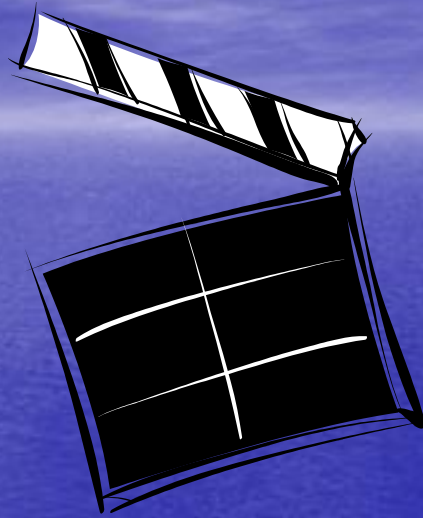
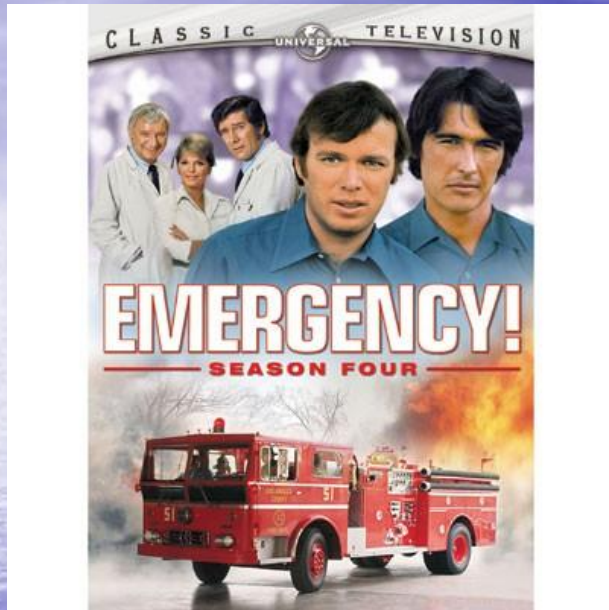


LIGHTS, CAMERA, EMS!



PROMOTING EMS

THROUGH THE USE OF GOVERNMENT TELEVISION

EAGLES Conference

Dr. David P. Keseg M.D. FACEP

Medical Director-Columbus Fire EMS

Facts & Statistics Summary

GEOGRAPHICAL INFORMATION

AREA	SIZE	POPULATION
Metro Columbus	399.1 square miles	1,742,798
City of Columbus	222.2 square miles	768,804

FIRST LINE APPARATUS SUMMARY

Emergency Units in Service

34 Engines	7 EMS Supervisors
15 Ladders	1 Air Supply
5 Rescues	1 Bomb Squad
7 Battalion Chiefs	1 Safety Officer
32 Medics	11 Boats
1 HazMat	

Busiest Units in 2007

Designation	Total Runs
Engine 15	4,088
Ladder 1	2,096
Rescue 2	3,904
Batt. Chief 3	2,847
Medic 2	5,729

FOUR-YEAR COMPARISONS

	2004	2005	2006	2007
Total Incidents	123,879	117,508	121,454	135,391
Fire Incidents	23,293	22,798	28,525	23,656
EMS Incidents	100,586	94,710	92,929	107,351
Civilian Fire Deaths	12	10	15	6
Civilian Fire Injuries	N/R	N/R	58	65
Firefighter Deaths	0	0	0	0
Firefighter Injuries	N/R	N/R	524	562
Fire Loss	\$ 18,420,983	\$ 21,618,323	\$ 22,220,094	\$ 21,173,780
Annual Operating Budget	\$156,895,305	\$163,572,772	\$170,206,897	\$184,805,141
Capital Budget	\$ 6,335,000	\$ 6,861,000	\$ 3,053,000	\$ 13,074,000
Cost per Capita	\$207.84	\$216.70	\$221.07	\$240.03

2007 FIRES BY CLASSIFICATION

	Number	\$ Loss
Structure	1,260	\$ 17,813,411
Outside Structure	94	\$ 25,495
Vehicle	697	\$ 3,084,675
Trees/Grass	274	\$ 18,620
Trash/Refuse	1,374	\$ 132,872
TOTALS	3,699	\$ 21,075,073

Public Perception of EMS

- ***How many of you are frustrated with the public perception of EMS?***



Public Perception of EMS

● *Does the public **really** understand what EMS does????*

- *Taxi Drivers*
- *Why aren't they here yet?*
- *What do you think you're doing???*
- *Why did I get this bill for EMS???*
- *Don't firefighters fight fire?*
- *Why are you raising my taxes?*



THE STORY OF EMS



- ***IT MUST BE TOLD OFTEN***
- ***IT MUST BE TOLD IN MULTIPLE VENUES***
- ***IT MUST BE TOLD OUTSIDE OF EMS WEEK***
- ***IT MUST BE TOLD OUTSIDE OF JOURNALS***
- ***IT MUST BE TOLD TO THE CONSUMER***
- ***IT MUST BE CURRENT AND LOCAL***

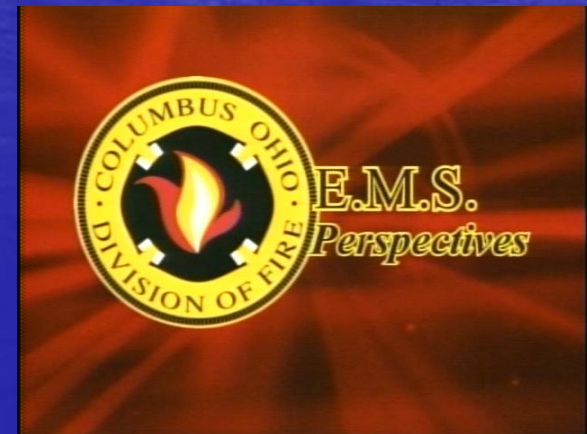
The birth of EMS Perspectives



Government Television Channel 3



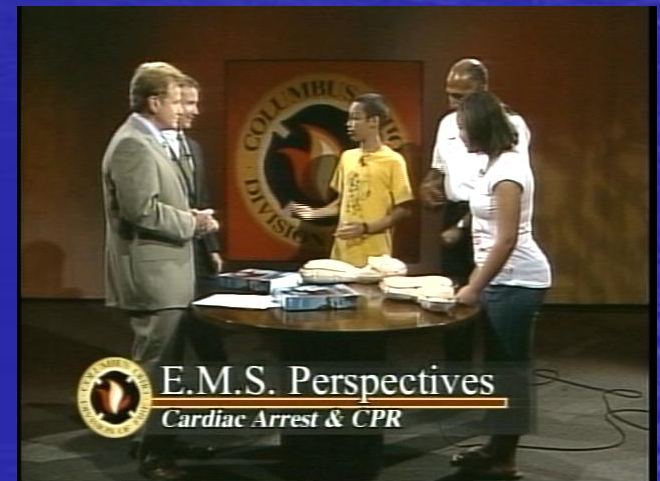
- Fire Chief requests:
 - Medical Director develop and host TV program on GTC-3 (city government channel)
 - Quarterly programs
 - Focus on what EMS is and how it helps Columbus
 - Illustrate the value of the Fire Division



EMS Perspectives

- **Format:**

- Round table discussion
- Demonstration of procedures
- Emphasize action, not talk
- Involve Fire EMS personnel and others
 - Hospital personnel
 - Citizens and survivors
 - Organization spokespersons
 - City government officials





Government Television Channel 3

- **Broadcast quality studio in City Hall**
- **In 2008 had 350 hours of programming**
- **Approximately 280,000 subscribers**
 - **Time Warner**
 - **WOW**
 - **Insight**
 - **AT&T**





Government Television Channel 3

BUDGET

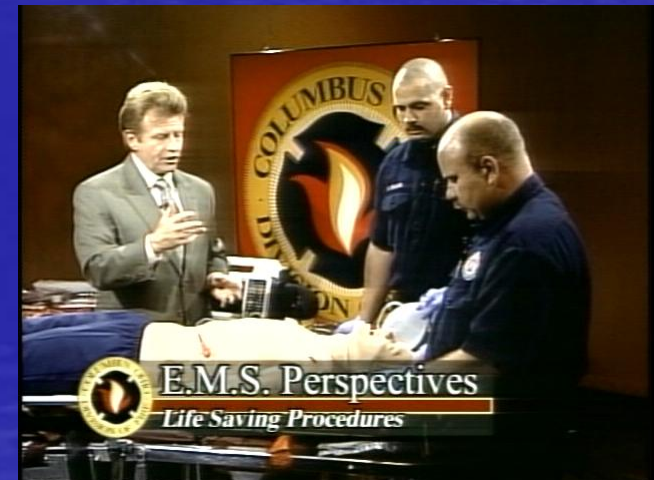
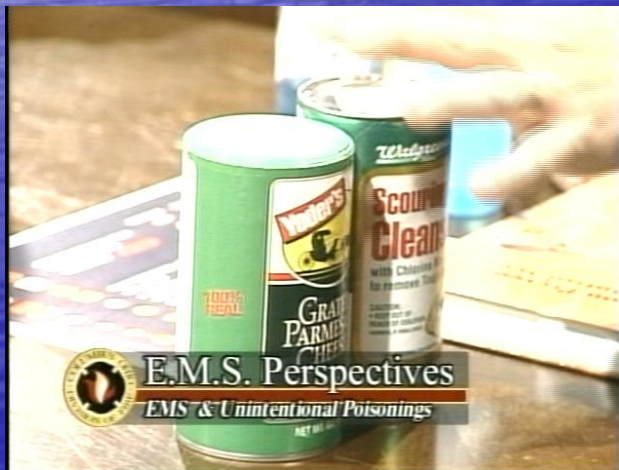
2006	2007	2008	2009 proposed
\$770,130	\$712,122	\$743,846	\$522,287

PERSONNEL

2006	2007	2008	2009
5	5	4	3

EMS Perspectives Topics

- Human Interest stories
- Demonstration of procedures
- Public education
- Dissemination of useful information
- Unabashed cheerleader for EMS and the Columbus Division of Fire



EMS Perspectives Topics

- Sudden Cardiac Arrest Survivors
- EMS and Poisoning
- EMS Procedures
- EMS and Stroke
- EMS Training
- EMS and Drowning
- History of EMS in Columbus
- End of life issues in EMS



EMS Perspectives Schedule



Wednesday, 2/11/2009

5:30 am

Traffic Watch - LIVE

8:30 am

VA News

9:00 am

**2/4/09- City Council Health, Housing and Human
Services Committee**

10:00 am

09-02 - Army Newswatch

10:30 am

The American Veteran

11:00 am

1/8/09 -EMS Perspectives

11:30 am

VA News

12:00 pm

2/9/09 Columbus City Council



EMS Perspectives- WHO'S WATCHING??????

- We really don't know.....but
 - Anecdotal reports seem better than expected
 - Better than NO exposure



EMS on TV-Is it worth it for you?

- Government television wants you!
- Legitimizing services and expenses.
- This isn't PBS.
- Relatively easy to set up and do.
- Builds bridges with other agencies.
- Identifying a spokesperson.

