

EMS STRONG

BEYOND THE CALL

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EMS STRONG ANNOUNCES ‘BEYOND THE CALL’ CAMPAIGN THEME TO HONOR EMS PROFESSIONALS

Campaign unifies the profession and brings awareness to National EMS Week, May 19-25

WASHINGTON March 7, 2019– The American College of Emergency Physicians (ACEP), in partnership with the National Association of Emergency Medical Technicians (NAEMT), is proud to announce this year’s EMS STRONG campaign theme: BEYOND THE CALL. The annual EMS STRONG campaign provides opportunities to recognize the Emergency Medical Services (EMS) community, enhance and strengthen the profession on a national level and expand and celebrate National EMS Week, May 19-25, 2019.

The campaign brings together key organizations, media partners and corporate sponsors that are committed to recognizing and fortifying the EMS community, commending recent groundbreaking accomplishments and increasing awareness of National EMS Week.

“Emergency Medical Service professionals are dedicated to delivering superb medical care,” says Vidor Friedman, MD, FACEP, president of ACEP. “During EMS Week, and through the year, we are proud to recognize EMS and fire professionals who fearlessly and tirelessly serve their communities and help patients and their families every day.”

EMSSTRONG.org serves as a resource for stakeholders and the public to learn of inspiring stories from EMS practitioners, ways to get involved and EMS Week ideas, activities and templates. The website, which is also home to the annual EMS Week Planning Guide, encourages EMS personnel and stakeholders to promote their own industry and share content on social media platforms.

“The care that EMS professionals provide in their communities is much broader than traditional emergent first response and transport. EMS is providing emergent, urgent and preventive care to patients as an integrated component of their community’s healthcare system,” explains NAEMT

President Matt Zavadsky. “EMTs and paramedics provide an expanded menu of services including community paramedicine, injury and illness prevention training, and CPR and bleeding control training. This year’s EMS Week theme, *Beyond the Call* truly reflects our evolving roll as healthcare providers beyond the 911 response.”

EMS Week dedicates each day to specific themes under the ‘BEYOND THE CALL’ umbrella. First responders are encouraged to plan activities and events around these themes in their communities.

- Monday, May 20: EMS Education Day
- Tuesday, May 21: EMS Safety Day
- Wednesday, May 22: EMS for Children Day
- Thursday, May 23: Save-A-Life Day
- Friday, May 24: EMS Recognition Day

Integral to the campaign’s success is the continuing involvement of the corporate sponsors, strategic association partners and strategic media partners.

Corporate Supporters include:

Genentech, Emergency Care & Safety Institute, NHTSA/Office of EMS, Stryker, Teleflex, National Registry of Emergency Medical Technicians (NREMT), Bound Tree Medical, PerSys Medical, AdvancedCPR, Air Methods, Laerdal Medical, McKesson Medical-Surgical & EMS, North American Rescue, RQI Partners, Sprint, and Tactical Medical Solutions.

Strategic Association Partners include:

American Ambulance Association, Commission on Accreditation for Prehospital Continuing Education, Committee on Accreditation of Educational Programs for the EMS Professions, International Association of Fire Chiefs, International Association of Fire Fighters, International Public Safety Association, National Association of EMS Educators, National Association of EMS Physicians, National Association of State EMS Officials, National EMS Management Association, National Registry of EMTs and National Volunteer Fire Council.

Strategic Media Partners include:

EMS1.com, EMS World and JEMS

For more information on the campaign, please visit: EMSSTRONG.org.