LIGHTS, CAMERA, EMS!

PROMOTING EMS
THROUGH THE USE OF GOVERNMENT TELEVISION

EAGLES Conference
Dr. David P. Keseg M.D. FACEP
Medical Director-Columbus Fire EMS
# Facts & Statistics Summary

## Geographical Information

<table>
<thead>
<tr>
<th>Area</th>
<th>Size</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Columbus</td>
<td>399.1 square miles</td>
<td>1,742,798</td>
</tr>
<tr>
<td>City of Columbus</td>
<td>222.2 square miles</td>
<td>768,804</td>
</tr>
</tbody>
</table>

## First Line Apparatus Summary

### Emergency Units in Service
- 34 Engines
- 15 Ladders
- 5 Rescues
- 7 Battalion Chiefs
- 32 Medics
- 1 HazMat
- 7 EMS Supervisors
- 1 Air Supply
- 1 Bomb Squad
- 1 Safety Officer
- 11 Boats

### Busiest Units in 2007

<table>
<thead>
<tr>
<th>Designation</th>
<th>Total Runs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine 15</td>
<td>4,088</td>
</tr>
<tr>
<td>Ladder 1</td>
<td>2,096</td>
</tr>
<tr>
<td>Rescue 2</td>
<td>3,904</td>
</tr>
<tr>
<td>Batt. Chief 3</td>
<td>2,847</td>
</tr>
<tr>
<td>Medic 2</td>
<td>5,729</td>
</tr>
</tbody>
</table>

## Four-Year Comparisons

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Incidents</td>
<td>123,879</td>
<td>117,508</td>
<td>121,454</td>
<td>135,391</td>
</tr>
<tr>
<td>Fire Incidents</td>
<td>23,293</td>
<td>22,798</td>
<td>28,525</td>
<td>23,656</td>
</tr>
<tr>
<td>EMS Incidents</td>
<td>100,586</td>
<td>94,710</td>
<td>92,929</td>
<td>107,351</td>
</tr>
<tr>
<td>Civilian Fire Deaths</td>
<td>12</td>
<td>10</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Civilian Fire Injuries</td>
<td>N/R</td>
<td>N/R</td>
<td>58</td>
<td>65</td>
</tr>
<tr>
<td>Firefighter Deaths</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Firefighter Injuries</td>
<td>N/R</td>
<td>N/R</td>
<td>524</td>
<td>562</td>
</tr>
<tr>
<td>Fire Loss</td>
<td>$18,420,983</td>
<td>$21,618,323</td>
<td>$22,220,094</td>
<td>$21,173,780</td>
</tr>
<tr>
<td>Annual Operating Budget</td>
<td>$156,895,305</td>
<td>$163,572,772</td>
<td>$170,206,897</td>
<td>$184,805,141</td>
</tr>
<tr>
<td>Capital Budget</td>
<td>$6,335,000</td>
<td>$6,861,000</td>
<td>$3,053,000</td>
<td>$13,074,000</td>
</tr>
<tr>
<td>Cost per Capita</td>
<td>$207.84</td>
<td>$216.70</td>
<td>$221.07</td>
<td>$240.03</td>
</tr>
</tbody>
</table>

## 2007 Fires by Classification

<table>
<thead>
<tr>
<th>Classification</th>
<th>Number</th>
<th>$ Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structure</td>
<td>1,260</td>
<td>$17,813,411</td>
</tr>
<tr>
<td>Outside Structure</td>
<td>94</td>
<td>$25,495</td>
</tr>
<tr>
<td>Vehicle</td>
<td>697</td>
<td>$3,084,675</td>
</tr>
<tr>
<td>Trees/Grass</td>
<td>274</td>
<td>$18,620</td>
</tr>
<tr>
<td>Trash/Refuse</td>
<td>1,374</td>
<td>$132,872</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>3,699</td>
<td><strong>$21,075,073</strong></td>
</tr>
</tbody>
</table>
Public Perception of EMS

• How many of you are frustrated with the public perception of EMS?
Public Perception of EMS

- Does the public really understand what EMS does??????
  - Taxi Drivers
  - Why aren’t they here yet?
  - What do you think you’re doing???
  - Why did I get this bill for EMS???
  - Don’t firefighters fight fire?
  - Why are you raising my taxes?
THE STORY OF EMS

- IT MUST BE TOLD OFTEN
- IT MUST BE TOLD IN MULTIPLE VENUES
- IT MUST BE TOLD OUTSIDE OF EMS WEEK
- IT MUST BE TOLD OUTSIDE OF JOURNALS
- IT MUST BE TOLD TO THE CONSUMER
- IT MUST BE CURRENT AND LOCAL
The birth of EMS Perspectives

- Fire Chief requests:
  - Medical Director develop and host TV program on GTC-3 (city government channel)
  - Quarterly programs
  - Focus on what EMS is and how it helps Columbus
  - Illustrate the value of the Fire Division
EMS Perspectives

Format:
- Round table discussion
- Demonstration of procedures
- Emphasize action, not talk
- Involve Fire EMS personnel and others
  - Hospital personnel
  - Citizens and survivors
  - Organization spokespersons
  - City government officials
• Broadcast quality studio in City Hall
• In 2008 had 350 hours of programming
• Approximately 280,000 subscribers
  • Time Warner
  • WOW
  • Insight
  • AT&T
## BUDGET

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009 proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$770,130</td>
<td>$712,122</td>
<td>$743,846</td>
<td>$522,287</td>
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</table>

## PERSONNEL

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
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</table>
EMS Perspectives Topics

- Human Interest stories
- Demonstration of procedures
- Public education
- Dissemination of useful information
- Unabashed cheerleader for EMS and the Columbus Division of Fire
EMS Perspectives Topics

- Sudden Cardiac Arrest Survivors
- EMS and Poisoning
- EMS Procedures
- EMS and Stroke
- EMS Training
- EMS and Drowning
- History of EMS in Columbus
- End of life issues in EMS
EMS Perspectives Schedule

Wednesday, 2/11/2009

5:30 am
Traffic Watch - LIVE
8:30 am
VA News
9:00 am

2/4/09 - City Council Health, Housing and Human Services Committee
10:00 am

09-02 - Army Newswatch
10:30 am

The American Veteran
11:00 am

1/8/09 - EMS Perspectives
11:30 am

2/9/09 Columbus City Council
EMS Perspectives-
WHO’S WATCHING??????

- We really don’t know......but
  - Anecdotal reports seem better than expected
  - Better than NO exposure
EMS on TV-Is it worth it for you?

- Government television wants you!
- Legitimizing services and expenses.
- This isn’t PBS.
- Relatively easy to set up and do.
- Builds bridges with other agencies.
- Identifying a spokesperson.

[Image of Uncle Sam]