



EMS Week, May 16–23, 2010

EMS Week is just around the corner! National EMS Week 2010 is May 16 through May 22, with Wednesday, May 19, set aside as Emergency Medical Services for Children Day. This year's theme is: "EMS: Anytime. Anywhere. We'll Be There." With that theme in mind, EMS services across the state will be hosting events to promote safety, enhance their community presence and pay tribute to the important work of everyone in the EMS and trauma communities.

The American College of Emergency Physicians (ACEP) will again offer an EMS Week planning guide to give you ideas for a week's worth of festivities and a year's worth of public education and safety programs. Order your 2010 EMS week planning kit from ACEP at www.acep.org/practres.aspx?id=30212 or contact EMS

Week coordinators at emsweek@acep.org.

Use EMS Week to do a little self-promotion. As you start planning, think about what you want the community to think when they see your ambulance. How will you fit your message to appeal to all of your customers? Once you have those points in mind, use all of your available resources and sponsors to plan outreach activities that serve the public and increase awareness of the importance of what EMS provides.

From senior citizens through toddlers, you can appeal to all age groups with programs such as blood pressure checks, AED demonstrations, healthy cooking classes, fall prevention information, flu education, home safety guidelines, safe driving programs for teens and bike rodeos for kids. An open house can be an

important part of the week, as well. Plan activities for the entire family, gather up some great food and open your polished and shiny doors to the entire community.

EMS Week is also a good time for giving back to the EMS community at large. Organize a thank-you lunch for all the services in your community, participate in a large scale event, such as the National EMS Memorial Bike Ride, or offer your services as an honor guard.

Ready Teddy can be there for you.

The popular EMS safety mascot Ready Teddy is ready for service! You can order Ready Teddy coloring books, stickers and other EMS materials from DSHS using the order form on page 2 of this magazine. The Ready Teddy mascot suit is available for loan on a first-come basis. To reserve the suit for your organization, call the DSHS Trauma Systems Coordination office at (512) 834-6700, x 2363.

