

PARTNERS' INFORMATION PACK

International Paramedics Day

#ProudToBeAParamedic

Friday, 8 July 2022

**Created and organised by the College of Paramedics in the UK, with support from
paramedics and their professional bodies around the world**

An introduction to International Paramedics Day

[International Paramedics Day](#) has been created by the [College of Paramedics](#) – the recognised professional body for paramedics and the ambulance profession in the UK – to recognise, appreciate and celebrate the tremendous work carried out by paramedics and first responders around the world.

After years of working tirelessly and selflessly throughout the Covid-19 global pandemic, now is the time to thank and applaud the contributions of paramedics to individual lives and communities.

We are calling on paramedic organisations around the world to join us in promoting International Paramedics Day on **July 8** every year, starting in 2022.

July 8th is significant because it is the anniversary of the birth of [Dominique-Jean Larrey](#), the man often referred to as the ‘father of modern-day ambulance services’.

Please show your support by actively engaging with the College of Paramedics on social media to promote International Paramedics Day, its aims and the theme for 2022, [Proud to be a Paramedic](#). We would encourage you to ask your members and colleagues to share their own stories and photos which demonstrate why they are proud to be paramedics.

Together, we can make International Paramedics Day a key date by asking the world to focus on the role of paramedics and to champion the incredible work they do, in so many different settings.

Theme for 2022

Our theme for the first ever International Paramedics Day on July 8, 2022 is [Proud to be a Paramedic](#) which we hope will resonate with paramedics everywhere, regardless of which area of paramedicine they operate in.

International Paramedics Day is about celebrating and recognising the work that paramedics do around the world and the many different ways in which they help and care for people when they need it most.

We are calling on all paramedics to share their proudest moments on social media using words, photos and videos, with the hashtags [#ProudToBeAParamedic](#) and [#InternationalParamedicsDay](#)

Aims

To establish International Paramedics Day is one of the most important days of the year to:

- Celebrate paramedics and first responders around the globe
- Promote the profession
- Acknowledge the difference paramedics make in an emergency or crisis
- To raise awareness and champion all the settings paramedics work in, including primary and secondary care, doctors' surgeries, military, offshore, helicopter emergency medical services and telephone triage systems

Become a Partner

We are actively looking to partner with as many paramedics organisations in as many countries as possible. If you would like to get involved, please visit [our website](#) and [contact us](#) to express your interest.

There is no cost involved. All we ask is for your commitment and support in promoting the aims of International Paramedics Day to your members and the rest of the world, by engaging with our content and if possible, creating your own.

All organisations that commit to being involved will have their name and logos published on the International Paramedics Day website.

How to get involved

We would like paramedics around the world to come together to demonstrate why they are proud to be a paramedic – for example, by discussing or showcasing their proudest and most memorable moments in helping, supporting or caring for people.

We would also like students to engage with the campaign and talk about the reasons they have chosen to become a paramedic and why they feel proud to have chosen a career in paramedicine.

There are several ways you and your members can get involved:

- Contribute to our International Paramedics Day Showreel – a visual case study
- Share and engage with the content created by us and other partners around the world
- Create and promote your own content

More details have been provided in the sections below.

Contribute to our International Paramedics Day Showreel

As the creators and organisers of the inaugural event, the College of Paramedics in the UK will be putting together a showreel comprising still and moving imagery to demonstrate how paramedics around the world are making a difference to people's lives every moment of every day.

This showreel will demonstrate the vital role that paramedics play in almost every aspect of daily life – at school, in the workplace, at home, out on the town, on the sports field, at the scene of road traffic accidents, in emergency situations, during natural disasters, in military training and on the battle field.

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Please send us your videos and photographs

We are committed to making this showreel as inclusive and representative as possible.

To achieve this, we will select and edit photos and videos supplied by you and other partner paramedics organisations from around the world to create one master showreel to be broadcast and shared on International Paramedics Day.

This showreel will be available to download from the International Paramedics Day website and to share on social media in due course. The aim is to create a visual stimulus which encourages paramedics and people around the world to engage and comment.

You can contribute your existing photos and videos – or you can create new ones. All contributions will be reviewed and as many as possible will be selected and edited for inclusion in the final showreel.

Upload your photos and videos [here](#).

Campaign web links and communication channels

Please visit the following sites to access and download content that may be useful to you:

- The UK campaign website: www.internationalparamedicsday.com



Please share your own ideas, photos and videos with us by uploading them to [our secure portal](#).

Don't forget to use the hashtags [#InternationalParamedicsDay](#) and [#ProudToBeAParamedic](#) when publishing your content.

Resources

You will find the resources you need on our website and social media platforms (listed in the section above)

These can be tailored to suit your own activities. In due course, these will include:

- The official logo
- Interesting facts and figures from around the world
- Regular updates in the run up to the event
- Launch day press release
- A selection of photographs provided by our event partners
- A video showcasing a few of the world's paramedics' proudest moments
- Biography of Dominique-Jean Larrey

Logo

The International Paramedics Day logo is free to use on the basis that it is not modified in any way nor used for commercial purposes.

The logo is available in a number of different formats which you can [download here](#).



Interesting facts and figures

Our international partners may wish to use their country's facts and figures to support their own promotional activities and add them to the International Paramedics Day website.

The following UK-based facts will be incorporated into the campaign:

- There are currently 31,400 paramedics registered in the UK
- More than 10 million 999 calls were made in 2021 – the highest ever figure in a single year and almost a million more calls than the previous record in 2019 when 9.1 million 999 calls were made.
- In December 2021, ambulances responded to 82,000 Category 1 calls, an average of one every 33 seconds and higher than any other month on record.
- There are 13 ambulance trusts in the UK

Create your own communications

In addition to using the universally available resources described above, you may like to create your own.

For example:

- Set up a dedicated landing page on your website
- Use your e-bulletin or newsletter to tell members about the campaign and how they can get involved
- Promote the campaign on your social media channels and encourage your members to share their stories via video, audio or in writing
- Encourage student paramedics to get involved by talking about their motivations for choosing emergency medicine as a career and why they are proud to be a student paramedic
- Talk to your media contacts about the campaign; see if you can arrange interviews with your CEO and paramedics willing to talk about their most memorable moments that made them feel proud to be a paramedic

Content ideas

Videos:

- Film a video message from your CEO or a member of your team
- Make a video showcasing the vital role that paramedics play within your country or a particular sector
- Ask your members/other paramedics to create their own amateur video footage on their phones, talking about their most memorable moments that made them feel proud to be a paramedic
- Publish your videos on your website and social media feeds using the hashtags, and encourage members to share them
- Share your videos with the official campaign channels

Advice and guidance on taking your own videos and photographs can be found [here](#).

Social media:

- Encourage members to share their stories and their thoughts on why they feel proud to be a paramedic, using the hashtags
- Invite the public to share any thoughts they have on the crucial role that paramedics have played in their own lives or those of loved ones – and why they should feel proud to be a paramedic

Events:

- Consider holding an event (online or in-person, depending on any Covid restrictions at the time). For example, you could host a panel discussion looking at the role paramedics play in every facet of life and the challenges and issues they face. This could be recorded or videoed and then shared

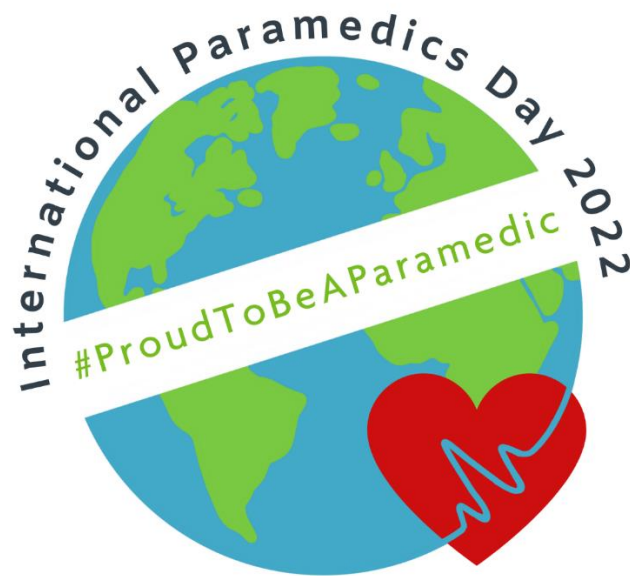
Get the media involved:

- Talk to press, broadcast and online journalists. Share your content with them and encourage them to get behind the campaign. Consider which spokespeople and 'real life' examples you can give them.

Campaign Milestones

You may like to develop a communications plan using the following milestones in 2022:

- March – Introduce the campaign to your members and stakeholders, outlining the rationale for supporting it
- April – Build on the information provided in March and explain how your members can get involved, giving practical examples
- May – Showcase some of the ways that your organisation is planning to support International Paramedics Day, perhaps highlighting one or two ideas put forward by members for activities or events they may be planning
- June – Issue a final rallying call, reminding your members how they can get involved
- Friday, July 8 – your own International Paramedics Day activities, including proactively engaging with the centrally created material on social media



Contact Details

For all campaign enquiries, please contact:

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www.internationalparamedicsday.com

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