

LIFE SAVING. 
LIFE CHANGING.

Emergency Medical Services

RECRUITMENT MESSAGING MATRIX



TEXAS
Health and Human
Services

Texas Department of State
Health Services

The intent of this messaging matrix is to help Texas Regional Advisory Councils (RACs) leverage messaging points that research found are most persuasive with key target audiences. This statewide research, conducted in Q1 2023, identified the messages that resonate most with rural, urban/suburban, volunteer and Hispanic audiences. When communicating with EMS prospects, be sure to weave in these messaging points for maximum recruitment impact.



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MOST “UNIVERSALLY” PERSUASIVE STATEMENTS

- You can be certified and start working in as little as four months.
- Scholarships are available to help cover EMS education and training costs.
- Working in EMS, you make a difference in the life of each person you help.
- An EMS career allows you to advance from an emergency medical technician (EMT) to positions such as advanced EMT, paramedic and licensed paramedic.



MOST PERSUASIVE STATEMENTS - RURAL AUDIENCE

- Scholarships are available to help cover EMS education and training costs.
- Working in EMS is a great experience for moving into other emergency service careers such as health care, firefighting or law enforcement.
- EMS careers provide stable job security because there is always a need in our communities, state and nation for EMS personnel.



MOST PERSUASIVE STATEMENTS - URBAN AUDIENCE

- An EMS career allows you to advance from an emergency medical technician (EMT) to positions such as advanced EMT, paramedic and licensed paramedic.
- You can be certified and start working in as little as four months.
- EMS offers a career path with advancement opportunities and benefits.
- Scholarships are available to help cover EMS education and training costs.



MOST PERSUASIVE STATEMENTS - HISPANIC AUDIENCE

- EMS careers provide stable job security because there is always a need in our communities, state and nation for EMS personnel.
- Scholarships are available to help cover EMS education and training costs.
- EMS is a rewarding career you can be proud of.



MOST PERSUASIVE STATEMENTS - VOLUNTEERS

- Working in EMS, you make a difference in the life of each person you help.
- Working in EMS is a great experience for moving into other health care positions. There is growth potential to become a nurse, physician assistant, doctor or any other career in health care.
- EMS personnel can start training right out of high school at the age of 18, or even later in life, because all ages are needed in the field.
- Scholarships are available to help cover EMS education and training costs.



PERSUASIVE STATEMENTS	URBAN	RURAL	HISPANIC	VOLUNTEER
Scholarships are available to help cover EMS education and training costs.				
You can be certified and start working in as little as four months.				
Working in EMS, you make a difference in the life of each person you help.				
An EMS career allows you to advance from an emergency medical technician (EMT) to positions such as advanced EMT, paramedic and licensed paramedic.				
EMS careers provide stable job security because there is always a need in our communities, state and nation for EMS personnel.				
EMS offers a career path with advancement opportunities and benefits.				
Working in EMS is a great experience for moving into other health care positions. There is growth potential to become a nurse, physician assistant, doctor or any other career in health care.				
Working in EMS is a great experience for moving into other emergency service careers such as health care, firefighting or law enforcement.				
EMS personnel can start training right out of high school at the age of 18, or even later in life, because all ages are needed in the field.				
EMS is a rewarding career you can be proud of.				



QUESTIONS?

Please reach out to Texas DSHS EMS and Trauma Systems at
Team-Texas-EMS@dshs.texas.gov

[EMS.Texas.gov](https://www.ems.texas.gov)



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