# Use our customizable sample messaging to help spread the word about 2023 EMS for Children Day activities, including:

1. **A webinar for EMS clinicians** May 24 at 5 pm CT on the role of pediatric champions or PECCs in EMS agencies (CAPCE credit available): <https://bit.ly/EMSforChildrenDay> **(to share in advance of and during EMS Week)**
2. **A special Thank-You video** from the EMSC Program: <https://youtu.be/42pgjIRS6ds> **(to share on EMSC Day!)**

# Sample Social Media

For use on all platforms

**Leading up to and during EMS Week**

* Get ready for #EMSforChildrenDay! Download the official toolkit to start spreading the word today: <https://bit.ly/EMSforChildrenDay> #EMSWeek2023 [**Use general graphic**](https://media.emscimprovement.center/documents/EMSC_Day_-_social_post_2_-_2023.png)
* May 24 is #EMSforChildrenDay! Learn how you can get involved in thanking #EMS clinicians for caring for our most precious patients – kids: <https://bit.ly/EMSforChildrenDay> #EMSWeek2023 [**Use general graphic**](https://media.emscimprovement.center/documents/EMSC_Day_-_social_post_2_-_2023.png)
* #EMS clinicians: Thank you for caring for kids! In honor of #EMSforChildrenDay, join us May 24 for a webinar on the role of pediatric champions or PECCs in EMS agencies (CE credit available): <https://bit.ly/EMSforChildrenDay> [**Use webinar graphic**](https://media.emscimprovement.center/images/EMS230314_Webinar_1000x1000_230414_01V22.original.png)

**On EMSC Day**

Video link will autopopulate an image preview

* Did you know that #EMS clinicians answered the call for more than 2.7 million pediatric patients in 2022? Take advantage of #EMSforChildrenDay – part of #EMSWeek2023 – to say Thank You to an EMS clinician in your community: <https://youtu.be/42pgjIRS6ds>
* The EMSC Program is bringing together patients, nurses and physicians to honor #EMS clinicians. Watch the video here: <https://youtu.be/42pgjIRS6ds> #EMSWeek2023 #EMSforChildrenDay
* Today is #EMSforChildrenDay! Join us in thanking #EMS for answering 2.7 million calls for pediatric patients in 2022: <https://youtu.be/42pgjIRS6ds> #EMSWeek2023

# Sample Email

**To send right before or during EMS Week**

[Email banner image](https://media.emscimprovement.center/images/EMSC_Day_-_email_signature_2023.original.png)

**Subject Line: Celebrate EMS for Children Day**

National Emergency Medical Services (EMS) Week provides an opportunity to recognize the dedicated prehospital clinicians who serve on the front lines of health care every day.

On EMS for Children (EMSC) Day, Wednesday, May 24, we draw special attention to prehospital clinicians’ commitment to caring for acutely ill and injured children. Last year, nearly 1 million EMS clinicians answered the call for more than 2.7 million pediatric patients nationwide.

You can celebrate EMS for Children day by:

* Sharing [the EMSC Day Thank You video](https://youtu.be/42pgjIRS6ds)
* Joining or sharing [an EMSC Day webinar for EMS clinicians](https://emscimprovement.center/domains/prehospital-care/ems-week/) (offering CAPCE credit) on May 24 from 5-6:30 pm CT
* Using social media to promote EMSC Day and share your EMSC Day activities (include the hashtag #EMSforChildrenDay!)
* Posting EMSC Day information on your website
* Using or sharing other [EMSC Day materials, including thank you cards, appreciation certificates and activities for children](https://emscimprovement.center/domains/prehospital-care/ems-week/spread-word/)

For more information about the EMSC Program, funded by the Health Resources and Services Administration of the U.S. Department of Health and Human Services, visit [emscimprovement.center](https://emscimprovement.center/). Learn more about EMS Week and EMSC Day at [emsweek.org](https://emsweek.org/).

# Sample Article

**To send right before or during EMS Week

How Do You Celebrate EMS for Children Day?**

National Emergency Medical Services (EMS) Week is our annual chance to thank the dedicated prehospital clinicians who serve on the front lines of health care every day. Since 1974, the third week of May has celebrated the passion and skill of EMS clinicians. This year’s theme, “Where Emergency Care Begins,” captures the critical role EMS clinicians play for so many Americans, including our most precious patients: children.

In 2022 alone, nearly 1 million EMS clinicians nationwide provided care for more than 2.7 million pediatric EMS activations. On EMS for Children (EMSC) Day, recognized the Wednesday of EMS Week (May 24, 2023), we draw special attention to prehospital clinicians’ commitment to caring for acutely ill and injured children and the work of the federal EMSC Program.

This year, the EMSC Program is saying “thank you” to EMS clinicians nationwide for the special care they provide to children every day through a video: <https://youtu.be/42pgjIRS6ds>.

As part of EMSC Day celebrations, the EMSC Innovation and Improvement Center is also hosting a free webinar for EMS clinicians, “The Pediatric Emergency Care Coordinator (PECC): Where Emergency Care for Kids Begins,” on May 24 from 5-6:30 pm CT. CAPCE credit will be available. [Register now.](https://bit.ly/EMSforChildrenDay)

**Get involved during EMS Week and EMSC Day by sharing the video and the webinar!** Show your community and EMS clinicians how much their time and attention for pediatric patients matters.

You can also celebrate EMS for Children Day on May 24 by:

* Using social media to promote EMSC Day and share your EMSC Day activities using the hashtag #EMSforChildrenDay
* Posting EMS for Children Day information on your website
* Distributing press releases recognizing EMS clinicians in your community
* Using and sharing other promotional materials, including [appreciation cards and activities for children](https://emscimprovement.center/domains/prehospital-care/ems-week/spread-word/emscdaytoolkit/)

Celebrate and share! Let us know what you did for EMSC Day by emailing your activities to prehospital@emscimprovement.center.

Learn more about EMS Week and EMSC Day at [emsweek.org](https://emsweek.org/). For more information about the EMSC Program, funded by the Health Resources and Services Administration of the U.S. Department of Health and Human Services, visit [emscimprovement.center](https://emscimprovement.center/).

**Press Release – For General Public Audiences**

**To send right before or during EMS Week**

**FOR IMMEDIATE RELEASE**

Contact: \_\_\_\_\_\_

**Celebrate Emergency Medical Services for Children Day**

*Join [Organization/Program Name] in honoring EMS clinicians during EMS Week 2023*

[City, State, Date] – Since 1974, the third week of May has been designated as Emergency Medical Services (EMS) Week. This May 21-27, 2023, we celebrate EMS practitioners and the important work they do in our nation's communities. EMS Week brings together local communities and medical personnel to honor the dedication of those who provide the day-to-day lifesaving services of medicine's frontline. EMS Week activities are supported by the American College of Emergency Physicians (ACEP) in partnership with the National Associations of Emergency Medical Technicians (NAEMT).

Each day during EMS Week highlights one aspect of EMS:

* Sunday: Health, Wellness, and Resilience Day
* Monday: Education Day
* Tuesday: EMS Safety Day
* Wednesday: EMS for Children Day
* Thursday: Save-a-Life Day
* Friday: EMS Recognition Day

Since 2001, the Wednesday of EMS Week has celebrated EMS for Children (EMSC) Day. This year on May 24, we focus special attention to prehospital clinicians’ commitment to caring for acutely ill and injured children. On EMSC Day, [organization/program] will observe EMSC Day by [describe activities with any appropriate links].

As part of EMSC Day, [organization/program name] is also collaborating with the federal EMSC Program to highlight national activities, including a Thank You video for EMS clinicians, a webinar for EMS clinicians on May 24 from 5-6:30 pm CT about the importance of pediatric-specific prehospital care (CE is available), and EMSC Day celebration materials and ideas. Watch the video, register for the webinar or download the materials at <https://bit.ly/EMSforChildrenDay>.

Learn more about EMS Week and EMSC Day at [emsweek.org](https://emsweek.org/). For more information about the EMSC Program, funded by the Health Resources and Services Administration of the U.S. Department of Health and Human Services, visit [emscimprovement.center](https://emscimprovement.center/).

**[About** organization/program**]**

(Information about organization/program issuing press release)

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# Supporting Graphics and Materials

**EMSC Day Video –** <https://youtu.be/42pgjIRS6ds> **(ideally share on EMSC Day)**

**EMSC Day Logos**

* [Blue version](https://emscimprovement.center/documents/2253/EMSCDayLogoBlue_230403.png)
* [White version](https://emscimprovement.center/documents/2254/EMSCDayLogoWhite_230403.png)

**Social Media Graphics**

* [Webinar graphic (sized for all platforms)](https://media.emscimprovement.center/images/EMS230314_Webinar_1000x1000_230414_01V22.original.png)
* [Graphic 1 – Celebrate EMSC Day (sized for all platforms)](https://emscimprovement.center/documents/2250/EMSC_Day_social_post_1-_2023.png)
* [Graphic 2 – Celebrate EMSC Day (sized for all platforms)](https://emscimprovement.center/documents/2242/EMSC_Day_-_social_post_2_-_2023.png)
* [Graphic 3 – Thank you, EMS clinicians (sized for all platforms)](https://emscimprovement.center/documents/2243/EMSC_Day_-_social_post_3_-_2023.png)
* [Graphic 4 – Thank you, EMS clinicians (sized for all platforms)](https://emscimprovement.center/documents/2244/EMSC_Day_-_social_post_4_-_2023.png)
* [Facebook banner](https://emscimprovement.center/documents/2241/EMSC_Day_-_Facebook_banner_-_2023.png)
* [Twitter banner](https://media.emscimprovement.center/documents/EMSC_Day_-_Twitter_banner_-_2023_BSSaXKi.png)

**Appreciation Materials**

* [Certificate of Appreciation](https://emscimprovement.center/documents/2237/EMSC_Day_-_Appreciation_certificate_-_2023.pdf)
* Thank you cards:
	+ [Version 1](https://emscimprovement.center/documents/2245/EMSC_Day_-_thank_you_card_1.pdf)
	+ [Version 2](https://emscimprovement.center/documents/2236/EMSC_Day__-_thank_you_card_2.pdf)
* Thank you one-pagers:
	+ [Younger children](https://emscimprovement.center/documents/2247/EMSC_Day_-_Thank_you_template_for_young_children.pdf)
	+ [Older children](https://emscimprovement.center/documents/2246/EMSC_Day_-_Thank_you_template_for_children.pdf)

**Proclamation Toolkit**

* [Proclamation Toolkit](https://emscimprovement.center/domains/prehospital-care/ems-week/spread-word/proclamation/)

**Activities for Children**

* [Appreciation Template for Children](https://emscimprovement.center/documents/2246/EMSC_Day_-_Thank_you_template_for_children.pdf)
* [Appreciation Template for Young Children](https://emscimprovement.center/documents/2247/EMSC_Day_-_Thank_you_template_for_young_children.pdf)
* [Ambulance Coloring Sheet](https://emscimprovement.center/documents/2238/EMSC_Day_-_coloring_sheet_-_ambulance.pdf)
* [Bear Coloring Sheet](https://emscimprovement.center/documents/2239/EMSC_Day_-_Coloring_sheet_-_bear.pdf)
* [Crossword](https://emscimprovement.center/documents/2240/EMSC_Day_-_Crossword.pdf)
* [Word Find](https://emscimprovement.center/documents/2249/EMSC_Day_-_Wordfind.pdf)

**More details and resources are available on:** [**https://bit.ly/EMSforChildrenDay**](https://bit.ly/EMSforChildrenDay)**!**