

Clause 19 in Report No. 17 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on November 19, 2015.

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Renaming of York Region Emergency Medical Services to  
York Region Paramedic Services

Committee of the Whole recommends adoption of the following recommendations contained in the report dated October 22, 2015 from the Commissioner of Community and Health Services:

1. Recommendation

It is recommended that:

1. Council approve the renaming of York Region Emergency Medical Services to York Region Paramedic Services.

2. Purpose

This report provides Council with the rationale supporting a name shift from Emergency Medical Services to Paramedic Services. The term Paramedic Services reflects the evolving role of paramedics in Ontario healthcare.

3. Background

Paramedic and Seniors Services Branches merged in October 2014

In October 2014, York Region Emergency Medical Services merged with Long-Term Care to form the Paramedic and Seniors Services Branch in the Community and Health Services Department. This 24/7 healthcare delivery branch has combined two services – Paramedic Services and Seniors Services. The branch name change did not accompany an official renaming of the EMS Branch and all of its identifiers such as logo, signage and fleet.

## Renaming of York Region Emergency Medical Services to York Region Paramedic Services

All GTA and a majority of other Ontario emergency medical services have changed their name to Paramedic Services

The renaming of Emergency Medical Services to Paramedic Services is uniquely prominent across Ontario in order to more accurately reflect the work paramedics perform. The use of Paramedic Services distinguishes paramedics from other service providers such as fire services, many of whom have adopted Fire and Emergency Services.

To date, 54% or 27 of Ontario's municipal services have transitioned to Paramedic Services including Toronto, Simcoe County, Durham Region, Peel Region, Halton Region, Waterloo Region, Hamilton and Ottawa. A further 25% or 17 municipal services are planning to rebrand to Paramedic Services in the future, including Cornwall, Sault St. Marie and Guelph-Wellington. Most Ontario services, particularly in large urban centres, have either completed the renaming to Paramedic Services or are planning to do so in the immediate future.

The national association, Paramedics Chiefs of Canada, and the Ontario association, Ontario Association of Paramedic Chiefs, have also changed their name to reflect the scope of services provided by paramedics.

#### 4. Analysis and Options

A new crest for York Region Paramedic Services has been developed and maintains the same recognized elements of the current design

A number of designs were submitted and subsequently ruled out due to potential trademark issues.

The design below is the proposed crest which would appear on uniforms, signage and all additional Paramedic Services branded items.

# Renaming of York Region Emergency Medical Services to York Region Paramedic Services

## New Crest Design



[Link to key Council-approved plans](#)

This report is not directly linked to any Council-approved plan.

## 5. Financial Implications

Renaming will be phased in resulting in minimal costs and will be managed within the existing operating budget

Every year York Region EMS updates the graphics on 20% of the fleet. Therefore, if the new vehicle decals are phased over a five period, there would be no additional cost for this change. If the graphics on the fleet were all updated at once the total cost would be approximately \$9,500 (\$100 per vehicle).

While the Region issued a tender for the provision of EMS uniforms in July 2015, the new uniforms will be phased in and replaced through the normal process at no additional cost.

Station flags are replaced twice per year through the normal process with Property Services Branch. Therefore there will be no additional cost.

Stickers on Automated External Defibrillators will be changed at yearly inspection and the estimated cost will be \$1,000.

Station signs at 16 locations will need to be replaced or modified. The price for all station signs is estimated at \$50,000. Sign updates will be phased in over a five-year period to manage these costs.

## Renaming of York Region Emergency Medical Services to York Region Paramedic Services

Promotional materials (brochures, posters, web material, etc.) will be phased in and changed as content is updated, at no additional cost.

### 6. Local Municipal Impact

There are no local municipal impacts associated with this report.

### 7. Conclusion

The renaming of York Region Emergency Medical Services to York Region Paramedic Services will ensure that York Region's services are recognized consistently with services in the GTA and also support the broader health care role of paramedics. The renaming process will be completed through normal replacement cycles minimizing any expenditure.

For more information on this report, please contact Norm Barrette, Chief and General Manager at ext. 74709.

October 22, 2015

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