boundaries. More recently, he trained to become a law enforcement ranger.

“A law enforcement ranger is a one-stop-shop for pretty much everything,” Gallegos explains. “We

BE AN INSPIRED LEADER AT PINNACLE

For more than 15 years, Pinnacle has offered EMS leaders a chance to briefly escape day-to-day challenges and gain insight into what tomorrow holds. This year, these conversations take on new importance as we come together for the first time since the onset of a global pandemic.

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I like that every day is a fresh set of circumstances.

enforce federal rules and regulations to protect public lands and resources from things like poaching or theft of minerals or driving off-road. We also enforce the more typical criminal issues, such as burglary, DUIs and speeding tickets.”

Gallegos explains that rangers are in charge of search and rescue for lost or injured visitors, and they help with the occasional maintenance projects, litter cleanup, vehicle problems and wildlife management.

“If it happens in the park, chances are we’re helping out somehow,” he says.

JACK-OF-ALL-TRADES JOB

In an environment where temperatures regularly soar past 120 degrees, the most common EMS calls for Gallegos are related to heat-related illnesses, but he also sees his share of falls and car accidents. Death Valley operates two ambulances within the park, but the nearest hospital is almost 90 minutes away, so park EMS sometimes relies on helicopters for transport.

Gallegos got his start in EMS prior to joining the Park Service, with stints at a fire department in his native New Mexico, the US Forest Service in California and a private ambulance company. He also spent one season working at Yosemite National Park prior to Death Valley.

“I like that every day is a fresh set of circumstances,” he says. He may spend a day helping fix a flat tire, rescuing a stray bird and getting a drunk driver off the road. “This job is one of the few remaining jack-of-all trades professions left in the world, and because I’ve done lots of very different things throughout my life, I’m a generalist. I’m good at troubleshooting random circumstances and obstacles.”

Although the austere environment of Death Valley means Gallegos and his colleagues often respond to serious vehicle crashes, wildfires and difficult technical rescues from helicopters, his biggest challenges as an EMS practitioner resemble the ones faced by EMS practitioners everywhere.

“The more I think about it, the thing that’s often the trickiest is mental health emergencies,” he

says. “Those situations require a lot of the ‘soft’ skills that are not often taught and usually require some combination of interpersonal skill and depth of experience.”

Unfortunately, Death Valley attracts a number of suicidal individuals. Gallegos says some of his hardest days are those dealing with mental health crises. “You have to spend time, have patience, exercise empathy and build rapport with someone who is going through something you often cannot do anything about, but can only guide them to a space where they hopefully feel safe until they reach professional help.”

Working for the National Park Service, Gallegos has been impressed by the sense of responsibility and duty that he shares with his colleagues. “I think, like most people, Park Service employees take pride in their work,” he says, “but being here alongside everyone, it’s really amazing how strongly everyone feels about protecting and conserving public lands and the care and stewardship they feel.”



RURAL VOLUNTEER THRIVES IN THE FIRE-RESCUE WORLD

20-year-old Kaylee Eckert transports patients for up to an hour in her service for the Goochland County, VA, Fire & Rescue Department.

LEARNING FROM HER FIREHOUSE FAMILY

At just 20 years old, Kaylee Eckert is already an incredibly accomplished EMS provider. She became a National Registry EMT as a sophomore in high school and has spent the past three years volunteering at Goochland County Fire & Rescue Department in a rural community outside of Richmond, Virginia. She’s currently in her sophomore year of nursing school at Longwood University and is one of

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Goochland's most recently certified CPR instructors. And there's more: Eckert also works at Virginia Commonwealth University Medical Center in the Pediatric ED as a care partner, where she also completed a mini emergency medicine fellowship with multiple attending physicians.

THRIVING UNDER PRESSURE

Yes, she's just as busy as she sounds. "If I'm not in school, my whole life is volunteering and working," Eckert says. Her résumé is undoubtedly impressive, but what makes EMS so rewarding for Eckert? She admits to thriving under pressure. Early on, she discovered she craves the adrenaline rush she gets from "the critical thinking, quick actions and even the massive amounts of continuing education."

"It just makes sense when I'm a part of it," she adds. "I truly cannot imagine what my life would be like without the fire-rescue world."

LONG RIDES IN THE COUNTRY

With a population of 23,000 spread out over 290 square miles, Goochland County includes some very rural areas. Hospital transport times can vary from five minutes to nearly an hour depending on where in the county you're coming from. "When you're 45 minutes away from the nearest hospital, you really need to be able to trust your providers," Eckert says. These long hauls would be daunting to many in EMS, but they are not unusual in Goochland County. "I really like the longer transports," she explains. "That's when I get to connect with patients, soothe their worries and build rapport."

FIREHOUSE WISDOM

Eckert refers to her peers as her "firehouse family" and considers them her closest friends. In addition to the EMS training and mentorship they have provided, they have also helped her develop life skills that have nothing to do with emergency medicine but are invaluable nonetheless.

"I've learned how to do my taxes, apply for loans and even change a car tire," she says. "The amount of wisdom and perspective that I've gained has been life-changing for me. I'm grateful every day for the people I've met and the things I've seen, because I know it prepares me for life more than any high school or college class."



ADVOCATING FOR EMERGENCY MEDICINE

Paramedic Ralph Young has spent three decades supporting the Rosebud Sioux Tribe Ambulance Service in South Dakota.

SOUTH DAKOTA PARAMEDIC FINDS HIS CALLING

As a high-school dropout, Ralph Young was unemployed and struggling. He began helping out at the Rosebud Sioux Tribe Ambulance Service, typically answering phones or the radio. Occasionally, he was given other tasks.

"We had a thing called 'the body run,' which I ended up getting recruited for quite often," says Young. "When an autopsy was ordered, the body had to be taken to Rapid City and normally that happened late at night. Well, that's about a three-hour drive with a fresh corpse. I don't think I have to tell you that some freaky things happen late at night going through the Badlands on Highway 44 with a body in the back of your van."

Despite an introduction to EMS that might have scared off others, Young had found his calling. A member of the Sicangu Lakota nation, the father of seven has served as a paramedic for more than two decades on the Rosebud Sioux Indian Reservation in South Dakota where he was born and raised.

FINDING A CAREER IN EMS

His official training began when he heard the Indian Health Service was hosting an EMT class in Sturgis. "The EMS director at that time, Mr. Lino Spotted Elk, said, 'Hey Ralph, if you pass that test, I'll give you a job.' So I caught a bus and went to school."

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This field is definitely a calling and not just a job.

Young became a certified EMT in 1997 and a paramedic a few years later. He occasionally took part-time EMS jobs on other reservations, but always remained a paramedic at Rosebud Sioux Tribe Ambulance Service.

During his 30 years with the agency, Young has taken on many roles. He has served as a transport driver, dispatcher, EMT-Basic, EMT-Intermediate, paramedic, critical care paramedic, deputy coroner, shift supervisor, and even Program Director for two years. In his current role as operations manager and deputy director, Young handles a lot of personnel matters as well as public relations.

As an advocate for the profession, Young feels strongly about the level of respect that EMS deserves. "Something must be said about the amount of public trust placed in the EMS system and its members," he explains. "This is huge and cannot be in question." He also feels particularly offended by the term "ambulance driver." Young calls this term "derogatory and insulting to those in our profession." He says, "At the very least, this person who is trained to provide life-saving procedures should be called the 'operator' or the 'pilot.'"

EMS ON TRIBAL LAND

"In our location, we are considered the 'frontier,' and do not have ancillary services that you might see near any city or more densely populated area," Young says. "We have a small, five-bed ER, no OB and no surgical services." He says this makes things very difficult if employees have a poor work ethic, are sick or unable to work. It's also particularly challenging when patients have complicated medical problems or special needs.

Due to lack of resources and personnel, many employees of Rosebud Ambulance Service must perform other duties than what they were hired for.

"This field is definitely a calling and not just a job," Young says. His service frequently has EMTs driving the van and dispatching, for instance. That also means he and his colleagues in leadership positions frequently get a chance to get back out in the field. "I still occasionally do the jobs of each employee in my charge, depending on our situation," he says.

Young believes there are many adventures in emergency medicine, "some good and some bad."

"Always remember to stick with your foundation, stay true to your values and everything will be all right," he says when asked how he weathers the storms. "Be an advocate for that person who called you in their time of greatest need, act in their best interest and do no harm."

Young feels that, ultimately, emergency medicine is a sacrifice.

"In this field, the job really comes first and will prevent you from having any kind of home life on far too many occasions," he says. "But in the end, you will have peace knowing that you did everything that was necessary to protect the village and provide that measure of peace and safety for those of your community, and that matters to me. In our culture, that is the life of a warrior, and that's good enough for me."



EMS ON A BUSY CONSTRUCTION SITE

Nashville, TN, EMT Savanna Fatony conducts health and wellness checks, prevents accidents before they happen and responds to medical emergencies.

BUILDING A CAREER AS A CONSTRUCTION SITE MEDIC

Savanna Fatony is an EMT who's never worked in an ambulance or a hospital. "What I do is a little strange and somewhat unheard of in the EMS world," explains Fatony, a former U.S. Army combat medic. Fatony has spent the past two years employed as a health and safety medical technician for Amphibious Medics, a company that provides occupational health and wellness services on construction sites and in industrial settings. Her current assignment is on a large construction site in Nashville, Tennessee.

“People are definitely confused when I tell them about my job,” Fatony says. “When I say I work on a construction site, they say, ‘Wait, I thought you were an EMT, are you working construction now?’ and I explain that I’m an EMT who works as an onsite medic.”

A DAY IN THE LIFE

In some ways, Fatony’s job looks like that of most other EMTs or paramedics. She typically arrives before the sun comes up and makes sure all of her equipment is working properly and is ready to go.

She also frequently walks the construction site, making sure she understands the current layout. Fatony has to know how to quickly get to people who need help, whether they are digging a hole or on the 12th floor, and access routes that were available the day before might not be there when she needs them.

“It’s crazy; maybe there is an elevator or a set of stairs one place one day, and the next day it’s barricaded off—totally inaccessible.”

In addition to helping her prepare to respond to emergencies, the site walks also serve as an opportunity for Fatony to prevent accidents before they happen. “I might remind a guy who’s working on live wires to put on his PPE,” she says, “or ask someone else, ‘Where’s your hard hat?’”

Prevention is a major component of Fatony’s job—she also performs “health and wellness” checks for employees, which include blood pressure monitoring and cholesterol and glucose tests, and talking about lifting techniques and the importance of hydration. For some clients, Fatony might also handle things like drug testing, breathalizers for alcohol detection or tetanus immunizations.

That’s not to say things don’t get pretty hectic. “If I receive a call on the phone or radio, I drop whatever I am doing and rush to the scene to provide whatever medical care is required,” she says. “I always carry an aid bag with all of my supplies as well as an AED to eliminate delayed response.”

TRUE TEST OF CONFIDENCE

When major incidents occur, they often test not only Fatony’s medical capabilities but also her communication and scene management skills. Last

year, she says, a worker suffered a crush injury and she responded.

“The site area was very populated so I had to quickly treat the individual while instructing others to clear the area for privacy and emergency response vehicles,” she says. “I had to stay calm and ignore bystanders who were yelling at me to perform certain tasks that would have caused severe damage to the employee’s health, specifically the c-spine. It was a true test of my confidence.” After emergency vehicles arrived, Fatony was thanked by the paramedics for doing exactly what was needed to stabilize the patient and get him to the hospital safely.

“When working this job, you are the go-to person for hundreds of people. I’m the only medic,” she says. “It was daunting at first, but it’s proven to be a source of pride. I’m constantly thanked and reminded of how important my job is—not only to the company hiring us—but to every single person who enters the jobsite.”



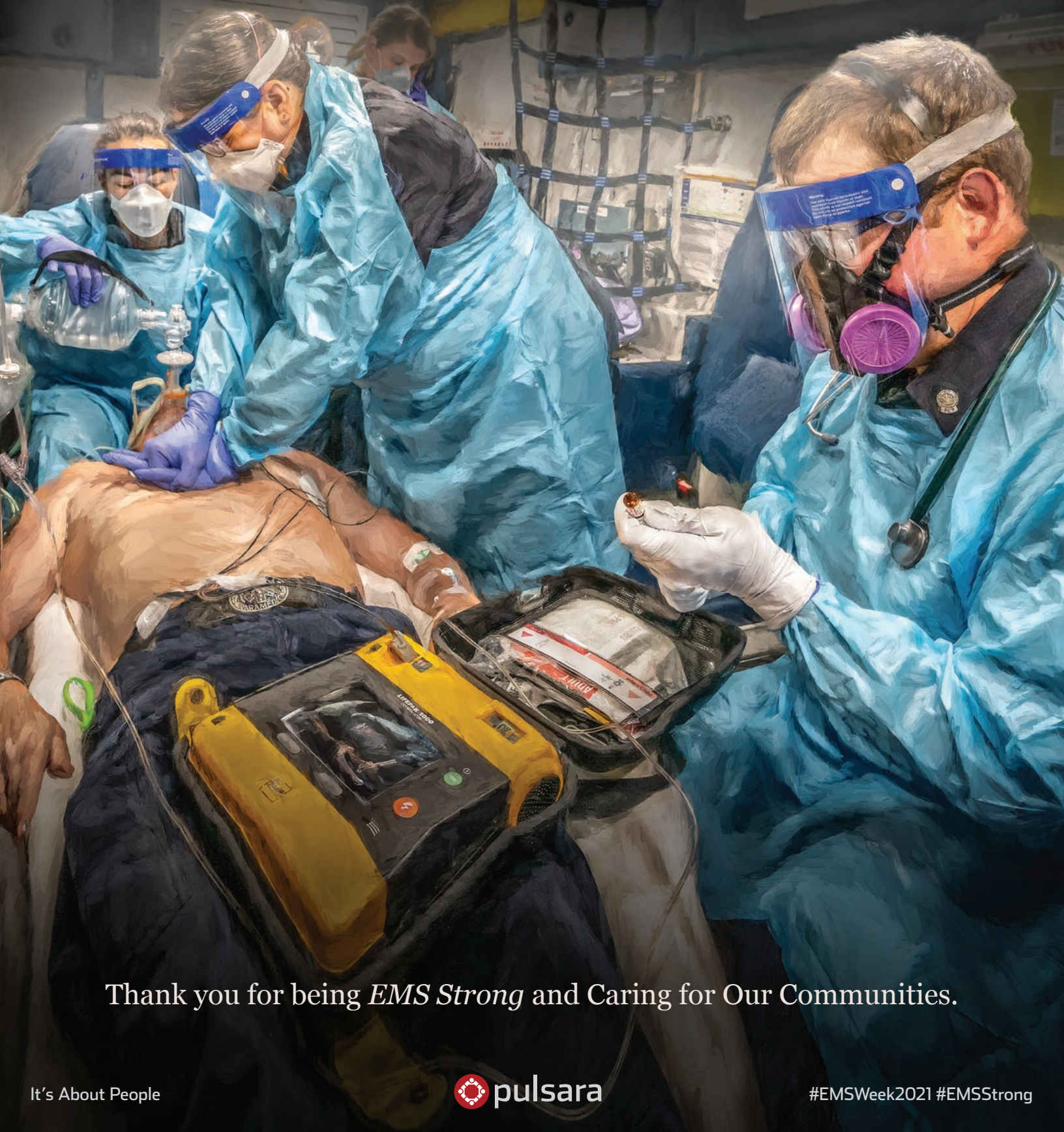
GOING ABOVE AND BEYOND IN PALM BEACH
Captain Jessica Banks of Palm Beach County Fire Rescue has built many successful programs designed to improve patient care and outcomes.

FINDING NEW WAYS TO CARE FOR HER COMMUNITY

When the team arrived at the elderly woman’s home one afternoon, they discovered she was overdue for her prescribed insulin and her blood sugar was high.

“One of the paramedics cooked her an egg while I contacted her physician and checked on her insulin dosage,” says Captain Jessica Banks, a paramedic, firefighter and R.N. with Palm Beach County Fire Rescue in south Florida. In the meantime, our social

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It's all about closing the loop for people and helping them get the services they need.

worker on the scene evaluated her eligibility status and began connecting her with social services.

The scenario is a common one in Palm Beach County, where the fire department responds to many calls for elderly people with chronic health conditions. But it's only in the last few years that the response has changed, thanks to the agency's high-frequency user program, established in conjunction with their hospital partners and other local agencies. The program focuses on individuals who typically make 10 or more 911 calls in a month.

Before Banks and her team left that day, they scheduled a follow-up appointment with the woman's physician and coordinated more frequent home health aide visits. For some patients, the team's primary focus is connecting them to resources they simply don't know how to access, such as veterans who don't realize the benefits they have available to them. Other times, an underlying opioid addiction or other substance abuse problem must be addressed first.

"It's all about closing the loop for people and helping them get the services they need," Banks says.

BUILDING SUCCESSFUL PROGRAMS

Palm Beach County's high-frequency utilizer (HFU) program was developed with the specific goals of improving patient care and outcomes, enhancing the patient experience and reducing overall healthcare costs. It was the first of many successful initiatives spearheaded by Banks, the department's hospital liaison and strategic initiatives coordinator, and her department's Mobile Integrated Health (MIH) program. Although MIH programs have been popping up around the country for several years, Palm Beach's program was one of the first to include licensed clinical social workers on staff, which Banks argues is key to the program's success.

Banks' success with the MIH program led new opportunities, including her role as assistant designated infection control officer, for which she has developed training and education programs and provided guidance for personnel exposed to an infectious disease. In addition, as a narcotics control officer, Banks is also managing the department's compliance with U.S. Drug Enforcement Agency regulations, which she acknowledges is a challenging area for most EMS agencies. In this role, she's consulted with

local law enforcement and also acquired a chemical digestion system for on-site narcotics disposal.

MEETING NEW CHALLENGES

This is not the kind of work that Banks imagined herself doing when she started in EMS 15 years ago. After receiving a B.S. in biology at Palm Beach Atlantic University, Banks was accepted into a physician's assistant program.

"I had a passion for science, medicine and sports since childhood," she says. "I knew I would work in one of those fields, but EMS was not on my radar at first."

That summer, while trying to figure out how to pay for graduate school, she attended Palm Beach State College's EMT school, which included clinical time at a local fire station.

"It was love at first sight," Banks explains. "How did I not know about this? Emergency medicine, fire, athleticism, teamwork, fun and no cubicle! It was a dream job," she says.

After the fire academy and paramedic school, she was hired by Palm Beach County Fire Rescue. She spent 12 years in the field before taking on a position in the office.

"Transitioning from the field to an administrative role also gave me the opportunity to realize new strengths I was unaware of, like legislative matters, finance and new program development and implementation," she says.

This year, after three years in administration and having recently been promoted to captain, Banks is once again heading back into the field to serve as a company officer. She's excited to return to the station and face new challenges and opportunities for growth. Responding to calls as a captain will also provide a new vantage point for Banks to observe the programs she helped create and seek out other ways to better serve people in the community.

"Our agency incorporates progressive, evidenced-based care and treatment practices and offers opportunities to serve in many different areas," Banks says. "I'm fortunate to work for an organization that encourages upward mobility and promotes innovative service delivery models." 🌟

THANK YOU

“ From the National Registry to each one of you in the EMS community, we want to say **THANK YOU** for your tireless work and dedication to keep our communities safe. We understand the challenges you face day in and day out and know the COVID-19 pandemic has made the work you do even tougher. We stand beside you as your trusted partner and the Nation’s EMS certification organization.”

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EXECUTIVE DIRECTOR



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CARING FOR OUR COMMUNITIES DURING A PANDEMIC

Last year's EMS Week exemplified the 2020 theme: Ready Today. Preparing for Tomorrow.



A YEAR LIKE NO OTHER

During EMS Week 2020, Philadelphia Fire Department crews faced staff shortages due to COVID-19.

Week would be much different. EMS personnel had already donned masks, socially distanced and prepared for a barrage of calls. EMS systems across the country found themselves putting their typical EMS Week celebrations on hold—or online. They focused instead on adapting to a completely new set of circumstances that impacted every facet of EMS.

“We had to quickly respond to the pandemic by adjusting to the transport volume by moving units around to meet demand,” Rempel says. “We also created a unique new-hire orientation classroom environment, provided [COVID] screeners to local community partners, implemented enhanced decontamination procedures and continued finding unique ways to recognize our frontline workers while still maintaining social distancing practices.”

When the outbreak worsened, some San Diego AMR staff dispatched to New York, New Jersey, Northern California and Imperial County, says Rempel, so the department postponed EMS Week celebrations until the fall. Even then, the festivities could not be held in person; staff members were honored via social media posts, daily raffles and AMR swag.

Most years, San Diego's American Medical Response (AMR) operation hosts a number of events to celebrate their crews during EMS Week, like barbecues, World CPR Day (a hands-only CPR training campaign) and live raffles for its providers.

“We would also invite community partners to join in the festivities such as the San Diego Padres' Pad Squad, hold JEMS Facebook live sessions and provide our employees with gifts,” says Claudia Rempel, the department's operations manager and leader of the planning committee for EMS Week. Crews have also been recognized at city council and county board of supervisors meetings.

Long before the third week of May 2020, it was clear that—just like everything else that year—EMS

Long before the third week of May 2020, it was clear that—just like everything else that year—EMS Week would be much different.

Before the AMR crews and others could come to help, New York and New Jersey were bearing the brunt of the first COVID-19 wave in the United States. The annual Fire Department of New York



EMS ADAPTS TO A PANDEMIC

Claudia Rempel, San Diego's AMR operations manager, had to put its typical EMS Week celebrations on hold—or online.

The fatigue from being hammered with these calls was just horrible.

EMS Week poster resembled an ad for a PPE manufacturer, featuring seven clinicians in N95 masks—symbolizing the impact the pandemic had on EMS Week and the profession.

Mark Richards, a part-time paramedic at Holy Name Medical Center in New Jersey's Bergen County, witnessed that first onslaught of cases.

"The fatigue from being hammered with these calls was just horrible, and I wasn't even doing it full-time," says Richards, a retired law enforcement officer. Holy Name was the first hospital in the area to receive a COVID-positive patient, and eventually, Richards says, it became strictly reserved for patients with COVID-19. This was true for most other hospitals in the county—although that designation was hardly needed, as few people without COVID-19 even sought medical care.

People were terrified of catching COVID-19 in emergency departments, so the only ones calling 9-1-1 were in true critical condition, "literally taking their last breath to call for help," says Richards. "Nobody came to the hospital—none of the drunks, none of the psychs, none of the broken arms. No MIs. It just stopped." While call volumes initially decreased, they soon skyrocketed along with the number of positive cases. As Bergen County hospitals became more overwhelmed, they added additional ICUs to accommodate the influx of patients. Holy Name gave paramedics the option to either work in the street or with code teams in the hospital. Richards temporarily chose the latter. In the hospital, calls for rapid responses and codes came nearly every 15 minutes, and teams stepped into each room with trepidation, wondering if their PPE would be sufficient to protect them from the novel virus.

"I've been in EMS for almost 40 years and I have never encountered anything like this," he says, adding, "I hope I never do [again]."

In Philadelphia each year, EMS Week commences with a proclamation from the mayor followed by a ceremony at Fireman's Hall Museum to celebrate the EMS Provider of the Year. Hospitals and fire stations are visited by Fire Commissioner Adam Thiel, who thanks them in person for their service. Philadelphia Fire Department's daily social media posts highlight EMS providers. In 2020, the ceremony had to be postponed, and the department announced

the Provider of the Year recipient—paramedic Captain April Smallwood—online. During EMS Week, instead of celebrations, Commissioner Thiel attended daily briefings along with other top city officials. They also established a task force for tracking and monitoring the test results and quarantine periods of department members exposed to COVID-19. Those daily briefings continued throughout 2020 and into this year.

Like in New Jersey, non-COVID-19 calls decreased in Philadelphia, as people stayed away from ambulances and emergency rooms in the hopes of avoiding COVID. During EMS Week 2020, Philadelphia Fire Department crews were responding to 630 to 700 calls each day—enough to stay busy, but significantly less than a typical day prior to the pandemic. That was hardly a respite, though, as the department also faced staff shortages due to members testing positive for the virus or quarantining after exposures.

With the roll-out of vaccines and other measures, Thiel is hopeful that this year's EMS Week can look more like those prior to 2020.

"In 2021, I hope it will be safe to recognize and honor our EMS providers in person for their incredible, selfless work, not only during the pandemic, but every day across our city," he says.

Rempel agrees, saying that if it's safe to do so in 2021, she hopes her agency can celebrate EMS Week together and continue to offer free compression-only CPR training to San Diego County residents.

"Our management team misses being able to recognize our frontline employees in person and serving them at our annual EMS Week breakfast and barbeque," she says. "We will also likely look at new ways to celebrate EMS Week and recognize our hard-working employees."

Whatever 2021 looks like, one thing is clear: EMS Week 2020 was like none other in the nearly five decades since its inception. And while most of us were ready to put 2020 behind us and look forward to a better 2021, the dedication of EMS professionals caring for their communities during the third week of May demonstrated exactly why we celebrate them every year. 🇺🇸



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A SEAT AT THE TABLE

It's time for EMS to take the lead in making sure our healthcare partners know who we are.



JEFFREY M. GOODLOE,
MD, NRP, FACEP, FAEMS



BRYAN JONES, NRP

**By Jeffrey M. Goodloe, MD, NRP, FACEP, FAEMS,
and Bryan Jones, NRP**

Have you ever left the hospital after bringing a patient to the emergency room, turned to your partner, and said, “I don’t think the doctor listened to a word I said”? Or maybe left a meeting with hospital administrators and thought, “They don’t understand what we do”?

If you’re an EMS leader or practitioner, there’s a good chance you have. Our profession has often expressed frustration at feeling disrespected or being left out of the healthcare conversations—in our communities and at state and national levels. It’s rarely an intentional snub to EMS, but instead the result of ignorance. If you don’t know what you don’t know, then how do you know? And who else will teach our healthcare partners besides us?

Any time we can share the success of EMS, or even help to educate about the challenges we are working to overcome, and we hear a response of, “I had no idea you do that in EMS...” then that’s another win for helping someone better understand and better appreciate the important role of EMS in the healthcare continuum. Our profession is still relatively young, which might mean people don’t understand us—but also means we have a great opportunity to still tell our story and shape our healthcare partners’ views of prehospital practitioners. Here are just a few steps we all can take to make that happen.

Our profession is still relatively young, which might mean people don’t understand us—but also means we have a great opportunity to still tell our story and shape our healthcare partners’ views of prehospital practitioners.

EARN RESPECT. When other healthcare professionals—clinical or administrative—think of EMS, what are some of the first words that come to their minds? Words such as approachable, collaborative, insightful, thoughtful, team-oriented, caring and open-minded are all indicators we’re on the right track. And frankly, making sure those words come to mind is work; it doesn’t just happen. We have to remember that how we act is about more than the current moment or the patient right in front of us.

This is actually pretty simple, but it also happens to be uncomfortable. We all like to be liked and appreciated. To be certain, all of us have at least some folks in our communities who are grateful for EMS.

Sometimes that includes all the local emergency physicians, emergency nurses and hospital administration leaders. But sometimes it doesn’t. Maybe it’s because their attitudes and actions aren’t right. Hmm. Maybe it’s because our attitudes and actions haven’t always been right. Gulp.

First, whether it’s a happy situation or a tense situation, we need to be realistic about what the situation is. Likely, it’s not all bad... or all good. So, there’s room to improve for all of us.

BUILD RELATIONSHIPS. Part of getting a seat at the table is simply showing up and taking one. While most emergency physicians and nurses understand that EMS practitioners are more than just ambulance drivers, that isn’t as true throughout the rest of healthcare. Want to show how critical you are to improving outcomes for cardiac patients? Invite your department to the next hospital cardiac

quality improvement meeting. Show up in uniform, pay attention and ask questions. Not only will this simply show that EMS cares about, and plays a role in, the quality of patient care, it also will help you build critical relationships with your community's healthcare leaders.

Another thing about these relationships: focus on what you can do for the patient and the healthcare partner, not what it means for EMS. A wise man, Zig Ziglar, was fond of saying that you can have everything in life you want if you will just help enough other people get what they want first. There's a lot of wisdom in that saying. It gets to that relational aspect of talking with others we mentioned earlier.

While most emergency physicians and nurses understand that EMS practitioners are more than just ambulance drivers, that isn't as true throughout the rest of healthcare.

For example, off-load delays at the ED might impact your units' availability, your clinicians' satisfaction and your response times—and that's all important. But start the conversation by acknowledging that the hospital isn't trying to hurt you and is likely dealing with patient flow issues that they aren't happy with either. Ask how you can help them address those problems in a way that might achieve both of your goals. And focus on making a positive impact on the health of patients and the community, a goal that every healthcare leader can understand and rally behind. You'll know you've succeeded when hospital administrators start calling you to ask how policy changes they are contemplating would impact your operations.

GET EDUCATED. We can't overvalue the importance of education. Part of it is simply about respect—for better or worse, our colleagues in healthcare will likely respect us more if we have more letters after our names. But it's much more than that. We've done a great job of teaching EMTs and paramedics

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EMS must be able to produce data in a valid, reliable way that can be understood by the rest of healthcare.

when and how to provide important treatments in the field, but we've struggled when it comes to teaching them how they fit into the bigger picture of healthcare, and how to communicate and work with healthcare partners. Encouraging EMS practitioners to expand their knowledge into other areas—public health, business administration, research and more—will also help build bridges. And then there's less formal education, which, unfortunately, has become harder to get. Decades ago, the first EMS clinicians spent much of their time learning from physicians and nurses, shadowing them in hospitals. While it's fantastic that we now have a robust EMS education system, with trained EMS educators leading the way, we're losing those natural inter-relational opportunities because we're no longer in the same building. Solutions to this can be small, such as finding ways for EMS practitioners to spend a few hours shadowing nurses, physicians and other clinicians, and offering EMS ride-alongs in return. Or they can be more significant, such as medical schools that require first-year students to become EMTs and work on ambulances.

TALK THE TALK. We're really good in EMS at talking the language of our public safety partners—and that's absolutely critical, as we work on scenes with them every day. But where we need to improve is in talking like healthcare professionals within larger health and hospital systems. Attending those hospital quality meetings or board meetings can help you learn what outcomes they are looking at, how they measure them and how they communicate about them. It's not just the terminology, but the data—no longer is it sufficient to just tell them you impact their door-to-needle times for stroke patients. EMS must be able to produce data in a valid, reliable way that can be understood by the rest of healthcare.

That doesn't mean you always have the answers right away—it's okay to say you'll need to go find them. But having the infrastructure to get the data you need in order to have those conversations is absolutely vital.

We've seen an increased recognition of the role EMS can play in a community since the first ambulance crew transported a patient with the novel coronavirus more than a year ago. But that means it's even more important to keep that momentum going as we, hopefully, move past this pandemic and can once again focus on the numerous ways we help care for our communities. Being an integrated part

of the healthcare system takes meaningful action on our part. To get our seat at the table, we can't just wait for an invitation or complain about being left out—it's time to pull up a chair and show why we belong. 🇺🇸

DR. JEFFREY M. GOODLOE is chief medical officer for the EMS system for metropolitan Oklahoma City and Tulsa and also a professor of emergency medicine and section chief of EMS in the Department of Emergency Medicine at The University of Oklahoma School of Community Medicine. He is also a member of the American College of Emergency Physicians Board of Directors.

BRYAN JONES is chief of support services for the Emergency Medical Services Authority, which provides prehospital care in Oklahoma City and Tulsa. In his three decades in EMS, he has served in many roles, including critical care medic, operations supervisor, clinical educator and flight paramedic.

Thank You

For Your Service to Your Patients and Community!



We are honored to serve EMS practitioners.

We are grateful for Paramedics and EMTs serving their patients and communities with remarkable dedication, commitment, and courage.

Our nation has witnessed your challenges, the sacrifices you and your family make every day, and your tremendous efforts on the frontlines of the pandemic.

NAEMT is proud to serve and help advance the EMS profession. Thank you!

**2021 National
EMS Week:
#emsstrong**

TO CARE FOR YOUR COMMUNITY, YOU ALSO MUST TAKE CARE OF YOURSELF

Managing Stress and Anxiety During the COVID-19 Pandemic and Beyond

STRESS ON THE STREETS

The pandemic has upped the stress level for EMS practitioners who face psychological strain even during normal circumstances.

Despite the enormous challenges EMS practitioners faced on the front lines of the pandemic, some gained a strong sense of purpose and motivation to help.



During times of stress and uncertainty, it's crucial for EMS practitioners to maintain their psychological and emotional health. By staying healthy mentally, EMS practitioners can continue to be there for their communities and their families, while protecting their own well-being.

The COVID-19 pandemic has forced changes in people's lives and routines that were once unthinkable. In the early days of the pandemic, EMS practitioners experienced the sense of loss and disorientation due to lockdowns, cancelled schools and disrupted day-to-day activities that so many in the general public faced.

As the virus surged in communities around the nation, EMS practitioners also had to grapple with the stress of responding to a flood of critically ill patients who were suffering and dying because of the virus.

On top of that, EMS practitioners dealt with the worry of knowing they could potentially be exposed to the virus on the job—or worse, bring the virus home to their families, said Lauren Young, a licensed clinical social worker and coordinator of the medical social work and mobile integrated health programs at Palm Beach Fire Rescue in south Florida.

Despite the enormous challenges EMS practitioners faced on the front lines of the pandemic, some gained a strong sense of purpose and motivation to help. Knowing their community needed them helped them push through their own fear and exhaustion. “Some felt, ‘I was born to do this. I was born to take care of people. There is a storm coming, but I am going to face this down,’” Young said.

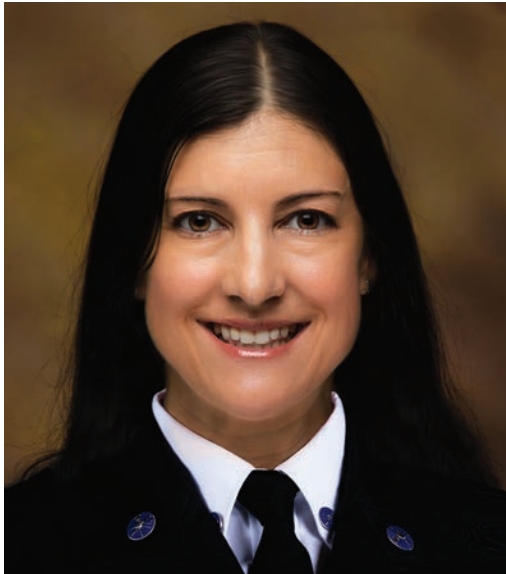
A RANGE OF EMOTIONS

During periods of stress and uncertainty, it's normal for EMS practitioners to feel a range of emotions, including fear, anger and grief. This may manifest in physical symptoms such as a racing heart, difficulty sleeping, gastrointestinal upset or irritability.

Stress, whether due to the pandemic or the psychological strain and physical demands of the job that EMS practitioners experience even under normal circumstances, also has the potential to trigger or

PRIORITIZING YOUR MENTAL HEALTH

Lauren Young, a licensed clinical social worker, says it's important to seek help when stress interferes with your work and ability to enjoy other aspects of life, or when negative feelings trigger substance use or suicidal thoughts.



exacerbate pre-existing mental health conditions, such as depression, anxiety disorders or post-traumatic stress disorder (PTSD).

If these feelings start to become overwhelming and interfere with the ability to work or enjoy other aspects of life, or if the negative feelings trigger substance use or suicidal thoughts, it's important to reach out for help.

"Sometimes we have to let ourselves feel these negative feelings. We cannot go above, below or beside our feelings. We have to face them head on and go through them," Young said. "But when the feelings start to impact our day-to-day experience—impacting our relationships or work, or causing you to drink too much or use drugs—it's important to recognize that and to get help."

During periods of stress and uncertainty, it's normal for EMS practitioners to feel a range of emotions, including fear, anger and grief.

NAEMT Mental Health Resiliency Coordinator Course

If someone in your agency is struggling with a mental health problem, where is the best place to send them for help? How can you tell if someone's behavior or mood falls within the bounds of normal ups and downs, or if they are exhibiting signs of a more serious mental health problem?

NAEMT's Mental Health Resiliency Coordinator Course prepares EMS personnel to provide peer-to-peer support, deliver resiliency resources and tools tailored to the needs of their agency's personnel, and navigate their colleagues to appropriate mental health resources. The course was developed by NAEMT in partnership with TMS Health Quality Institute and with a generous contribution from FirstNet, Built with AT&T.

During eight one-hour virtual learning modules, participants learn de-escalation techniques, and listening and response skills, to help them communicate with their colleagues who may be struggling. The course does not train EMS practitioners to become mental health providers—instead, the goal is to help EMS professionals understand the threats to mental health, identify the symptoms of stress and psychological trauma, and navigate those who need help to the right care.

LESSONS INCLUDE:

- Psychological threats to EMS personnel, the role of the EMS mental health resiliency coordinator and course learning objectives
- Identifying symptoms and signs of mental health stress and trauma
- Developing listening and response skills
- De-escalation techniques
- Taking care of your mental health
- Understanding community support systems
- Navigating those in need to the right care
- Next steps: Building your agency's peer-to-peer mental health resiliency program

The course is scheduled to launch in May 2021.

NAEMT is the nation's largest and most diverse EMS membership organization. To join, visit naemt.org or call 800-34-NAEMT.

211 is available in most areas of the country and provides callers with information on mental health resources and social services.

Young offered these tips to EMS practitioners to cope during the pandemic and beyond.

SPEND TIME WITH FRIENDS AND FAMILY.

Connecting with others, by phone or video if necessary, can reduce anxiety and relieve symptoms of depression. "It's part of our fabric and DNA that we want to be around others. Having a phone call where you get to vent may just be exactly what you need."

TAKE TIME OUT FOR A HOBBY.

Don't have one? Try baking, gardening or reading.

EXERCISE.

Getting moving releases natural, mood-boosting hormones.

MEDITATE.

Research has shown that meditation can reduce anxiety, relieve pain and actually produce measur-

able changes in the brain. You only need about 10 minutes a day of deep breathing and quiet focus to reap many of the benefits. There are lots of apps that offer guided meditation to help get you going.

LISTEN TO MUSIC.

Music has a powerful effect on the brain. Studies have shown that music can lower anxiety and boost the mood.

STEP OUTSIDE.

Soaking up the sunshine and feeling the grass or sand between your toes offers well-documented relief from symptoms of depression.

TAKE A BREAK FROM NEWS MEDIA AND SOCIAL MEDIA.

"In EMS, we need to stay in the know about the virus and the news. But limit how often you check it," Young says. "Try looking at the news or social media once in the morning and once at night."



2019 EMS WORLD INNOVATION AWARDS WINNER

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Quantum™

Fluid Resuscitation without **optimally warmed IV Fluids** or **Whole Blood** is shown to be a significant risk factor for the onset of hypothermia¹. Once conditions deteriorate it is difficult to reverse. **Be proactive - Take immediate action at the Point of Injury!**

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¹ Risk factors for onset of hypothermia in trauma victims: The HypoTraum Trial Lapostolle et al. Critical Care 2012, 16:R142

REV121520

Research has shown that meditation can reduce anxiety, relieve pain and actually produce measurable changes in the brain.

TALK TO YOUR DOCTOR, A MENTAL HEALTH PROFESSIONAL OR CALL 211.

Many people are having a hard time dealing with, well...all of it. Frontline healthcare workers are suffering from high rates of severe anxiety, depression and symptoms of PTSD, research is finding.

A study of 700 ICU healthcare workers in England published in January 2021, in the journal Occupational Health, found that nearly half (45 percent) met the clinical criteria for a serious mental health disorder, including PTSD, problem drinking, severe anxiety or severe depression.

One in eight reported frequent thoughts of self-harm or suicide. Similar research has not yet been done in EMS practitioners, but there is little doubt

that COVID-19 has taken its toll on many frontline medical workers, including paramedics and EMTs.

If you're struggling, reach out for help. 211 is available in most areas of the country and provides callers with information on mental health resources and social services.

EMS agency managers also need to make sure they are looking out for employees who are struggling, and providing resources such as employee assistance programs, peer support and family support. "Make emotional health part of your 'mission focus,'" Young advised. *

Article provided by NAEMT.



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 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**





Pediatric Readiness in Emergency Medical Services Systems: **POLICY STATEMENT**

Review the January 2020 Joint Policy Statement (AAP, ACEP, ENA, NAEMSP, NAEMT) and AAP Technical Report, which provide recommendations on pediatric readiness in EMS systems.

PREPARE YOUR EMS AGENCY



ESSENTIAL RESOURCES

Assess and improve your readiness with the EMS Agency Checklist and Toolkit



PEDIATRIC CHAMPION

Participate in the Pediatric Emergency Care Coordinator (PECC) Workforce Development Collaborative



PEDIATRIC PROTOCOLS

Ensure integration of best evidence into clinical protocols using Model EMS Clinical Guidelines, available at NASEMSO.org

PREHOSPITAL

Pediatric Readiness

Ensure High-Quality Care for Children

Use the EMS Agency Checklist to assess your agency's level of readiness. The Toolkit provides you resources to help fill in gaps as identified in the checklist.

EMSCimprovement.center/domains/prehospital-care



Less than 10% of EMS calls are for **pediatric patients**.^{*}

43.6% of EMS agencies see (on average) **fewer than 1 pediatric patient** a month.^{**}

Pediatric patients often provoke discomfort and anxiety
among EMS personnel.^{*}

^{*} Hewes, Hilary A., et al. "Ready for children: assessing pediatric care coordination and psychomotor skills evaluation in the prehospital setting." *Prehospital Emergency Care* 23.4 (2019): 510-518.

^{**} National Emergency Medical Services for Children Data Analysis Center National Emergency Medical Services for Children Data Analysis Center, "EMS for Children Survey," April 2020.

Created in collaboration with the EMSC Innovation & Improvement Center (EIIC) and the National EMSC Data Analysis Resource Center (NEDARC).

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SO MANY WAYS TO CELEBRATE!

Learn about the five days of EMS Week



These five theme days will help to structure your training, events and celebrations for EMS Week. Make sure to plan something special for each day!

Monday: Education Day

Sponsored by: American Red Cross and Genentech

Education Day seeks to highlight community educational programs, as well as the importance of continuing education for EMS practitioners. This is the ideal day to plan a community injury or illness prevention program and a special CE course for your agency. Consider in-person or online community education programs related to the prevention of falls, burns, poisoning or drowning.

Tuesday: Safety Day

Sponsored by: FirstNet Built with AT&T

Safety Day encourages first 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. This is a great day to highlight stress reduction, self-care and mental health awareness programs. Other options for programs include improved situational awareness, driving and roadway safety, vehicle and device maintenance, proper lifting techniques or violence awareness.



**Car accidents. Natural disasters.
Active shooters. Injuries at home.**

Until Help Arrives is a hands-on, one-hour citizen first responder training course covering severe bleeding control and compression-only CPR developed and taught by emergency medical professionals.

**EMS Week is the perfect time to teach an
Until Help Arrives course in your community.**

Course instructors receive free access to the course curriculum, sample script and more resources. The curriculum and handouts are also available in Spanish.

www.untilhelparrives.org

Wednesday: EMS for Children Day

Sponsored by: Emergency Medical Services for Children (EMSC)

EMS for Children Day highlights the distinctive physiological and psychological aspects of caring for children, and serves as an opportunity to raise awareness about improving specialized care for children in pre-hospital and acute care settings. Consider planning a pediatric care educational event for your clinicians and a community program related to first aid, emergency preparedness, car seats or bicycle safety.

Thursday: Save-A-Life Day (CPR & Stop the Bleed)

Sponsored by: National Registry of Emergency Medical Technicians (NREMT)

It doesn't matter how quickly EMS practitioners get to a scene—bystanders will almost always be there first. Save-A-Life Day empowers the general public to learn and apply steps that can be taken to help save a life. This is an ideal day to schedule community CPR and Stop the Bleed educational courses. Take advantage of the many programs and toolkits available that make it easier to coordinate these programs.

Friday: EMS Recognition Day

Sponsored by: National Highway Traffic Safety Administration (NHTSA) Office of EMS and T-Mobile for Government

On EMS Recognition Day, we honor members of the EMS community who regularly go above and beyond what's expected. It's a day to give gratitude to first responders for their unwavering commitment to serve their communities. Plan a memorial ceremony, an awards event, a special meal, gifts and other honors for EMS Recognition Day.

MARK YOUR CALENDARS!

Visit these sites for information about upcoming EMS events!

National EMS Memorial Weekend of Honor

www.emsmemorial.org

NASEMSO Annual Meeting

www.nasemso.org

Pinnacle Leadership Forum

www.pinnacle-ems.com

Fire-Rescue Med

www.iafc.org

EMS World Expo and NAEMT Annual Meeting

www.emsworldexpo.com

EMS Today/JEMS 2021

www.emstoday.com

RECOGNIZE THE BEST IN EMS!

Nominate your colleagues for a National EMS Award!

Each year, NAEMT collaborates with other organizations to recognize outstanding achievements and contributions in EMS. Nominations close June 28, 2021.

www.naemt.org/initiatives/national-ems-awards



Offering courses which provide essential training for strengthening all-hazards disaster preparedness and response, which are competency based, standardized, and multi-disciplinary.



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**BE PREPARED
WHEN DISASTER STRIKES™**





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EMS

Caring for Our Communities

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**

EMS01

EMS WEEK 2021



EMS STRONG

MAY 16-22, 2021

EMS02

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. *No personalization*

1-24 \$3.75 / 25+ \$3.49

EMS04

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"

\$124.99

EMS30

NEW! DUAL BACK BADGE REEL

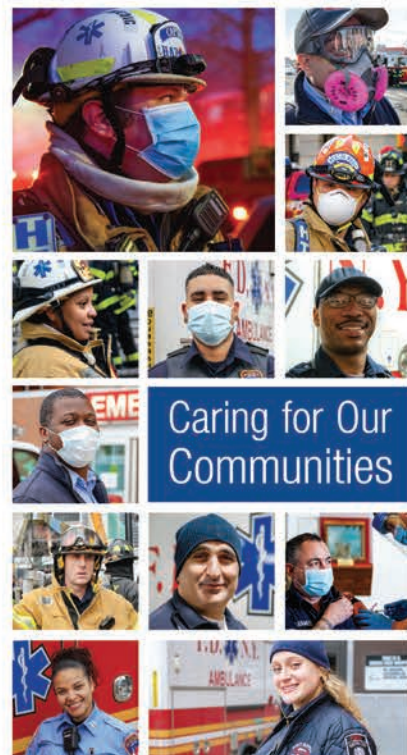
The best of both worlds! This badge reel features both a bull dog clip and a belt clip. It features a new extra-slim welded plastic body, a 24" anti-twist cord and a durable vinyl strap with a mini split ring.

1-49 \$3.49 / 50-99 \$3.39 / 100-249 \$3.29 / 250-499 \$3.19 / 500+ \$2.99

Logo personalization minimum: 150, \$50 setup

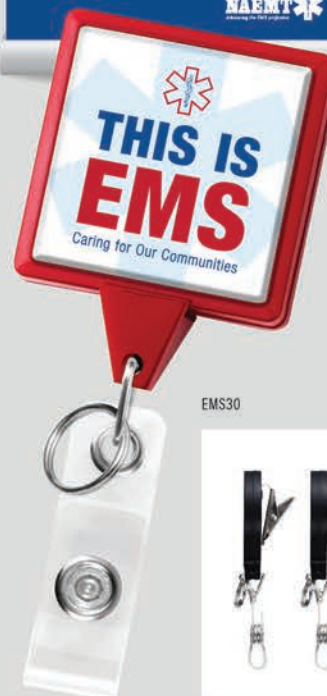
EMS04

THIS IS EMS



EMS STRONG

NAEMT  **American College of Emergency Physicians**



EMS30



BAGS & COOLERS

Need a great way to motivate your staff? Recognize your hard-working team during Emergency Medical Services Week, May 16-22, 2021, 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.

EMS03

TOP SELLER! 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. *No personalization*

\$69.95



EMS29

NEW! ANTIMICROBIAL PEN

Plastic, retractable ballpoint pen with a comfortable grip and chrome accents. The pen is formulated with an antimicrobial additive that is included in the exterior plastic parts, including the grip. The Eversmooth®, gel-like ink gives an extraordinary writing experience. Black ink.

1-49 \$1.89 / 50-99 \$1.79 / 100+ \$1.69

EMS202

COVID-19 HERO LAPEL PIN

A great way to recognize those working through the coronavirus pandemic. Measures 1" x .75" and has a satin antique pewter finish. Made in USA on backside.

1-99 \$3.99 / 100-249 \$3.89 / 250-499 \$3.85 / 500+ \$3.69

EMS203

COVID-19 WARRIOR LAPEL PIN

A great way to recognize those working through the coronavirus pandemic. Measures 1" x .5" and has a satin antique pewter finish. Made in USA on backside.

1-99 \$3.99 / 100-249 \$3.89 / 250-499 \$3.85 / 500+ \$3.69



EMS202

EMS203

EMS204

EMS STRONG LAPEL PIN

Die-struck pins have been an enduring symbol of value and prestige. This pin will project the commitment, innovation and quality of EMS professionals. Tie-tac backing. .875"

1-99 \$3.99 / 100-249 \$2.99 / 250-499 \$2.79 / 500+ \$2.49

EMS205

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 1.5 inches.

1-99 \$8.99 / 100-249 \$8.49 / 250-499 \$7.99 / 500+ \$6.99

EMS206

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 .875" with a military clutch back.

1-99 \$3.99 / 100-249 \$2.99 / 250-499 \$2.79 / 500+ \$2.49



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EMS

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EMS06

UNISEX TEE

This preshrunk, 35/65 cotton/polyester tee is soft and long lasting. The 2021 EMS logo shows beautifully against the heather navy blue shirt.

S, M, L, XL, 2XL (add \$3 for each XXL), 3XL (add \$5 for each XXXL)

1-249 \$7.99 / 250+ \$7.49



EMS05

EMS05

TOP SELLER! EMS FLAG TEE

Preshrunk, heavyweight 6.1-oz. 50/50 cotton/polyester 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 EMS flag logo shows beautifully on the heather navy shirt.

S, M, L, XL, 2XL (add \$3 for each 2XL),
3XL (add \$5 for each 3XL)

1-249 \$10.99 / 250+ \$9.99



EMS07

EMS07

TOP SELLER!

DRI-POWER® ACTIVE UNISEX 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. Black heather.

S, M, L, XL, 2XL (add \$3 for each 2XL),
and 3XL (add \$5 for each 3XL)

1-35 \$9.99 / 36-71 \$9.49 / 72-144 \$8.99 / 145+ \$7.99



EMS08

EMS08

HOODED UNISEX SWEATSHIRT

This NuBlend® pill-resistant fleece is made of 8 oz., 49/51 cotton/polyester and features a seamless body with set-in sleeves, double-needle stitching at stress points, two-ply hood with grommets and drawstring, and a front pouch pocket. Oxford grey.

S, M, L, XL, 2XL (add \$3 for each 2XL),
and 3XL (add \$5 for each 3XL)

1-35 \$29.99 / 36-71 \$28.99 / 72-144 \$27.99
145+ \$26.99



EMS09

EMS09

NEW! DISTRICT® V.I.T.™ FLEECE FULL-ZIP UNISEX HOODIE

This soft fleece is made of 8.3 oz., 60/40 ringspun cotton/polyester with a jersey-lined, two-piece hood, dyed-to-match drawcords with aluminum grommets and a covered aluminum zipper. Navy.

S, M, L, XL, 2XL (add \$3 for each 2XL),
and 3XL (add \$5 for each 3XL)

1-35 \$33.99 / 36-71 \$32.99 / 72-144 \$31.99
145+ \$30.99

WEARABLES

WEARABLES



EMS10

WOMEN'S POLO

The versatile women's 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 five-button placket with dyed-to-match buttons as well as shaped seams and a tapered waist for a flattering fit. The shirt is royal blue with the EMS Week logo transferred on the left chest.

S, M, L, XL, 2XL, 3XL

1-12 \$27.99 / 13-49 \$25.99 / 50-74 \$23.99 / 75+ \$21.99

EMS11

MEN'S POLO

The versatile men's 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. The shirt is royal blue with the EMS Week logo transferred on the left chest.

S, M, L, XL, 2XL, 3X, 4XL

1-12 \$27.99 / 13-49 \$25.99 / 50-74 \$23.99 / 75+ \$21.99



EMS13

NEW! WOMEN'S WATERPROOF SOFTSHELL JACKET

Featuring a waterproof, breathable three-layer construction, as well as ergonomic sleeves, articulated elbows, shaped seams, a tapered waist and a dropped back hem. It also has zippered pockets, upper storm flap, easy-grip zipper pull and cuff tabs with Velcro® closure. Shaped seams, a tapered waist and a dropped back hem. Navy.

S, M, L, XL, 2XL, 3XL

1-11 \$59.99 / 12+ \$58.95

EMS12

NEW! MEN'S WATERPROOF SOFTSHELL JACKET

Featuring a waterproof, breathable three-layer construction, as well as ergonomic sleeves and articulated elbows for a superior fit. It also has zippered pockets, upper storm flap, easy-grip zipper pull and cuff tabs with Velcro® closure. Navy.

S, M, L, XL, 2XL, 3XL, 4XL

1-11 \$59.99 / 12+ \$58.95



EMS14

NEW! MEN'S TECH POCKET SOFTSHELL VEST

This vest offers just enough extra warmth for chilly days or is perfect for layering. It has a waterproof, breathable membrane and a water repellent finish with zippered side pockets and a zippered right chest pocket. Black.

S, M, L, XL, 2XL, 3XL, 4XL, 5XL

\$45.99

EMS15

NEW! WOMEN'S TECH POCKET SOFTSHELL VEST

This vest offers just enough extra warmth for chilly days or is perfect for layering. It has a waterproof, breathable membrane and a water repellent finish with zippered side pockets and a zippered right chest pocket. Black.

S, M, L, XL, 2XL, 3XL

\$45.99

ALL APPAREL ITEMS ON THIS PAGE

Logo personalization minimum: 12, \$50 setup **May be combined with the same style items either men's or women's sizes to meet 12 piece minimum**



EMS

Caring for Our Communities

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EMS21

NEW!

15" COMPUTER RUCKSACK

Computer rucksack features a large open main compartment with padded computer pocket that can hold up to a 15 inch laptop. A cinch closure for the main compartment with a flap and double clip provide extra security and protection. The front zippered pocket, adjustable padded shoulder strap and a top carry handle provide maximum comfort and convenience. Contents not included. 16.5" H X 10.5" W X 6.5" D

1-24 \$19.99 / 25-49 \$19.49 / 50-99 \$18.99 / 100-249 \$17.99
250-499 \$16.99 / 500+ \$15.99

Logo personalization minimum: 48, \$50 setup

EMS16

NEW! INSULATED NONWOVEN GROCERY BAG

Made of nonwoven material with a foil laminated PE foam insulation with a top zippered closure. Great for trips to grocery store or market. Reusable and recyclable. Contents not included. 13" W x 15" H x 9" D

1-49 \$6.49 / 50-99 \$6.29 / 100-149 \$5.99 / 150-299 \$5.49 / 300+ \$4.99

Logo personalization minimum: 150, \$50 setup

EMS17

NEW! COLLAPSIBLE COOLER BAG

Made of 420D polyester with PEVA lining and has the ability to be folded down flat for easy travel and storage. Features include a dual zipper closure, dual web handles, an elastic strap to keep it flat when collapsed, and pegged feet for a better base grip. 14.75" x 10.5" x 11"

1-49 \$22.99 / 50-99 \$22.49 / 100-249 \$21.99 / 250+ \$21.49

Logo personalization minimum: 30, \$50 setup

EMS18

BIGGIE ADJUSTABLE STRAP LUNCH COOLER

This large lunch cooler is made of strong 600D polyester and features a foil laminated PE foam insulated zippered main compartment and 22" carrying handles that can easily convert into a 44" shoulder strap. Contents not included. 13.5" W x 11.25" H x 8.75" D

1-24 \$14.99 / 25-49 \$14.49 / 50-99 \$13.99 / 100-249 \$12.99
250-499 \$11.99 / 500+ \$10.99

Logo personalization minimum: 50, \$50 setup

EMS19

NEW! IGLOO® MADDOX COOLER

Leak resistant, antimicrobial liner that's easy to clean. Dual zippered, pull handle opening for easy access to main compartment. Side mesh pocket for water bottle and other belongings. Base is wipeable, coated material that's easy to clean. Front zippered pocket for additional storage. Adjustable shoulder strap. Side grab handle. EPPE heat-sealed lining. PVC free. Phthalate free. Patented design. 12 can capacity. Contents not included. 6" W x 9" H x 10" L

\$39.99

Logo personalization minimum: 20, \$50 setup

EMS20

TOP SELLER! MULTI-PURPOSE CARRYALL

This multi-purpose personal carrying bag is made of 600D polyester and features a front mesh pocket for ID or cell phone, zippered compartments and carrying strap. Perfect to store tech accessories or personal items. 8" H X 10" W X 1.25" D

1-24 \$5.99 / 25-49 \$5.75 / 50-99 \$5.49 / 100-249 \$4.99
250-499 \$4.49 / 500+ \$3.99

Logo personalization minimum: 100, \$50 setup



EMS25

NEW!

25 OZ. VACUUM INSULATED BOTTLE

25 oz. bottle that is constructed of double-wall stainless steel, that keeps beverages hot for up to 12 hours and cold for up to 16 hours. It has a screw-on cap with a built-in carabiner clip. FDA certified. Hand wash only.

1-24 \$17.49 / 25-49 \$16.99 / 50-99 \$16.49 / 100-249 \$15.99 / 250-499 \$15.49 / 500+ \$14.99

Logo personalization minimum: 25, \$50 setup



EMS24



EMS26



EMS27



EMS23

EMS24

NEW! SPORT BOTTLE

Slim cylinder design 24 oz. transparent water bottle with flip-top lid. Made in the U.S.A. This eco-friendly bottle is BPA-free/food compliant. Hand wash only - Do Not Microwave. Bottles are individually poly-bagged.

1-49 \$3.49 / 50-99 \$3.25 / 100-249 \$2.99 / 250-499 \$2.75 / 500+ \$2.49

Logo personalization minimum: 200, \$50 setup

EMS26

NEW! 22 OZ. VACUUM INSULATED STAINLESS TUMBLER

Double-wall, vacuum insulated, stainless steel construction for hot or cold liquids. It features a screw-on, spill-resistant, thumb-slide lid. It meets FDA requirements, is BPA free and hand wash recommended.

1-35 \$15.99 / 36-72 \$15.49 / 73-144 \$14.99 / 145-299 \$13.99 / 300+ \$12.99

Logo personalization minimum: 36, \$50 setup

EMS27

NEW! VACUUM INSULATED STAINLESS MUG

17 oz. travel mug is made of double-wall, vacuum insulated stainless steel. It can maintain the temperature your favorite hot or cold beverages. It has a wide handle for easy carrying, and a plastic lid with a sliding opening for carefree sipping. FDA certified. Hand wash only.

1-24 \$14.99 / 25-49 \$14.75 / 50-99 \$14.49 / 100-249 \$13.99 / 250+ \$13.49

Logo personalization minimum: 25, \$50 setup

EMS23

STADIUM CUP

16 oz. plastic cup will hold your favorite cold beverage. Side two features CPR instructions.

1-99 \$0.99 / 100-249 \$0.79 / 250-499 \$0.59 / 500-999 \$0.55 / 1000+ \$0.52

Logo personalization minimum: 500, \$45 setup



EMS22

EMS22

TOP SELLER! DELUXE DUFFEL BAG

This bag is perfect for the gym or a weekend trip! It is made of strong 600D polycanvas and features a large, zippered main compartment, a zippered front media pocket with earbud port, front mesh pocket, front pouch with adjustable drawstring, squeeze-top bottle (bottle not imprinted), and a zippered side shoe compartment. It also has a secure bottom board for stability. For easy portability, it has double 20.5" reinforced handles and a detachable/adjustable shoulder strap. Additional accessories not included. 10.25" x 18.5" x 11"

\$19.99

Logo personalization minimum: 40, \$50 setup

THIS IS

EMS

Caring for Our Communities



EMS32



EMS31



EMS40

PRICE
BUSTER!



EMS33



EMS37



EMS32

NEW! FAST WIRELESS CHARGER

10W fast charge wireless charging disc works with Qi enabled devices. Output: 5V/1A to 9V/1.1A; Input: 5V/1.5A to 9V/1.8A. Includes charging cable. 4.5" x 4.75" x 3"

1-24 \$23.99 / 25-49 \$23.49 / 50-99 \$22.99 / 100-249 \$22.49 / 250+ \$21.99

Logo personalization minimum: 30, \$50 setup

EMS31

NEW! 10,000 MAH UL LISTED POWER BANK

Keep all of your valuable electronic devices well charged and ready to go at a moment's notice with this high-capacity power bank. It is crafted from a tough high-density polymer with a slim design and a full 10,000 mAh in power. It has dual charging ports and four LED lights on the display to let you know the lithium battery is working. UL Certified. USB cord included.

1-24 \$16.99 / 25-49 \$16.75 / 50-99 \$16.49 / 100-249 \$15.99 / 250+ \$15.49

Logo personalization minimum: 30, \$50 setup

EMS40

NEW! WIRELESS EARBUDS W/POWER CASE

These wireless earbuds are perfect when on the go or at home. They are auto-pairing and auto power-on for easy use and have multi-function buttons and dual microphones for hands free operation. Works as a single or a pair. It has power level indicator lights on the charging case. Playtime: 4 hours on a single charge and up to 13 hours with charging case *Charging time: 1.5 hours for earbuds and power case* Made of ABS plastic with matte finish. Micro USB cable included. FCC approved. Case: 2.625" x 1.5" x 1.125"

\$19.99

EMS33

BUFFALO PLAID BARREL FLEECE BLANKET

100% polyester fleece blanket with popular buffalo plaid pattern that rolls up for easy carrying and storing. It has a water-resistant backing, hook-and-loop secure closure and carry handle. 47" W X 52" H open; 11.5" x 7" x 3.5" (Folded).

1-24 \$12.99 / 25-49 \$12.49 / 50-99 \$11.99 / 100-249 \$11.49

250-499 \$10.99 / 500+ \$9.99

Logo personalization minimum: 50, \$50 setup

EMS37

NEW! CARABINER STRAP W/COLOR CODE KEY CLIPS

Aluminum carabiner and a durable strap with five colored clips to allow for easy key identification. 3-1/4" x 3/4" x 1/4" (Strap Only)

1-49 \$3.39 / 50-99 \$3.29 / 100-249 \$3.19 / 250-499 \$3.09 / 500+ \$2.99

Logo personalization minimum: 150, \$50 setup

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

SOMETHING FOR EVERYONE



EMS34

NEW! SNOWFLAKE MULTI-TOOL

16 tools in one uniquely-shaped device with a key hole for portability. Featured tools: slotted screwdriver, box cutter, rope cutter, bottle opener, key hole, Phillips screwdriver, multiple Allen wrenches, and multiple Hex wrenches. 2.5" Diameter

\$12.99

EMS35

TOP SELLER! MICRO MULTI-TOOL

This 11-function tool is made of an aluminum case and stainless steel tools. It features a pliers, knife blade, Phillips-head screwdriver, flat-head screwdriver (small and large), bottle opener, can opener, saw blade and nail fail. It includes a nylon storage pouch with belt loop. The imprint is laser engraved on the multi-tool. 0.003" H X 1.22" W X 2.64"

1-49 \$11.49 / 50-99 \$10.99 / 100-249 \$10.49 / 250-499 \$9.99 / 500+ \$8.99

Logo personalization minimum: 60, \$50 setup



EMS28

TOOL STYLUS PEN

Plastic multi-functional pen that features a metallic looking barrel with chrome accents. Pen clip doubles as a bottle opener. Twist off cap exposes tool bits for fixing things on the go. Rubberized stylus. Twist action mechanism for ballpoint with black ink cartridge.

1-49 \$2.19 / 50-99 \$2.09 / 100-249 \$1.99 / 250-499 \$1.89 / 500+ \$1.69

Logo personalization minimum: 200, \$50 setup



EMS39

NEW! SOS COB POP-UP LANTERN

This handy lantern lights up automatically when opened and turns off when collapsed. It has three extra bright white COB strips, slide up or down to control brightness. It also has five light settings; lantern, flashlight, high, red flashing and SOS. There is a convenient hook for hanging and a magnet on the bottom. Three AA batteries included. Closed: 3.5" W x 5" H • Opened: 7.5" H

1-24 \$14.99 / 25-49 \$14.75 / 50-99 \$14.49

100-249 \$13.99 / 250-499 \$13.49 / 500+ \$12.99

Logo personalization minimum: 25, \$50 setup



EMS38

NEW! 12-IN-1 MULTI-FUNCTIONAL WOOD HAMMER

Includes hammer, pliers, claw, wire cutter/splitter, bottle opener, Philips screwdriver, coarse file, serrated blade, large and small flathead screwdrivers, large and small blades. 2.5" W x 5.375" H

1-24 \$19.99 / 25-49 \$19.49 / 50-99 \$18.99 / 100-249

\$18.49 / 250+ \$17.99

Logo personalization minimum: 25, \$50 setup



EMS36

EMS36

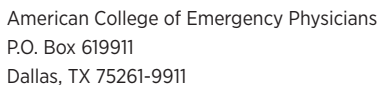
TOP SELLER! SAFETY TOOL W/COB FLASHLIGHT

Multi-use tool features a push button flashlight, steel pointed head to shatter glass, seat belt cutter and a magnetic head. The extra bright white COB (chip on board) light offers increased lumen output per square inch for intense light. It also comes with a wrist strap and button cell battery. 5" H

1-24 \$8.99 / 25-49 \$8.49 / 50-99 \$7.99 / 100-249

\$7.49 / 250-499 \$6.99 / 500+ \$6.49

No personalization



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