

# Public Information and Education



# Public Education and Outreach

- Our goal is to increase awareness of OEMS through the distribution of public information, and to provide clear and concise messages about its programs to key stakeholder groups.
  - EMS Agencies and providers
  - Local governments
  - EMS organizations (VAGEMSA, VAVRS, etc.)
  - Regional EMS Councils
  - Fire services (Department of Fire Programs, VSFA, etc.)
  - Governor's EMS Advisory Board
  - Trauma centers, ERs, emergency nurses and physicians

# VDH Office of Risk Communication and Education

- The OEMS Public Relations (PR) Coordinator is part of the VDH Office of Risk Communication and Education (ORCE)
  - The OEMS PR Coordinator holds a dual role, representing the OEMS and ORCE team.
  - The ORCE team, comprised of seven Public Information Officers (PIOs), works together to provide updates in each of the PIOs respective health regions/offices, pertaining to upcoming events, projects, etc. We regularly collaborate on VDH projects and team assignments, including the commissioner's email, Twitter, VDH in the News, Media Alerts, etc.
  - In times of crisis we all work together, on behalf of VDH, to respond to public health emergencies (i.e. Virginia Tech shooting, H1N1) and to provide PR support at the Virginia Department of Emergency Management's Joint Information Center (JIC).
- The OEMS Public Relations Assistant's primary job duties fall within the OEMS. However, this role also assists with ORCE as needed.

# OEMS Program Support

- The Public Relations team supports OEMS programs by:
  - Identifying divisions that need promotional assistance and designing program fliers, handouts, brochures, etc.
  - Creating a strategic marketing plan based upon identified priorities from the State EMS Plan.
  - Implementing a plan through a variety of outreach methods and researching new ways of reaching our target market.
  - Working with key stakeholder groups to promote joint programs and projects.
  - Managing the OEMS general email box and responding to program-related inquiries from the public.
  - Assisting with the coordination of program surveys via Survey Monkey.
  - Scheduling attendance at local conferences (i.e. VAVRS, Virginia Fire Chiefs, etc. ) to help promote OEMS.
  - Providing giveaway items to local organizations seeking EMS-related fliers or promotional materials.

# Outreach Methods

- We work closely with the division managers to support and promote events and programs to our key stakeholder groups. We do this by utilizing several methods:
  - OEMS website
  - Social media (Facebook, Twitter, YouTube)
  - Electronic newsletter
  - Listserv e-blasts
  - Regional EMS Councils
  - Media relations
  - Promotional mailings
  - Event advertising
  - Submitting articles to EMS/Fire Trade Publications
  - Designing and producing printed promotional items
  - Submit stories to Commissioner's weekly email

The Virginia EMS Symposium

35 YEARS  
of "An Education for Life"

Nov. 5 - 9, 2014 | Norfolk Waterside Marriott | Norfolk, VA  
2014 Course Catalog

- Over 280 classes available
- Registration opens August 1
- For more info, and to register online, visit [www.vdh.virginia.gov/oems/symposium](http://www.vdh.virginia.gov/oems/symposium)

Save the date for the 35th Annual Virginia EMS Symposium, Nov. 5 - 9, 2014, at the Norfolk Waterside Marriott in Norfolk, Va. We're offering over 250 classes that will help you meet your continuing education needs and maintain your certification. These classes are also applicable for nurses and physicians.

Information, visit [www.vdh.virginia.gov/oems/symposium](http://www.vdh.virginia.gov/oems/symposium). Be sure to regularly, as the course catalog will be available soon and will open this summer!

EMS Bulletin

Office of Emergency Medical Services,  
Virginia Department of Health  
Spring 2013

Your Opinion Matters. Tell us What You Think.  
By Scott Winston, Assistant Director

which allows you to have contact information for follow-up purposes. However, it is not required when submitting feedback.

The OEMS is interested in hearing what you think and looks forward to receiving your input and suggestions.

You may submit your feedback by visiting the OEMS homepage at [www.vdh.virginia.gov/oems](http://www.vdh.virginia.gov/oems), then scroll to the bottom of the page and click on the link that says Customer Service Feedback Form. The link can be found before the office's address and telephone numbers.

If you have any questions about this feedback form or any customer-related issues, please contact Marian Blumie, public relations coordinator at [marian.blumie@dh.virginia.gov](mailto:marian.blumie@dh.virginia.gov) or Scott Winston, assistant director at [scott.winston@dh.virginia.gov](mailto:scott.winston@dh.virginia.gov) or by telephone at 1-800-523-6019 (toll free in Va.) or 804-888-9106.

While feedback may be left anonymously, please note that there is an additional fee.

# Marketing Campaigns

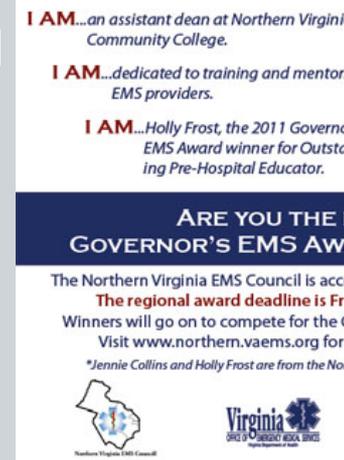
- The Public Relations team creates, implements and manages new campaigns for the office. We do this by creating and disseminating promotional materials with a clear, concise and unified message.

## Past campaigns include:

- “I Am” campaign to promote Regional and Governor’s EMS Awards
- Christopher Reeve recruitment campaign

## Future campaigns might include:

- Public education campaign on illness and injury prevention
- EMS education campaign (the EMS System or proper uses for 911)
- EMS for Children
- Recruitment and retention



# EMS Events

- We work closely with OEMS program managers to promote OEMS events, in addition to the Symposium.
- We also work to promote national EMS events and days of recognition
  - EMS Week in Virginia/National EMS Week
  - National EMS for Children Day
  - Fire and EMS Memorial Week
  - National EMS Memorial Service
  - National EMS Memorial Bike Ride
  - National Volunteer Week
  - National Trauma Month (Head Injury Prevention Month)

# Virginia EMS Symposium

- Provide management support and event coordination to Symposium committees.
- Promote the Symposium to the EMS community through social media, e-blasts, advertising, local partners, stakeholders, etc.
- Provide event planning functions:
  - Coordinate sponsor promotion/solicitation via sponsorship packet
  - Produce printed materials (catalog, on-site guide, promotional mailer, fliers, etc.)
  - Coordinate event advertising
  - Create event press release
  - Field media inquiries
  - Manage Symposium website
  - Coordinate event giveaways and promotional items
  - Manage onsite signage
  - Organize registration packets and name badges
  - Manage on-site events: Flu shots, casino Monte Carlo, dance night, Governor's EMS Awards

# Governor's EMS Awards

- Manage all aspects of the Governor's EMS Awards program.
- Assist with the marketing and promotion of the Regional EMS Council Awards.
- Work closely with the Council's to ensure that the best nominees are presented to the selection committee.
- Organize Governor's EMS Awards nomination committee meetings.
- Work with the Governor's Office to formally recognize the winners with a signed certificate from the Governor and an engraved award.
- Promote regional and state level winners to local media through press releases.



# Media Relations

- Manage all aspects of media relations
  - Outreach to media to promote programs, events, public health emergencies, etc.
  - Field and facilitate media calls related to EMS/VDH issues.
  - Work as a VDH representative in the Joint Information Center during crisis response or disaster situations.
  - Track media mentions of OEMS/EMS-related topics and submit to VDH in the News.
  - Submit Media Alerts when OEMS staff has been quoted or worked with the media.
  - Work with ORCE team to create media training segments to be posted on TRAIN Virginia website.



# Meet the PR Team

- **Marian Hunter**  
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