

More Ideas to Enhance Your Public Information and Education Programs

If you want to add extra “zip” to an emergency department open house, sparkle to a teddy bear and doll clinic, or zest to your “Meet the Life Savers” program, consider adding any of these attention getting ideas.

- **Health Tips Handout:** Offer a take-home booklet containing many of the health and safety tips you’ll be covering during your event.
- **Seasonal Safety Tips:** Prepare fact sheets on seasonal safety, such as summer safety (swimming, boating, skating, and cycling), winter safety (ski safety, frostbite, and hypothermia) and Halloween safety.
- **Infant CPR:** Consider an evening lecture for parents about infant care and emergency techniques that might be helpful.
- **Stage a Mock Emergency:** Have volunteers pretend to have been in an automobile accident, drowning accident, or other situation, and show how the EMS system would help them.
- **Kids Pretend EMS:** Have doctor, nurse, and paramedic uniforms on hand and take photos of the children dressed up in the different uniforms. This will help familiarize them with EMS personnel.
- **Outdoor Search and Rescue:** Teach children how to avoid getting lost while hiking, how to make it easier for rescue teams to spot them, and how to survive, plus what to take on outdoor trips for health and safety.
- **Fun Run:** Everybody loves a 2K or a 10K. Walking events bring all ages. But running events excite jogging enthusiasts.
- **Photo Displays:** For those who can’t make it in person, set up photos of your emergency department, ambulance, and other EMS functions for display at the local library or shopping mall.

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- **EMS Shopping Mall Displays:** Your EMS personnel can spend a day at a local shopping mall, handing out materials and answering questions. You can display an ambulance and a medical transport, should your area have one, show breathalyzer demonstrations, show photographs of emergency procedures and more.
- **Preregistration Campaign:** Volunteer to register your mature adults and other at-risk people in your service area, glean their medical histories, current medication, etc. The community loves it, and you'll have the information on file.
- **Classroom Talks:** Encourage teachers to invite your EMS personnel to their classrooms to talk about emergency medicine.
- **First Aid Kit Prize:** Have all the participants of your activities place their names in a bowl and have a drawing for a first aid kit.
- **“Brown Bag” Day:** Encourage people to bring their medications to the Emergency Department Open House or EMS Health Fair in a brown bag. Doctors will check whether the medication is dated and make sure the patient is not taking medicines that should not be taken together.
- **Home Safety Program:** Have EMS personnel give a lecture on home safety, including pediatric and geriatric information, medical tips, and general safety ideas.
- **Posters:** If you have the budget, it's very attention getting to develop a dramatic EMS poster. Emergency medicine is filled with dramatic situations that can be depicted. Your budget and imagination are your only limitations!

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