

The County of Peterborough
Joint Services Steering Committee

To: Chair and Members of Committee

From: Patti Kraft, Director of Human Resources

Date: June 14, 2012 – OPEN SESSION - WRITTEN REPORT

Subject: EMS Changes to Job Titles

Recommendation: That Joint Services Steering Committee recommends that:

- 1) The job title of Chief – EMS be changed effective July 30, 2012 to Chief of Paramedics;
 - 2) The job title of Deputy Chief – EMS be changed effective July 30, 2012 to Deputy Chief of Paramedics
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Overview:

In 2000 at the time of downloading, the Association of Municipal Emergency Medical Services of Ontario (AMEMSO) was formed to represent the EMS Services across the province. It was appropriate to have the word “municipal” in the title since the province had legislated land ambulance service delivery to the upper tier municipalities. The long title was always problematic as most were getting both the full name and the acronym wrong.

A name change and rebranding from “EMS” to “Paramedic” has been a topic of discussion for quite a long time amongst AMEMSO members. In fact, some services in the province never did adopt “EMS” but initially went to “Paramedic” (i.e. Prescott-Russell, Ottawa). At the AGM last September it was the desire of the membership to move forward and the Board was tasked to come up with some options. As a result, the name “Ontario Association of Paramedic Chiefs” was voted on and passed earlier this spring. This name change is also in line with Ontario Association of Chiefs of Police and the Ontario Association of Fire Chiefs. After the legal aspects were completed in establishing a new name, the change in name from AMEMSO to Ontario Association of Paramedic Chiefs was made official at the Spring Conference of AMEMSO held two weeks ago.

An official announcement is being drafted regarding the above by the association to all upper tier municipalities and should be available soon. It should be noted that the titles of the senior leadership positions in EMS across the province varies (e.g. Director of Emergency Services, Deputy Chief – Operations, Director of

EMS, EMS Chief). It is hoped that the rebranding of AMEMSO will also eventually result in more commonality in titles for similar positions across the province.

Analysis

While these recommended changes will align with the rebranding of AMEMSO underway, there will be impacts associated with the change to titles and local branding. In order to keep cost implications to a minimum, changes to items such as shoulder flashes on uniforms, vehicle markings (changing "EMS" to "Paramedic"), web site logo, marketing/promotional materials, signage at bases, etc., will be phased in over time and absorbed in the budget on-going. The only immediate replacement will be the change to business cards, and this cost will be absorbed into the 2012 budget. In addition, the necessary administrative internal changes such as official position descriptions, position assignments, telephone directories, corporate media, etc. will be required.

It should be noted that the new titles highlight responsibility for the work of "Paramedics" so care will need to be taken to ensure there is an understanding of the responsibilities associated with "Emergency Management" in the positions/department as well.

Summary

In summary, we are requesting Committee approval that:

- 1) The job title of Chief – EMS be changed effective July 30, 2012 to Chief of Paramedics;
- 2) The job title of Deputy Chief – EMS be changed effective July 30, 2012 to Deputy Chief of Paramedics

The changes associated with these title changes will be phased in over time with the expectation that associated costs be absorbed into the existing and future EMS budgets.

Respectfully submitted,

Patti Kraft, B.Admin., M.Ad.Ed.
Director, Human Resources