

# Recruitment, Retention and Public Relations

Creating Synergy to Strengthen your Organization

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Pulse Check 2013

# Where I learned What I learned



# Definitions

- ***RECRUITMENT*** - the process of adding new individuals to a population or subpopulation
- ***RETENTION*** - to keep in one's pay or service

# Definitions

- ***PUBLIC RELATIONS*** - the business of inducing the public to have understanding for and goodwill toward a person, firm, or institution
- ***MARKETING*** - the process or technique of promoting, selling, and distributing a product or service
- ***SYNERGY*** - a mutually advantageous conjunction or compatibility of distinct business participants or elements

# Recruitment - Getting them in the door

## Do you have a plan?

- Who do you want to recruit
- Where are these people
- Who does the recruiting
- Who is empowered to recruit
- When do you recruit
- What stands in the way of getting the right member
- What's in it for them

# My number one premise of Volunteer Management

Volunteer is a pay grade

not a job description

# Once they are signed up

- Are your requirements and expectations clearly stated
- Are you ready to train new members – This is part of the plan
- Do you have rules that get in the way of the process

# Retention – So now that you have them, how do you keep them?

- What does the organization need
- What does the member want
- What if these 2 things don't match
- What if they don't follow the rules – Time to clear the dead wood
  - My famous letter
- What recognition or incentives do you provide



# Marketing and Public Relations

- Can you be more than just an Ambulance Corps
- Can you weather the storm
- Can you be the “go to” organization on your community
- Can you get others to do it for you

# Identity and Image

- How do you want to be perceived
- How do others see you
- Is this the image you want

# Identity and Image

- Do you drill
  - Where
  - With whom
  - Are the Hospitals involved
  - Do you participate in their drills
  - Do you use other groups involved
  - Do you include the media
  - KISMIF

# *Art of the Co-Sponsor*

- Can you get other people to pay for your events
- Can you provide stand-by service at their events
- Can you get them to put your name on it
- We were able to have our Co-sponsor purchase these. We ran the education and we both go the credit



# Do you have a “THING”

- DWI awareness
- Poison control
- Bike safety
- Concussions awareness
- Blood Drives
- CPR/First Aid
- All of the above
  - Did you chose your outreach to also work towards recruitment?

# Do you have a “THING”

- A sample of free or low cost information or ideas available for your public education campaign

# Is it candy or medicine?

					
Ibuprofen	Good N' Plenty®	Multivitamin	Good N' Fruity®	Amitriptyline	Cinnamon Candy
					
Dolobid®	Good N' Fruity®	Ferrous Sulfate	Red Hots®	Tegretol®	Smarties®
					
Children's Vitamins	Tangy Bunnies	Depakene	Good N' Fruity®	Pseudoephedrine	Cinnamon Candy
					
Ferrous Gluconate	M&M®	Amantadine	Good N' Fruity®	Bethanechol	Sweetarts®
					
Aspirin	Skittles®	Mesoridazine	M&M® (small)	Simethicone Chewable	Altoid® Mint
					
Tylenol®	Tic Tac®	Ephedrine	Good N' Plenty®	Phenelzine	Skittles®



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- Child Safety at Parents Central →
- Distracted Driving at Distraction.gov →
- Enforcement & Justice Services →
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- Motorcycles →
- Occupant Protection →
- Older Drivers →
- Pedestrians →
- Research & Evaluation →



## Bike Safe - Bike Smart (25MB and 146MB, WMV format)

This entertaining, yet instructional, nine-minute bicycle safety video uses a visually stimulating, peer-to-peer approach to teach elementary and middle school age audiences how to Bike Safe. Bike Smart. Viewers will learn about the rules of the road, signaling, riding at night, safe riding practices, and risky behaviors that they should avoid, and tips for purchasing and correctly fitting a bicycle helmet. *Bike Safe - Bike Smart* was released in 2004 and is the second in the series of two videos (DOT HS 809 738):

- [Low Resolution](#) (25MB) for web viewing.
- [High Resolution](#) (146MB) for presentations.

*Ride Smart - It's Time to Start* was released in 2002 and is the first in the series of two videos (DOT HS 809 397):

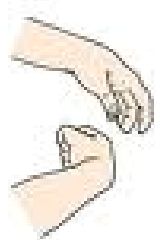
- [Low Resolution](#) (23MB) for web viewing.
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## Heimlich Maneuver



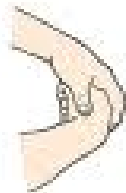
1. Lean the person forward slightly and stand behind him or her.



2. Make a fist with one hand.



4. Make a quick, hard movement, inward and upward.



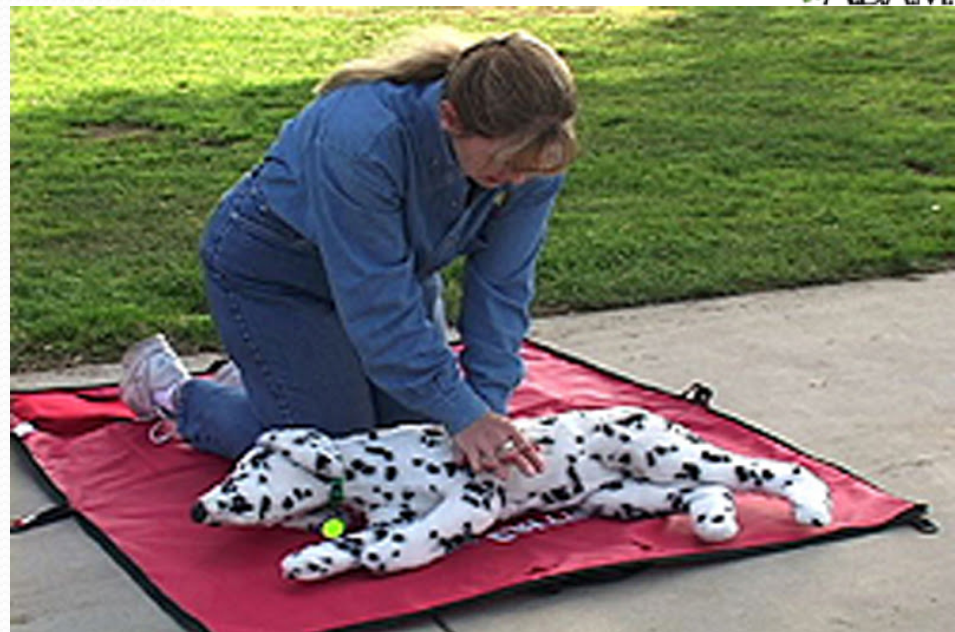
3. Put your arms around the person and grasp your fist with your other hand near the top of the stomach, just below the center of the rib cage.

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Place the infant stomach-down across your forearm and give five quick, forceful blows on the infant's back with heel of your hand



ADAM



## Preventing Traumatic Brain Injury



**Prevent TBI by understanding the risks, signs, and symptoms. Improve the health and quality of life for TBI survivors.**

This March, in recognition of Brain Injury Awareness Month, CDC is working to raise awareness about traumatic brain injury. Improved prevention, recognition, and response can help address this important public health problem.

### Understanding TBI

Have you ever hit your head as a result of a fall, car crash, or other type of activity and just "did not feel right" afterwards? After a few days, you returned to your normal activities, but continued to experience headaches sensitivity to noise, or difficulty concentrating and remembering things. Does this sound familiar?

A TBI can disrupt the normal functions of the brain. TBIs—ranging from mild concussions to severe, life-threatening injuries—can be prevented. The burden of TBI can be reduced through primary prevention strategies and improvements in the health and quality of life for TBI survivors.

### More Information

- [Read a Survivor Story:](#)
  - [Sarah's Story: Learn How Concussions Can Affect Kids and Teens in the Classroom \[PDF - 158KB\]](#)
  - [Cole's Story: Learn How CDC Heads Up! Concussion Training Saved a Life](#)
- [Watch a Video](#)
  - [Keeping Quiet Can Keep You Out of the Game \[VIDEO - 2:00 minutes\]](#)  
This video tells one young woman's story of sustaining two concussions within a short period of time. Concussion is a serious injury. Athletes, if you think you've had a concussion, don't hide it, report it, and take time to recover.

Parent and Caregiver Resources to Stop Underage Drinking | ICCPUD - Microsoft Internet Explorer provided by Coney Island Hospit

https://www.stopalcoholabuse.gov/parents.aspx

alcohol prevention

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Portal of Prevention Resources

Statistics Funding Opportunities Information for You Approaches Resources Prevention Videos Town Hall Meetings

# STOP Underage Drinking



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Portal of Prevention Resources

## Parents/Caregivers

Children look to their parents and caregivers as their primary source for advice, support, and role modeling. Use the [Discussion Guides](#) to help you talk with your children about underage alcohol use. [Parent Power](#) resources provide additional information on steps you can take in your home and community to help young people avoid underage drinking.

Visit the [Statistics](#) page for facts about underage drinking and its consequences. The [UAD Web Sites](#) page provides links to several sites with additional resources for parents and caregivers on keeping children safe from underage alcohol use.

### Discussion Guides

#### ["Talk. They Hear You."](#)

This media campaign is designed to help prevent underage drinking among children ages 9 to 15 by providing their parents and caregivers with the resources they need to properly address this issue with their children early. The campaign website offers customizable radio, television, and print public service announcements; social media tools; and fact sheets, talking points, and other print materials to share with parents and caregivers in the community. (Substance Abuse and Mental Health Services Administration; May 2013)

#### [Talk to Your Kids about Tobacco, Alcohol, and Drugs](#)

This web page offers tips in English and Spanish on when, how, and why to talk with children about substance use. Information also is provided on steps to take if you suspect your child has a substance use problem. (healthfinder.gov; page last updated May 22, 2013)

#### [Real Kids Are Curious About Alcohol: A Family Guide to Underage Drinking Prevention](#)

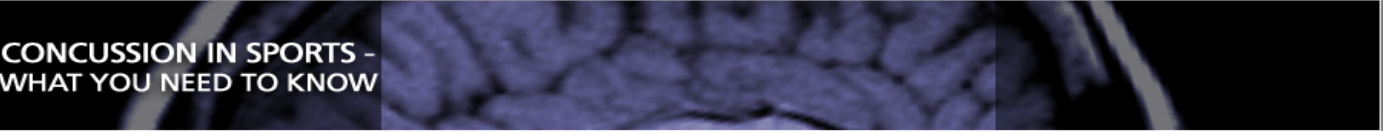
This guide provides facts and practical advice on how parents can talk with their children about underage drinking. Helpful tips guide parents in talking about alcohol, and parents can personalize an action plan to help start the conversation with their children. This guide also has resources for families, peers, and other adult influencers on a child's decision to drink. (Substance Abuse and Mental Health Services Administration. U.S. Department of Health and Human Services: April 2010)



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### ELECTIVE COURSE



**Concussion in Sports – v2.0**  
**FREE COURSE!**

Sports-related concussion in high school sports can be serious or even life-threatening situations if not managed correctly. National Federation of State High School Associations (NFHS) and Centers for Disease Control and Prevention (CDC) have teamed up to provide information and resources to help educate coaches, officials, parents and students on the importance of proper concussion recognition and management in high school sports. Mick Koester M.D., ATC, Chair of the NFHS Sports Medicine Advisory Committee and Director of the Slocum Sports Concussion in Eugene, Oregon takes you through this course. In this course you will understand the impact sports-related concussion can have on your players, how to recognize a suspected concussion, the proper protocols to manage a suspected concussion, and steps to help your player return to play safely after experiencing a concussion.

[COURSE PREVIEW](#) [PLEASE LOGIN TO ORDER](#)

### NEWS FEED

- » Kentucky retracts handshake ban - FOXSports.com
- » High Schools Struggle To Tackle Safety On The Football Field - NPR
- » Concussions in high school sports are a growing concern, but with no state ... - Capital Times (blog)
- » High school sports highlight reel: Top performances from last week - San mateo county times
- » Post Game Handshakes After High

# Automated External Defibrillators

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*Helping to prepare people to help EMS save lives!*



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## CPR Day



COLLEGE STUDENTS EDUCATE THEIR PEERS IN CPR TO KICK OFF ANNUAL COLLEGIATE EMS WEEK



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# NAEMT EMS Week



# Commission on State Emergency Communications

*The Authority on Emergency Communications in Texas*



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Education > Teacher Activities > **Video Trailer and More**

## Video Trailer and More



CSEC maintains its leadership role in the on-going development of 9-1-1 educational materials for children between the ages of 4 and 7. In 2010, the CSEC produced [9-1-1: Getting Help is Easy](#), an educational video tool that addresses current technologies as children learn the essential information about calling 9-1-1. Educators who want to download activities or learn about more available resources for the presentations should check out our [Teacher Activities](#) section of the website. [Click Here](#) to view the full version of the video "9-1-1: Getting Help is Easy"



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# Alcohol Prevention

Too Smart To Start - Microsoft Internet Explorer provided by Coney Island Hospital

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alcohol prevention

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Too Smart To Start

Page Safety Tools

The screenshot displays the 'Too Smart To Start' website interface. At the top, there is a navigation bar with the text 'too SMART to START' and four circular icons representing different groups. Below this, the main content area is divided into three columns. The left column features a yellow silhouette of a person jumping, with the word 'YOUTH' in a yellow box and an 'ENTER >>' button. The middle column shows blue silhouettes of three people, with the word 'TEENS' in a white box and an 'ENTER >>' button. The right column displays red silhouettes of a family, with the text 'FAMILIES, EDUCATORS, & COMMUNITY LEADERS' in a white box and an 'ENTER >>' button. The background is a light blue gradient with decorative elements like stars and swirls.

YOUTH

TEENS

FAMILIES, EDUCATORS, & COMMUNITY LEADERS

ENTER >>

ENTER >>

ENTER >>

Done

Internet | Protected Mode: Off

100%



# National Educational Campaign

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## Welcome to Know911.org, the home of the 9-1-1: The Number to Know Campaign

This national campaign is designed to help individual PSAPs, regional 9-1-1 authorities, and state and national 9-1-1 organizations to speak together with one voice, but still retain the ability to send or choose their own primary outreach messages. The Campaign is designed to support—not replace—any messages you want to send out. Using the 9-1-1: The Number to Know logo on your materials makes your message part of a national, coordinated campaign.

The **9-1-1: The Number to Know** Campaign can be used during National 9-1-1 Education Month and National Public Safety Telecommunications Week, both in April. It's also designed to support the coordinated promotion of 9-1-1 education and awareness year-round.

**2013 Campaign: Be 9-1-1 Ready**  
[Click here for sample messaging and to learn more](#)

Have questions about the Campaign?

[Find Answers Here](#)



Looking for free 9-1-1 posters, graphics, educational handouts and other useful materials?

[Download Resources](#)

<http://www.usa.gov>

## CDC Features

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## Be Ready! September is National Preparedness Month



**Would you be ready if there were an emergency? Be prepared: throughout September there will be activities across the country to promote emergency preparedness.**

Throughout September there will be activities across the country to promote emergency preparedness. More than 3,000 organizations – national, regional, and local public and private organizations – are supporting emergency preparedness efforts and encouraging all Americans to take action.

Join the effort! Visit our Web site for [Emergency Preparedness and Response](#) and follow these four steps:

- [Get a Kit.](#)
- [Make a Plan.](#)
- [Be Informed.](#)
- [Get Involved.](#)

September 2013 marks the tenth annual National Preparedness Month, sponsored by the Federal Emergency Management Agency in the US Department of Homeland Security. One goal of Homeland Security is to educate the public about how to prepare for emergencies, including natural disasters, mass casualties, biological and chemical threats, radiation emergencies, and terrorist attacks.

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# So what about the Synergy

- Are you prepared to recruit any time you are not involved in direct patient care
- If you have extra people at the scene are they doing public relations
- Have you built up the relationship with Community Leaders – Area Hospitals – Local Media – Other Agencies - that will help weather the (minor) storm