

**P.I.E. COMMITTEE
TELECONFERENCE MEETING
Tuesday, May 14, 2013
2:00 p.m.
Emergency Resource Management
1116 Portland-Cobalt Rd (Rte. 66)**

Teleconference Call In Number: **1-866-210-1669** Participant Number: **2474828**

(Compliments of Paul Rabeuf of Charlotte Hospital)

AGENDA

- 1. Call to order**
- 2. Discussion of Final needs for EMS Week activities:**
 - A) May 20, 2013 Booth at State Capitol**
 - *manning**
 - *distribution of materials throughout Capitol**
 - *brochure status / dissemination**
 - B) websites and facebook**
 - C) get articles and pic's etc. from various Regions for posting etc.**
- 3. New Business**
- 4. Adjournment**

PUBLIC INFORMATION AND EDUCATION COMMITTEE
MEETING NOTES
May 15, 2013

Members Present: Michele Connelly – DPH/OEMS, Robert Ziegler – ERM,
Judi Reynolds – DPH/OEMS, Nancy Magee – ERM
Conference call ins: Jonathan Lillpopp – DPH/OEMS, Jodi McCormick – American Ambulance

1.0 Call to Order

The meeting was called to order at 2:08PM by Chair Bob Ziegler at ERM, 1116 Portland-Cobalt Road, Portland.

2.0 Discussion of Materials for EMS Week

Manning -Jono reviewed the planning for May 20th. He has arranged for ambulance services to be on display and is hoping for uniformed personnel to assist at the table. He also has reached out to the Regional President's. Four 1 ½ hour shifts have been planned to cover the table. The Regional Coordinators will be assisting Jono and Jodi as they are available. Bob will check with John Q. re: Advisory to see if anyone will be coming to represent them.

Distribution of Materials – Michele has developed a brochure to be sent to the Legislators inviting them to stop by our display. Topics in the brochure include the Regional Councils, Advisory, EMS Awards, contact information and general info on EMS. Jono asked if there were any photos available for the displays, Bob only has the one photo of Wendy and Charlee. They will try to find others. There was some discussion on the Advisory Board membership list and possibly building it into the display or brochure.

Brochure dissemination – Bob Ziegler needs to locate the email addresses for the Legislators. Jodi had information on where he could obtain them. Possibility of forwarding brochure to Linda Orange for dissemination was discussed. Coordinators are not allowed to send directly to Legislators, the Councils will have to handle those themselves. Bob will make the brochure an email attachment and forward it. There was discussion on the awards descriptions. There was also discussion on CORC and the Council's.

3.0 Process for Ongoing PSA's/posting

Bob noted he has made contact with a Channel 3 employee who is willing to help us with possible PSA's; Channel 3 will have a news crew at the LOB on Monday. Bob also contacted Channel 8, 61 and 30 and they have put it on their calendar, he is unsure what they are planning to attend. Jodi stated a media advisory was going out on Friday.

There was discussion on the Fire List Serve and possibly trying to set up a similar one for EMS. There was also discussion on how to gather more Facebook activity.

Jono has an email he sends weekly now with information for EMS providers. Bob talked about soliciting services for items they may want listed, events, classes etc.

The possibility of having one person from each Regional PIE come to the Advisory PIE meetings to share information was discussed. Bob commented that after EMS Week is over we have to continue to get our message out.

4.0 Adjourn

Meeting adjourned at 3:15PM

Respectfully Submitted:

Judi Reynolds
SCCEMS Regional Coordinator

**P.I.E. COMMITTEE
TELECONFERENCE MEETING
Thursday, April 25, 2013
3:30 p.m.
Emergency Resource Management
1116 Portland-Cobalt Rd (Rte. 66)
863.342.0902**

Teleconference Call In Number: 1-866-537-1617 Participant Number: 9763 644#

(Compliments of Jim Santacroce of Middlesex Hospital)

AGENDA

- 1. Call to order**
- 2. Discussion of marketing materials for EMS Week activities:**
 - A) May 20, 2013 Booth at State Capitol**
 - *manning**
 - *distribution of materials throughout Capitol**
 - B) EMS Week PSA's:**
 - *TV, radio (who has contacts?)**
 - *print (Patch plus who else?)**
 - C) brochure status**
 - dissemination**
 - D) websites and facebook**
 - E) get articles and pic's etc. from various Regions for posting etc.**
- 3. Process for on-going PSA's/posting**
- 4. Adjournment**

PUBLIC INFORMATION AND EDUCATION COMMITTEE
MEETING MINUTES
Thursday, April 25, 2013
Teleconference

Members on the Call: Robert Ziegler – ERM; Nancy Magee – ERM; Jonathan Barbagallo, Norfolk Amb.

1.0 Call to Order

The conference call began at 3:31PM by Committee Chair Bob Ziegler. Bob thanked Jim Santacroce for facilitating the conference call.

2.0 Approval of Minutes

There was no quorum so previous meeting minutes were not reviewed/approved.

3.0 Agenda Topics discussed

- The use of local television stations to produce and air Public Service Announcements (PSA'S). Jonathan will contact his sources of local stations and if nothing else assure they attend on the 20th for the Awards ceremonies. Will work to find air time for PSA's and get back to us.
- It was noted that a Press Release post conference was presented to the 'Patch' print media network. It went to regionalized sections initially but they are working to complete their "Statewide" distribution system. They hope to be complete by end of May. Press Release pre/post EMS Week activities will be submitted.
- A process to encourage area services to submit their EMS related events to the committee and Regional Offices for posting was discussed. It was also noted to have local services post State activities and notices on their sites as well.

5.0 Priorities/Goals/Committee Assignments

- EMS Week/LOB
 - Confirm time for awards ceremonies for media
 - Status of Pamphlet for Legislators and providers

6.0 Adjourn

Conference call adjourned at 3:58 PM.

Respectfully Submitted:

Robert Ziegler
Chairman

**P.I.E. COMMITTEE
TELECONFERENCE MEETING
Friday, March 15, 2013
3:00 p.m.**

Call-in: 1-866-210-1669; Participant Code: 2474828

AGENDA

- 1. Call to order**
- 2. Discussion of marketing materials for March 22/23 EMS Conference**
- 3. Adjournment**

**PUBLIC INFORMATION AND EDUCATION COMMITTEE
TELECONFERENCE NOTES
Friday, March 15, 2013**

Members On Call: Michele Connelly – DPH/OEMS, Robert Zeigler – ERM,
OEMS, Judi Reynolds – DPH/OEMS, Paul Rabeuf – Charlotte Hungerford

1.0 Call to Order

The conference call began at 3:00PM, with Committee Chair Bob Zeigler leading the conversation. Bob noted the purpose of the call was to share ideas for brochure development.

2.0 Discussion

Bob opened asking for everyone's input. Michele asked what the group felt the focus of the brochure should be. Topics discussed for inclusion were:

- Advisory Board information, history, duties
- OEMS, functions, resources available through them, website information
- EMS system functions
- CORC – Regions – CORC website and it's links and resources
- EMS Awards
- Conference

Michele commented on adding websites as a resource for readers to access more information. She also spoke about a pamphlet she has acquired that could be used as a template.

There was discussion on resources that may prove beneficial, ACEP, NHTSA, etc.

Bob Zeigler asked if anyone knew who handled media relations for the conference, he will be contacting Dawson Blackmore to talk about possibly having some coverage either by local television stations or through print media. There was discussion on press releases. Bob asked if anyone had connections with Channel 61 and Channel 30, no one did.

There was discussion on the format of the brochure, single page flyer, bi-fold or trifold were discussed. Michele will work on a template for Tuesday for everyone to review and will use whatever format seems to best fit the available information and content.

3.0 Other

Anyone having input for the brochure please send to Michele.

7.0 Adjourn

Conference call adjourned at 3:20PM.

Respectfully Submitted:

Judi Reynolds
SCCEMS Regional Coordinator

DRAFT

PUBLIC INFORMATION AND EDUCATION COMMITTEE
MEETING MINUTES
Friday, March 08, 2013
Teleconference

Members On Call: Michele Connelly – DPH/OEMS, Robert Zeigler – ERM,
Jonathan Lillpopp – DPH/OEMS, Judi Reynolds – DPH/OEMS,
Paul Rabeuf – Charlotte Hungerford, Jody McCormick – American Ambulance,
Fred Rosa - Campion

1.0 Call to Order

The conference call began at 3:00PM, with Committee Chair Bob Zeigler leading the conversation. Bob thanked Paul for facilitating the conference call noting the weather today prohibited meeting in person.

2.0 Approval of Minutes

Being a newly formed Committee there are no minutes to approve.

3.0 Discussion

Bob opened the discussion commenting on the need increased awareness of EMS. He noted the lack of recognition by government officials and others when they speak about large scale operations and/or events.

4.0 Topics discussed

- The use of local media (television/radio stations) to produce and air Public Service Announcements (PSA'S). Possible resources for information on developing PSA's were discussed.
- EMS Week – Jonathan Lillpopp reported on the activities that will be taking place at the LOB on May 20th. He and Jody have been working on items to be displayed that day. Jono suggested a flyer with minimal information be mailed to the Legislators inviting them to visit on that day. Purpose of the visit is to increase awareness and answer any questions they may have. The initial flyer would be about the event at the LOB that day with a follow up informational pamphlet to be designed and given out at the table. There was discussion on having people in uniform from services at the table also. Michele commented that we need to separate EMS from the other public safety agencies at this event to highlight our contributions. Bob commented on gathering data and statistics for the follow up pamphlet, emphasizing that EMS is a unique service even when it is part of a fire department. There was discussion on the Advisory Board pamphlet having good information and layout that could work as a template. Jonathan Lillpopp will email it to the group for their review and input.
- There was discussion on the value of press releases, to disseminate information and increase awareness. The possibility of working with area hospitals was discussed.
- Jonathan Lillpopp spoke about Jody's recent efforts and the possibility of coordinating with her.
- Bob would like to have the group work on PSA's for EMS Week, either in print. Media or electronic. It was noted that EMS has been lacking in this type of PR. There was discussion on having the regions participate with mailings to services encouraging EMS

week activities. Emphasis on awareness. Jonathan commented mailings can be missed but we should use that avenue as a resource to distribute information. He suggested we ask OEMS about the possibility of disseminating information through our test proctors, (general information, current events, and updates).

- Michele talked about resurrecting the OEMS Newsletter, possibly quarterly.
- Bob Zeigler spoke about contacting the major television stations in Connecticut to seek their assistance. Jonathan suggested looking at what ACEP might offer on their website.
- Jonathan noted Jody had reached out to CORC for items to include in the May 20th activities. There was discussion on also reaching out to the Advisory Board.
- Jono suggested we develop a list of goals and objectives with target dates for the committee.

5.0 **Priorities/Goals/Committee Assignments**

- March Seminar
 - Develop an EMS informational brochure
 - Jody is working on Eastern Councils brochure & awards
 - Jono will forward the previous Advisory brochure for review
 - Michele commented including the certification levels and their scope in the brochure
- EMS Week/LOB
 - Judi will research what is available from NHTSA for handouts
 - Pamphlet for providers
 - Michele will assist with an informational flyer for the legislators
 - Bob suggested we find out details on the award ceremony and add to the flyer

6.0 **Other**

Bob thanked Paul for providing the conference call capabilities. He will bring our discussions back to Advisory to plan future coordination on projects.

Jody asked that anyone having a contribution to the website or the Facebook page please send it directly to her.

7.0 **Adjourn**

Conference call adjourned at 4:11PM.

Respectfully Submitted:

Judi Reynolds
SCCEMS Regional Coordinator