

2022 EMS FOR CHILDREN SURVEY PRESS KIT

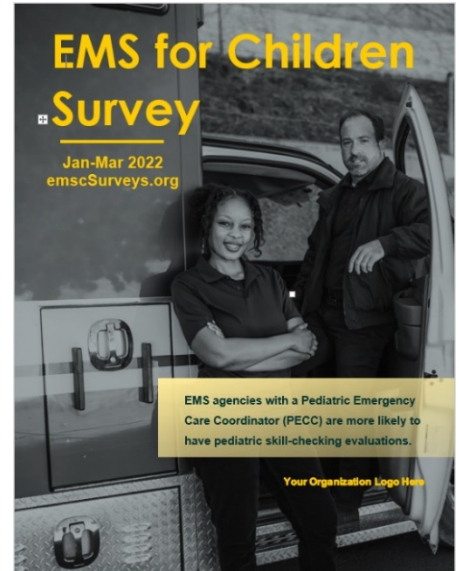
This press kit contains a list of tools to help advertise and promote participation in the 2022 EMS for Children Survey online.

EMAIL

The following items are intended to promote the survey via email. They can all be found on the NEDARC website here:

<https://www.nedarc.org/performanceMeasures/pmHelpAndTools.html>

- Email signature banner template (PowerPoint)
 - For instructions on customizing the banner and adding it to your email see the YouTube video here: <https://youtu.be/IWOrcHSIAQM?t=949>
- Email postcard template for 2021 respondents (Word)
- Email postcard template for 2021 non-respondents (Word)
 - For explanation of the email postcard templates see the YouTube video here: <https://youtu.be/pzCNdO9byMs?t=1111>
 - For instructions on mail merging, contact your NEDARC TA or view the YouTube video here: <https://youtu.be/vvQup4kN-KM>
- Customizable flyer template (seen at right)
- Customizable EMS for Children Survey promotional video
 - To customize, contact your NEDARC TA.
 - Available in MP4 format and/or as a custom link.
 - View the uncustomized video with locations for customization here: <https://spark.adobe.com/video/FJg5j83JyYT9I>



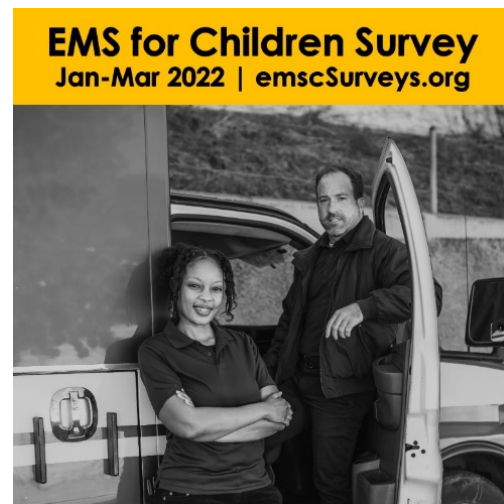
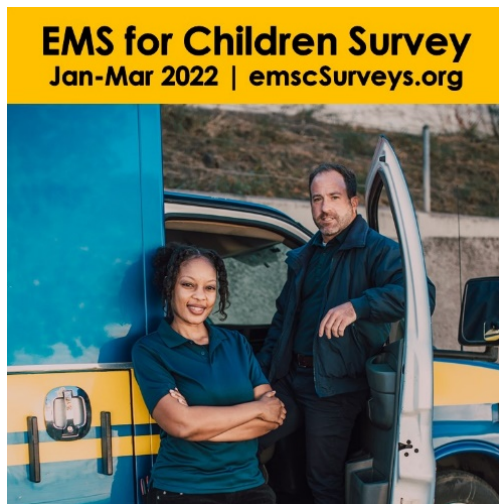
SOCIAL MEDIA

Utilize the following links for posts on social media. Feel free to use the suggested wording as well.

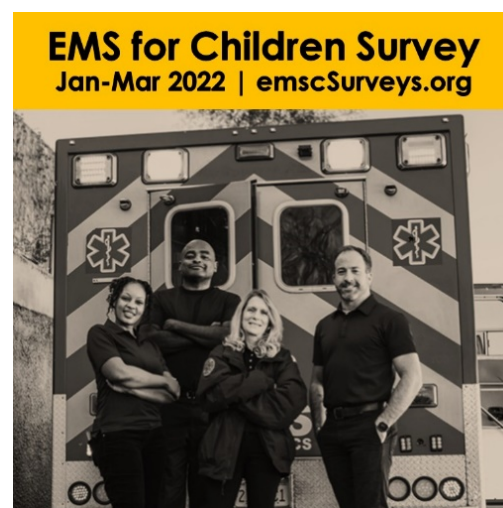
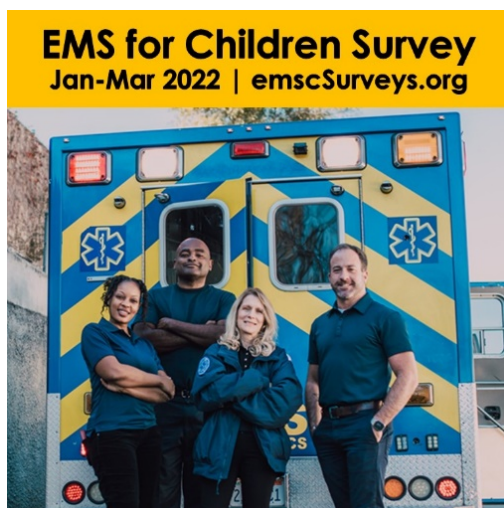
- Tag your state EMSC Program with the following image.
 - Downloadable on the NEDARC website here: <https://www.nedarc.org/performanceMeasures/pmHelpAndTools.html>
 - Directly shareable from Adobe Spark here (Through the link below, click "Share" in the top right corner and then select the social media platform you want to share to): <https://spark.adobe.com/post/hmbZNRmjDSNA3/>



- *Suggested Wording:* EMS agencies with a Pediatric Emergency Care Coordinator (PECC) are more likely to have pediatric skill-checking evaluations. [Tag your state EMSC Program]
 - Download image from the NEDARC website:
 - <https://www.nedarc.org/performanceMeasures/pmHelpAndTools.html>
 - Share image directly from Adobe Spark. (Through the link(s) below, click “Share” in the top right corner and then select the social media platform you want to share to.)
 - Color: <https://spark.adobe.com/post/ZLu3xAD7WQ6Zl/>
 - Black and White: <https://spark.adobe.com/post/74whaJ2UwU8iX/>



- *Suggested Wording:* Has your EMS agency taken the EMS for Children Survey? Check with your EMS Administrator and visit emscSurveys.org. [Tag your state EMSC Program]
 - Download image from the NEDARC website:
 - <https://www.nedarc.org/performanceMeasures/pmHelpAndTools.html>
 - Share image directly from Adobe Spark. (Through the link(s) below, click “Share” in the top right corner and then select the social media platform you want to share to.)
 - Color: <https://spark.adobe.com/post/QgtjSP1skDtPp/>
 - Sepia: <https://spark.adobe.com/post/07hDAUiaTf0dv/>



PRESENTATIONS

Utilize the following materials to create tailored presentations and reports. They can be found on the NEDARC website here: <https://www.nedarc.org/performanceMeasures/pmHelpAndTools.html>

- Template for state specific EMS for Children Survey data reports
 - This document is similar to the National Data Report to EMS Agencies, but is designed to be customized by you for your state. Per manager request, the report was created in PowerPoint.
 - For instructions on how to customize this report, see the YouTube video below. Note that the video shows how to edit it in MS Publisher, not PowerPoint. However, the video still demonstrates how to find, take a screenshot of, and insert your state data.
 - <https://youtu.be/vrJCUh5gEc>
 - Can be saved to PDF and emailed to agencies after customization.

- EMSC 02 & 03 Slide Deck
 - Ready-made slide deck that can be customized by you with your state EMS for Children Survey data. Designed to share state data in advisory board or other meetings and presentations.
 - For instructions on how to customize this slide deck, see the YouTube video below.
 - <https://youtu.be/piABpRy6pec>