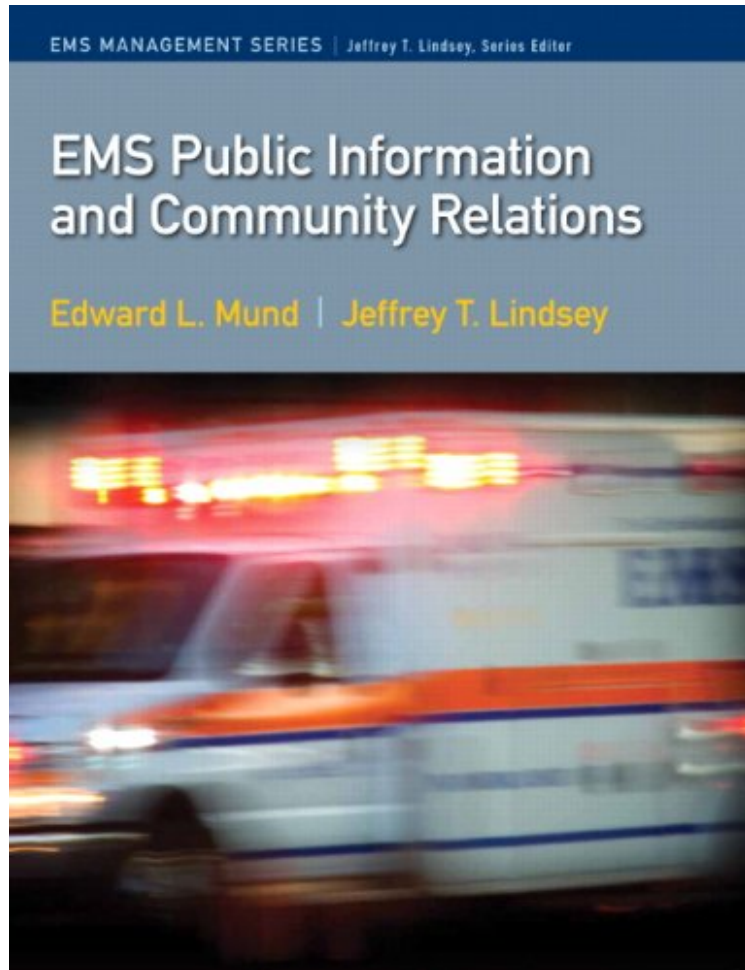


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EMS Public Information and Community Relations (Paramedic Care)

Edward L. Mund, Jeffrey T. Lindsey Ph.D
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Emergency Medical Services: Public Information Education and Relations is intended to be used as a reference and how to manual for EMS managers seeking to design, implement, and maintain a public relations plan. The text identifies and offers examples of the informational and educational components that work together to form a comprehensive public relations plan. Capitalizing on successful strategies used in marketing and advertising, it explains the reasons why public information and education is a necessary part of gaining and holding the public trust.

A Public Information and Education Tool helps EMS managers create personalized templates and reference materials in order to easily and quickly produce the right message for the right audience and ensure its delivery. ***** This title is also available as part of our Digital Library EMS Management Series, please visit www.bradybooks.com/dl to learn more.