



## EMS Week Messaging May 19-25, 2024

*Action item: Look for opportunities during EMS Week (May 19-25) and use these messages whenever possible. Integrate them into existing communications or to create new ones. We know the American Heart Association has other initiatives to promote each month, and this messaging is not intended to detract from those communications. Instead, this messaging should help you think about opportunities to integrate consistent messaging where it is practical.*

- During EMS Week, the American Heart Association recognizes and celebrates EMS personnel who represent the front lines of medicine – providing crucial, prehospital treatment that can be the difference between life and death for patients. The Association salutes EMS personnel for their important work, courage and dedication.
- We recognize EMS personnel everywhere who provide lifesaving service on a daily basis.
- EMS Week recognizes and honors EMS providers for their tireless efforts to safeguard the health, safety and well-being of our communities. We thank EMS providers for their service and courage and all that they do to contribute to our shared mission of saving lives.
- The American Heart Association is grateful to EMS providers for their dedication to the health and safety of our communities.
- Are you familiar with our [Mission: Lifeline EMS program?](#)

Sentiments from D'Arcy Carll who is one of our science and health advisors who has an EMS background:

"EMS exists to improve the lives of people in their communities.

EMS is often overlooked until an emergency occurs, then people recognize the incredible system of trained professionals ready to spring into action.

EMS can be difficult and exhausting but is also extremely fulfilling. Many EMS providers love what they do and feel privileged to be able to serve their communities in such an impactful way.”