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Pre-EMS Educators Forum

A Proposal

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Definitions

Pre-EMS Educator: Those individuals who design, develop, administer, or instruct emergency care training courses (first aid, CPR, AED, etc.) for laypersons, including bystanders and persons with an occupational requirement to be first aid trained.

The Forum: A NAEMSE organized opportunity for pre-EMS Educators for resource development, advocacy in pre-EMS educational endeavors, research in pre-EMS education, and the initiation of activities that will further the educational enrichment of students and instructors involved in pre-EMS related programs.

Executive Summary

Vision / Mission

The Pre-EMS Educators Forum will provide an opportunity for those individuals who design, develop, administer, or instruct first aid, CPR, and AED courses with an opportunity to learn while networking with their peers, leading EMS educational experts, manufacturers, and sponsors.

The first Forum will be held at the NAEMSE Symposium 2002 and will be a single track, multiple speaker event designed to address the following areas: Education, Administration, Small Business (panel), Clinical, and Pre-EMS Incubator.¹

Background

It is widely accepted that early recognition of an emergency combined with prompt, properly administered first aid can make a difference between life and death, rapid vs. prolonged recovery, and temporary vs. permanent disability. Although EMS is the natural arena of advocacy for pre-EMS emergency care - it frequently behaves indifferently. The [Emergency Medical Services, Agenda For The Future](#) acknowledges public education as a critical activity for EMS and accurately recognizes that it is “woefully underdeveloped” in this area. This proposal is an appeal to NAEMSE to take a leadership role in changing that paradox through establishment of a Pre-EMS Educator's forum (herein, the Forum).

Countless pre-EMS emergency care training courses are taught in both community and occupational settings throughout the U.S. and in many first world countries everyday. Hundreds of thousands of laypersons are trained in pre-EMS emergency care in the U.S. alone each year. Community outreach and humanitarian benefit play a role, but meeting regulatory or occupational requirements are a significant (if not primary) motivation for many students who attend these classes.

The majority of pre-EMS training programs are designed, developed, and marketed in the U.S. by tax-exempt organizations such as the [American Red Cross](#) (ARC); the [American Heart Association[®], Inc.](#) (AHA); and the [National Safety Council](#) (NSC). Tax-paying program developers such as the [American Safety and Health Institute](#), Inc. (ASHI); [Compliant[®], Inc.](#); Emergency and Safety Programs Inc., (ESP); [EMP International](#), Inc. (MEDIC FIRST AID[®]); and others.

¹ For a description of the incubator concept, see NAEMSE *Educator Update* March 2000

Government, publishing companies, private corporations, hospitals, vocational institutes, colleges, EMS agencies, and others also produce pre-EMS courses and materials.

Many pre-EMS Educators are EMS providers. However, there are numerous layperson-pre-EMS Educators teaching emergency care through government, K-12 education, universities and technical colleges, public utilities, security, corrections, daycare, manufacturing, retail, transportation, construction, recreation, and a myriad of other occupations. Perhaps because their day-to-day worlds are so different, many of these layperson-pre-EMS Educators have limited opportunity to interact with their EMS-related colleagues.

Objective

The CPR/AED and first aid discussion lists on [MERGInet](#) have demonstrated the viability and vitality of an impartial networking forum for pre-EMS Educators. The spirited, worldwide conversations, debates, and resource sharing also suggest that establishing a corresponding face-to-face forum for pre-EMS Educators would be productive. Both the provider and instructor of pre-EMS emergency care are fundamental components of the pre-hospital setting. Since at least part of the mission of NAEMSE is to provide a forum to share insight and information concerning all aspects of EMS education at all levels, the Association has a distinct responsibility and opportunity to embrace pre-EMS Educators. The objective of the Forum is to provide that opportunity.

Investment Requirements

Speakers will have to be recruited and remunerated. We are budgeting \$600.00 for each speaker (airfare, one night hotel, per Diem, no honorarium) - \$3000.00 for up to five speakers. This amount does not include room rental, advertising, AV, etc. Comprehensive budgets will be necessary to allocate spending and determine revenue.

Management Team

Our voluntary management team will consist primarily of those colleagues, contributors, and advocates listed on the cover of this proposal and those who have experience and/or special interest in our objective. Participants may seek their own level of involvement and contribution toward accomplishing the goals of this project. Other team members will be added as they express interest or offer support. The primary mechanism for communication will be via email.

Current Situation

Networking opportunities exist for pre-EMS Educators in the form of conferences conducted by training agencies, such as the Citizen CPR Foundation's [Emergency Cardiac Care Update](#) and the National Safety Council's new [Emergency Response Update](#). However, subject matter is influenced by the sponsoring organization's mission and philosophies and tends to feature or promote organization-specific training products. More importantly, however, these organizations and their conferences exist only on the periphery of EMS. There is no national conference for pre-EMS Educators and there is no leadership by EMS in pre-EMS education. This void represents a considerable opportunity for NAEMSE, its members, and Corporate Partners.

There is much to be gained by NAEMSE through the Forum. First and foremost is the opportunity for the association to take an active, leadership role in integrating pre-EMS education into EMS. Second, an organized channel between lay pre-EMS Educators and their EMS colleagues could foster innovative partnerships. The impact of these partnerships could enrich community health through improved curriculum design, research, prevention, early identification, and treatment of sudden illness and injury. Third, as mentioned previously, there are a large number of lay pre-EMS Educators teaching in both public organizations and private corporations. By organizing and supporting the Forum, NAEMSE will attract new, non-traditional members (such as Corporate Safety Trainers) who in turn represent a rich resource of potential sponsors. For current Corporate Partners, Pre-EMS Educators represent a potentially vast market in which to develop new relationships and clientele.

Risk

The major risk is that our promotional efforts will be diluted by competing conferences run by better funded, better known organizations attempting to draw the target audience. Effort must be aimed at differentiating the experience of the Pre-EMS Educators Forum from the "instructor conferences" of other organizations.

Still, we believe there are enough potential members and sponsors interested in the pre-EMS field to merit establishment of the Forum. Overall, we see the base for support as fairly easy to expand and anticipate that any additional effort will pay off reasonably well. Emphasis should be placed on a test-promotion strategy to determine the interest level. One avenue for data is a few well-worded questions on the participant evaluation at the September 2000 symposium or a discussion list survey through MERGInet.

Marketing Plan

Discussions with leading pre-EMS training program developers, emergency medical device manufacturers, and related product distributors substantiate the premise of the Forum. As a result, a marketing plan can be designed to accomplish the following objectives:

- Attract pre-EMS Educators and Corporate Partners to the Forum
- Differentiate the Forum from its competitors
- Attract volunteers and stakeholders to help grow the Forum

Advertising and Promotion

Advertising for the Forum will need to go through conventional EMS-related channels as well as new channels in order to reach Pre-EMS Educators in business, industry, and other sectors. The Forum could be promoted via MERGInet discussion lists, through device manufacturers and resellers, and directly to Pre-EMS Educators through proprietary training program developers (ASHI, ESP, MFA, & others). Most, if not all, current Corporate Partners (at all levels) would benefit from the infusion of Pre-EMS Educators into NAEMSE. Consequently, they should be invited to assist with, financially contribute to, or recommend promising co-marketing strategies to build Pre-EMS Educator membership. These approaches need to be developed with a focus on limiting cost via noncompetitive collaboration.

Conclusion

In thinking about the degree of challenge this proposal faces, one needs to consider the strategic gap between the current reality and our objectives. To date, NAEMSE's focus has been on traditional EMS educators. We believe the benefits of the Forum to the Association, membership, and public are considerable. With the commitment of NAEMSE, the dedicated work of a volunteer committee, and financial investment from Corporate Partners we are confident that we can achieve our objectives.

Thank you for your consideration.

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Disclosure Information: Ralph is the General Manager of the American Safety & Health Institute (ASHI). ASHI is a private, tax-paying corporation with headquarters in New Port Richey, Florida USA. <http://www.ashinstitute.com/>

Ralph is also the co-investigator for *National Guidelines for First Aid Training in Occupational Settings* (NGFATOS). The NGFATOS document and its enrichment programs are non-proprietary, "open source" public domain material. They are not the property of any individual or organization. The documents were produced through a voluntary consensus process including expert and public peer-review. They are not the products of any individual National Advisory Board (NAB) participant or investigator. There are no trademarks, license agreements, or copyrights associated with the document. Each NAB participant and organization served the project in an advisory fashion. Their representation does not necessarily constitute endorsement. The NGFATOS document and its enrichment programs are available for downloading at: www.pitt.edu/~cemwp/education/ngfatos/ngfatos.htm or the download directory at: www.MERGI.net/

ASHI is an advertiser on MERGI.net, a sponsor of its discussion lists, and Corporate Partner of NAEMSE. Ralph is an NAEMSE member.