

**Manitoulin-Sudbury District Services Board
POLICY & PROCEDURES MANUAL**

Section: G. Emergency Medical Services	Effective Date: May 30 2010
Topic: 5. Public Relations	Replaces: New
Subject: 3. On-site Public Relations Request	
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PURPOSE

To promote Manitoulin-Sudbury DSB EMS, be involved in the community and to educate the public about Emergency Medical Services.

APPLICATION

Paramedics, EMAs, Management

PROCEDURE

Requests are occasionally made by the public, or initiated by a Paramedic, for the purpose of providing an EMS presence at a community event or for the establishment of EMS familiarization and/or public education. Although the presence may include provision of first aid if required, the sole purpose of the request should not be for EMS coverage (please refer to Policy and Procedure G.5.2, Special Events Request (for ambulance coverage).

- 1) All requests for public relations activities shall be directed to management for consideration.
- 2) The Director or designate, receiving requests will:
 - Determine if the request can be accommodated operationally taking into consideration the availability of both vehicles and staff. At no time will service to the area be depleted or compromised by using ambulances and/or staff needed for the day to day operations of the service.
 - Advise requestor of availability.
 - Authorise the activity if suitable
- 3) Public relations activities may only require displays, literature and equipment and may not always require the use of an ambulance. If an ambulance is used for volunteer public relations activities, all documentation associated with a regular shift such as equipment checks and vehicle circle checks must be completed in their entirety and staff attending the activity are to notify CACC:
 - when leaving for the event and upon their return
 - that the vehicle is *not in service*
 - *of a contact number in case the vehicle is required to be returned ahead of scheduled time for use as a frontline emergency vehicle.*
- 4) Public relations activities are usually on an unpaid, volunteer basis, therefore (notwithstanding articles 5 and 6):
 - a) If an ambulance is used for the activity, it will be not in service and will clearly be marked as such

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- b) Volunteer paramedics will not be involved in the transportation of patients
 - c) Base Hospital oversight of medical delegated acts will not be provided
 - d) WSIB and other employer insurances and benefits do not apply except for legislated coverage through vehicle insurance while driving DSB vehicles.
- 5) In an **emergency** situation where ambulance services are required and it would be more appropriate for the volunteers to provide said ambulance service, i.e. a delay in on-duty ambulance response, and the volunteers have a fully equipped ambulance and can safely provide ambulance services, the volunteers may provide patient care including transport and shall be compensated for their time spent tending to the patient from the time of patient contact to the time they hand off care of the patient. While being paid for tending to the patient, paramedics will be considered at work and will have Base Hospital oversight for medical delegated acts and will be covered by the DSB's insurances, wages and benefits.
- 6) Management may give direction or approval for staff that are on site (on-duty) or up-staff to attend public relations activities as long as:
- a) Staff are readily available to CACC at all times
 - b) Response times to the services normal area of response will not be jeopardized.

REFERENCE