



STANDARD OPERATING GUIDELINE

Number 110-01

Public Information/ Media Relations

EFFECTIVE DATE:
02/01/2002

REVISION DATE:
12/01/2007

APPROVED BY:
RONALD D. ROMBS

PAGE:
1 OF 2

PURPOSE: The intent of this policy is to establish a procedure to assure timely, accurate and appropriate release of information to the media and public within the confines of required confidentiality regulations.

SCOPE: This procedure applies to all LCEMS employees.

POLICY: Lincoln County Emergency Medical Service shall establish and maintain a strong and on going working relationship with all media contacts, and cooperate with these contacts and all members of the media community within operational and confidentiality concerns/regulations.

The Training Coordinator for LCEMS is the designated Public Information Officer. However, the on duty Shift Supervisor, Deputy Director and or the Director may issue statements to the media at their discretion in accordance with LCEMS SOG's and Lincoln County Policy.

All other employee of LCEMS shall direct all issues concerning and or inquiries by the media to the on duty Shift Supervisor.

Employees not designated above are prohibited from making statements to the media unless expressly authorized to do so by the PIO, or Director.

Issues that attract a large volume of media attention should be handled by notification of the Director of EMS and the public information officer who shall issue a press release and coordinate a press conference. No interaction with the media will occur outside of the press conference unless expressly authorized by the Director of EMS.

The on duty Shift Supervisor shall notify the PIO of any calls that occurs on his/her shift that may result in media inquiries.

When conducting an authorized interview with the media concerning an incident involving patient care the following may be disclosed:

- a. Number of patients
- b. Age of patient/patients
- c. Sex of Patients
- d. Location call occurred
- e. Types of injuries (Life Threatening or Non-Life Threatening)
- f. Mode and destination of transport
- g. General condition of patient /patients
- h. Assisting Agencies



STANDARD OPERATING GUIDELINE

Number 110-01

Public Information/ Media Relations

EFFECTIVE DATE:
02/01/2002

REVISION DATE:
12/01/2007

APPROVED BY:
RONALD D. ROMBS

PAGE:
2 OF 2

Do not discuss calls or specific information that deals with patient identification, placing blame or fault, or any specifics surrounding the circumstances of the incident.

When issuing an authorized statement to the media concerning an operational or personnel issue the following shall apply:

- a. If a personnel issue has occurred no information will be disclosed concerning the identity of personnel involved.
- b. While representing LCEMS to the media, no statement containing opinionated, accusatory, or defensive stances will be issued.
- c. A nonbiased statement concerning the status of an investigation, and the working status of the employee (i.e. Suspended pending investigation, returned to full duty, etc.) may be issued.

If dealing with an operational issue the policy concerning the issue may be quoted to the media:

- a. Any discussion of operational issues beyond quotation of policy is prohibited unless expressly authorized by the service director.
- b. Any incident involving a public official or any person/persons drawing abnormal public attention shall be immediately brought to the attention of the Director and PIO prior to issuing a press statement.



STANDARD OPERATING GUIDELINE

Number 110-02

Public Relations/ Special Event

EFFECTIVE DATE:
02/01/2002

REVISION DATE:
12/01/2007

APPROVED BY:
RONALD D. ROMBS

PAGE:
1 OF 2

- PURPOSE:** The intent of this policy is to establish a process that provides a procedure for the use of Lincoln County EMS resources for the purpose of public relations, health education and public awareness.
- SCOPE:** This procedure applies to all LCEMS employees.
- POLICY:** Lincoln County EMS strives to meet the needs of the public it serves, and will make provisions for public events outside the scope of routine duties of the EMS system. The event must be prudently judged to be non-political, non-discriminatory, and in the interest of public enrichment.
- Requests for a public relations event should be made in writing to the Deputy Director a minimum of 30 days prior to the event. Requests should be made using the Public Relations Request form obtainable through the EMS office. Requests made after the 30-day period will be considered on a case-by-case basis. The Deputy Director shall upon receipt of the request make a decision as to the appropriateness of the event. If the request is denied, a written explanation with the reason for denial will be returned prior to the event. If the event is approved, the requesting individual or agency will be notified by phone or in writing before the date of the incident.
 - Upon approval, the request will be forwarded to the Shift Supervisor with a completed Incident Action Plan (IAP) for the event a minimum of one week prior to the event.
 - Unless otherwise stated in the request or IAP, Public Relations events shall be conducted utilizing a dedicated crew. All units assigned shall be staffed and equipped as all other in-service units of this service.
 - The on-duty Shift Supervisor shall at his/her discretion; assign Special Operations units to 9-1-1 calls depending on call volume, system status, location and nature of the call(s). He/she shall complete and forward a Special Report denoting the reason for utilizing the unit and times away from the event to the Deputy Director prior to the end of their shift.
 - The responsible Shift Supervisor(s) shall complete and forward a "Special Operations Report" to the Deputy Director within 48 hours of completion of the event.



STANDARD OPERATING GUIDELINE

Number 110-02

Public Relations/ Special Event

EFFECTIVE DATE:
02/01/2002

REVISION DATE:
12/01/2007

APPROVED BY:
RONALD D. ROMBS

PAGE:
2 OF 2

- Any deviation from the request should be documented on a Special Report and returned to the Deputy Director.
- An employee assigned to a public relations event shall remain at the event until the designated release time unless authorized by the on-duty Shift Supervisor.
- Employees will be courteous and maintain a professional appearance throughout the public relations events.
- Uniform standards shall be prescribed in the IAP for each event based upon the required task.
- The Deputy Director shall be responsible for establishing, coordinating, monitoring and evaluating all on going public safety/public information and or public health programs throughout the County.



STANDARD OPERATING GUIDELINE

Number 110-03

Public Education & Injury Prevention

EFFECTIVE DATE:
12/01/2007

REVISION DATE:

APPROVED BY:
RONALD D. ROMBS

PAGE:
1 OF 3

PURPOSE: The intent of this procedure is to outline the activities of Lincoln County Emergency Medical Services in the area of public safety education and injury prevention.

SCOPE: This procedure applies to all employees of Lincoln County Emergency Medical Service.

OBJECTIVES:

1. Lincoln County Emergency Medical Services recognizes the importance of charting the future of Emergency Medical Services in our county from a solely reaction/response agency to one that partners with other Public Safety Agencies, public health and health care systems to reduce morbidity and mortality through the addition of preventive measures.
2. Lincoln County Emergency Medical Services has adopted the following objectives of the EMS Agenda for the Future in the areas of injury prevention and public education:
 - a. Acknowledge public education as a critical activity for EMS.
 - b. Collaborate with other community resources and agencies to determine public education needs.
 - c. Engage in continuous public education programs.
 - d. Educate members of the public as consumers.
 - e. Evaluation of public education initiatives undertaken by LCEMS.
 - f. Support the Safe Communities concept.
 - g. Collaborate with other county/community agencies and health care providers with expertise and interest in illness and injury prevention.
 - h. Develop and maintain a preventative atmosphere within our system.
 - i. Improve the ability of LCEMS to document injury and illness circumstances.



STANDARD OPERATING GUIDELINE

Number 110-03

Public Education & Injury Prevention

EFFECTIVE DATE:
12/01/2007

REVISION DATE:

APPROVED BY:
RONALD D. ROMBS

PAGE:
2 OF 3

RESPONSIBILITIES:

1. The Deputy Director shall:
 - a. Represent LCEMS at the following committees and or organizations:
 - Safe Kids
 - Safe Teens
 - Child Protection Team
 - Child Fatality Protection Team
 - Child Fatality Review (State)
 - Lincoln County Safety Committee
 - b. Serve as liaison with Lincoln County Department of Social Services in all matters pertaining to suspected child abuse/neglect (SOG 102-10), Adult Protective Services (SOG 102-11) and identifying and reporting injury trends at facilities under DSS purvey (assisted living facilities, etc.).
 - c. Administer and serve as liaison with Transportation Lincoln County and Lincoln County Health Department in distribution and monitoring the Vial of Life Program.
 - d. Serve as liaison with Lincoln County Schools regarding 9-1-1 Make the Right Call Program, school bus driver orientation and other educational programs within the school system.
 - e. Serve as liaison with Court System, State Highway Patrol, local law enforcement agencies and Lincoln County Schools regarding teen driving initiatives.
 - f. Maintain an adequate number of CPS Technicians to assure coverage at the LCEMS permanent car seat checking station and other car seat installation/checks throughout the county.
 - g. Maintain a supply of public safety information (handouts) for use throughout the county.
 - h. Prepare an IAP for any and all requests for special event coverage, speakers, career days, or other Public Relations requests. In addition,



STANDARD OPERATING GUIDELINE

Number 110-03

Public Education & Injury Prevention

EFFECTIVE DATE:
12/01/2007

REVISION DATE:

APPROVED BY:
RONALD D. ROMBS

PAGE:
3 OF 3

he/she shall prepare an annual report to the Director enumerating all events for the past fiscal year.

2. Injury Prevention Committee

- a. As per LCEMS SOG 105-04, Lincoln County Emergency Medical Services shall maintain an Injury Prevention Committee.