



**Paramedic Services Week  
Our Family Caring for Yours!**

**May 25 to May 31, 2014**

## Committee

- Lyle Karasiuk, Parkland Ambulance Care, Saskatchewan (Chair)
- Andre Berard and Tristin Klassen, Winnipeg Fire and Paramedic Service
- Stuart Brideaux and Adam Loria, Alberta Health Services
- Gale Chevalier Frontenac Paramedic Services, Ontario
- Michael Janczyszyn and Brianna Colford, Emergency Medical Care, Nova Scotia
- Sophie Cormier-Lalonde and Tracey Bell, New Brunswick EMS
- Kelsie Carwithen, BC Ambulance
- Charlene Vacon, Urgences-Sante, QC
- Stuart McKinnon, Ontario

**We are a working group of the  
Membership Services Committee  
Paramedic Chiefs of Canada**

# THANK YOU!



**Paramedic Chiefs  
of Canada**

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**Chefs Paramédics  
du Canada**

## **Why the week is May 25-May 31**

- Paramedic Chiefs of Canada have proclaimed the week to align the week for Canadians. 2<sup>nd</sup> Year we've been the week after the USA week.
- Previous years have started on the May long weekend meaning that events typically wouldn't start till Tuesday leaving a shortened Canadian week.
- Create a unique Canadian EMS/Paramedic week



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## What will be happening

- National Media Release
- National Proclamation
- National Media Launch through PCC Board
- Social Media campaign
- EMS Week package
  - Designed around giving you ideas and suggestions.

**Please share your ideas, plans, and most of all show us through video, pictures or posters what you are doing for the week.**



## Our Logo

- Careful play on the PCC logo
  - Indicates the brand
- Central part of the logo will remain constant year after year
- Three “dancing” figures represent the theme **Our Family Caring for Yours!** This would change in subsequent years.
- Logo will be available on the PCC web site to download. Below the wing on right will be the theme, title and date.



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## Why Paramedic Services Week vs Emergency Medical Services Week?

The adoption of national occupational competency profiles and provincial legislation, in several jurisdictions, has identified the term “paramedic” to be the generic term for all out of hospital care providers. No matter where they work, who they serve or roles they provide the term “paramedic” recognizes the professionals who in many ways serve Canadians with exceptional out of hospital emergency or community care. The public, government and other allied health professions know, recognize and appreciate the professional under the banner of a paramedic.





## How you can get involved?

- Twitter #psweek2014
- Email [psweek@paramedicchiefs.ca](mailto:psweek@paramedicchiefs.ca)
- Send us pictures, video, newspaper clippings just about anything connected with your week and your activities.
- **This year PSweek goal is not about producing activities but about engaging people coast to coast to share and talk.**
- We want to know about your team, the faces, the activities, the sites and sounds of your communities. We want you to be a part of the week!











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**Semaine des services paramédic**  
**25 au 31 mai, 2014**  
**Prendre soin de notre famille pour vous!**

**Twitter #psweek2014**  
**Email: [psweek@paramedicchiefs.ca](mailto:psweek@paramedicchiefs.ca)**  
**Or [lyle@parklandambulance.com](mailto:lyle@parklandambulance.com)**