



Update To:	DSB Program Planning Committee
From:	Michael MacIsaac Chief of Paramedic Services
Date:	March 23, 2016
Re:	Paramedic Services Final Crest

Since the last Board meeting, Paramedic Services staff have been surveyed as reported. Two thirds of our Paramedics responded to the survey with more than 50% of respondents picked crest option #3 with comments suggesting that a black background be utilized. The following is the graphic rendition of the new Paramedic crest.

The cresting within the badge takes its shape and form from the Canadian Paramedic rank & insignia which is currently used on the Paramedic uniform on the shoulder epaulettes. Missing is the Star of Life as it is not considered within the Canadian insignia. The Star of Life is actually an American design created by the National Highway Traffic Safety Administration (NHTSA) in 1973 after the American Red Cross complained in that the traditional orange cross too closely resembled their logo. You will often find the Star of Life on a variety of items related to emergency response including not only ambulances but also fire trucks and helmets. The Canadian insignia is truly meant for Paramedics



Other particular features of our design include:

- Emphasis placed on the wording of PARAMEDIC as well as MANITOUIN-SUDBURY DSB recognizing our profession and organization.

- The Rod of Asclepius (rod and snake) in the centre takes its name from the god Asclepius, a deity associated with healing and medicinal arts in Greek mythology. This is not to be confused with the Caduceus which consists of a winged staff and 2 snakes and actually represents merchants and trade. The modern use of the caduceus as a symbol of medicine in the late 19th and early 20th century as a result of documented mistakes, misunderstandings and confusion.
- The red maple leaf symbolizes our country while the white trillium represents our province.
- The golden wreath of 19 maple leaves represents the 18 member municipalities that make up the DSB as well as the Unorganized Territory (TWOMO).
- Lastly, the medicine wheel is prominently displayed within the wreath representing First Nations. This also ties in organizationally as a medicine wheel surrounds 4 people holding hands as part the DSB logo.