



A RESOURCE MANUAL FOR PUBLIC INFORMATION AND EDUCATION IN EMERGENCY MEDICAL SERVICES

Public information, education and relations (PIER) are important components of any organization, but are essential for emergency medical services (EMS) systems. EMS, by its nature, has a high degree of visibility in the community. The public must know when and how to access the EMS system, and what to do until professional help arrives. Experience has demonstrated that a PIER program can also improve public awareness of injury and illness prevention.

In 1991, the National Highway Traffic Safety Administration (NHTSA) sponsored a national conference to identify and prioritize the public information and education needs of EMS providers. The participants of this conference called for the development of resource materials to help establish effective PIER programs. A manual, *Public Information, Education and Relations in Emergency Medical Services*, is now available.

This manual offers general principles to guide EMS providers in developing a PIER program that can be tailored to meet local or regional needs. It includes information about how to secure political and organizational backing, how to develop local or regional networks, and suggestions for raising funds for PIER activities. This manual was developed under a grant with the Dade County Office of Trauma Services and in cooperation with the United States Fire Administration.

Above all, this manual stresses the importance of building a team to conduct emergency medical services PIER activities. The bottom line is that every member of the EMS team can influence the

community's perception of EMS systems and injury prevention.

Public Information, Education and Relations in EMS gives examples of a Public Information Officer job description, media policy, press releases and print advertisements related to EMS PIER. There is an extensive list of available resources for the novice EMS PIER provider. There is specific information on working with the media that is pertinent to EMS organizations. The manual is informal and is intended for use by local providers.

CHAPTER HEADINGS

Getting Started: Developing Your PIER Program

Selling PIER: Who's Buying?

Networking: How to Get More Help

Funding PIER: It's More Than Money

PIER - You and the Media

PIER and Legal Issues

Taking It to the Streets: On Scene PIER

Measuring Your Success

Resources: Where to Go for Help

For more information related to PIER for EMS providers, or to obtain a copy of *Public Information, Education and Relations in Emergency Medical Services*, write to: Emergency Medical Services Division, NHTSA, NTS-42, 400 Seventh Street, S.W., Washington, DC 20590, or send a fax to (202) 366-7721.



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