

Public Perception, research and the path ahead...

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2013 November 24

Annual General Meeting

Vancouver, B. C.



Paramedic Association of Canada
Association des Paramedics du Canada

Abacus Poll September 2012

1592 respondents

The margin of error $\pm 2.45\%$, 19 times out of 20.

Paramedics

93%

A lot of respect, or
A considerable respect

Other Professions

93%, Nurses

92 %, Fire Fighters

A lot of respect or

A considerable respect

A word cloud featuring various adjectives in different sizes and shades of green and brown. The words are arranged in a dense, overlapping manner. The most prominent words are 'caring' and 'emergency'. Other visible words include 'knowledgeable', 'professional', 'dedicated', 'important', 'helpful', 'trained', 'first', 'fast', 'efficient', 'brave', 'essential', 'responder', 'Emergency', 'Caring', 'First', 'quick', and 'knowledgable'.

knowledgeable

caring

responder

Emergency

Caring

First

quick

emergency

important

knowledgable

dedicated.

professional

helpful

trained

first

life

fast

essential

brave

efficient

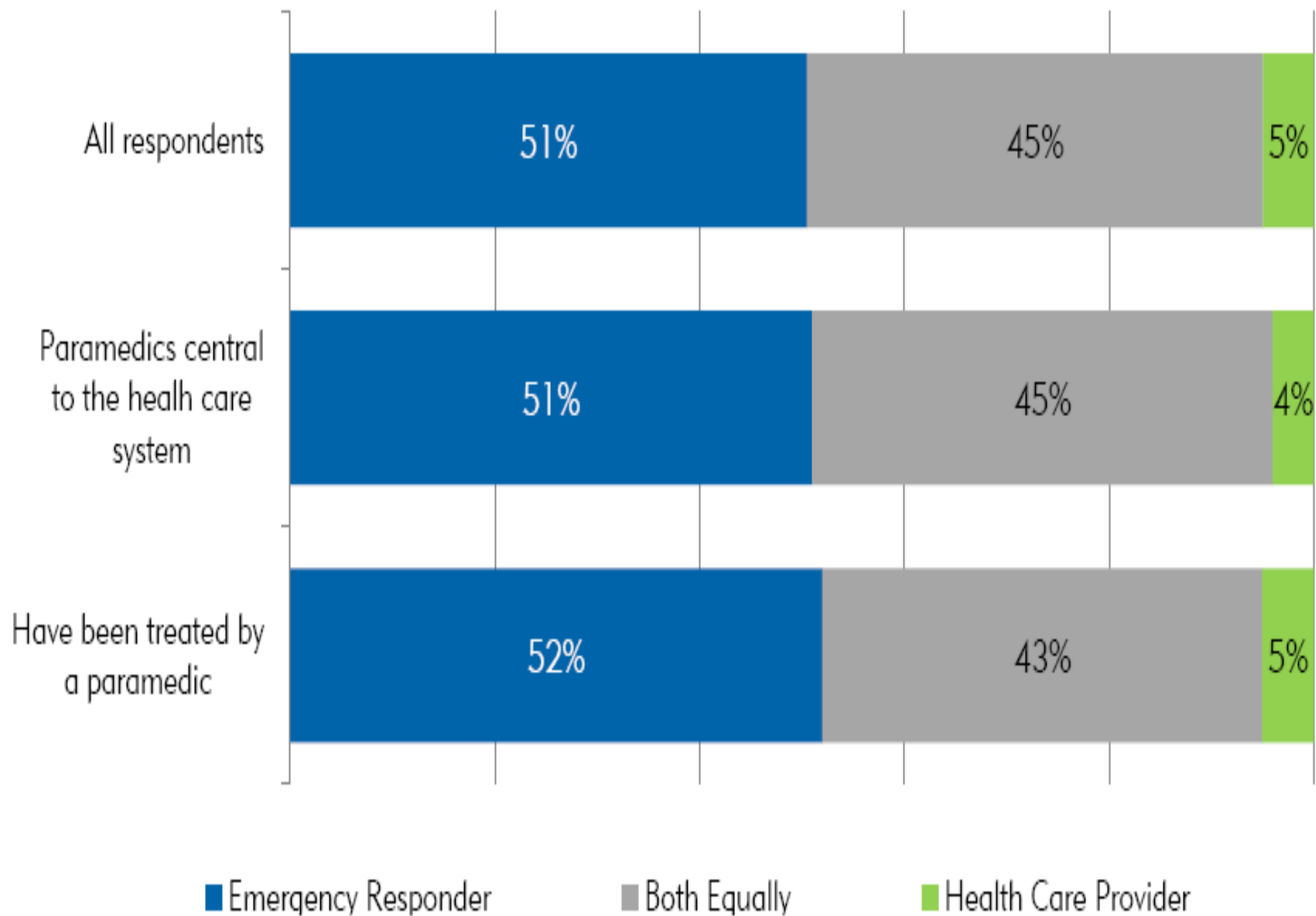
Word Cloud

Young: Fast

[having not been treated and conventional perception]

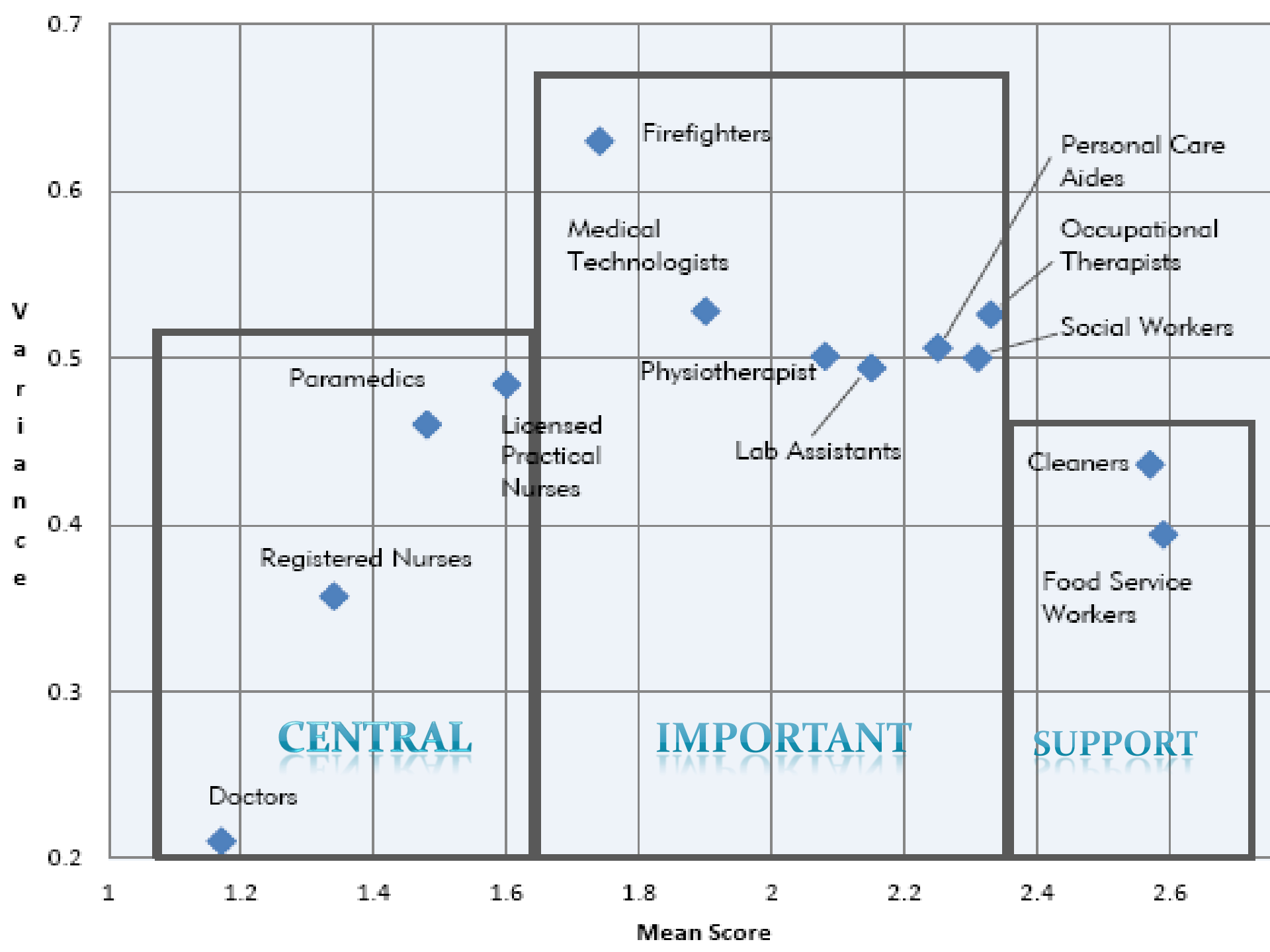
Older: Health and Emergency Response

Public Safety and Health Care



Paramedics in Health Care

1. Central
2. Important
3. Support



Diagnosis 'on the spot medical decisions'

71% Paramedics

72% Nurses

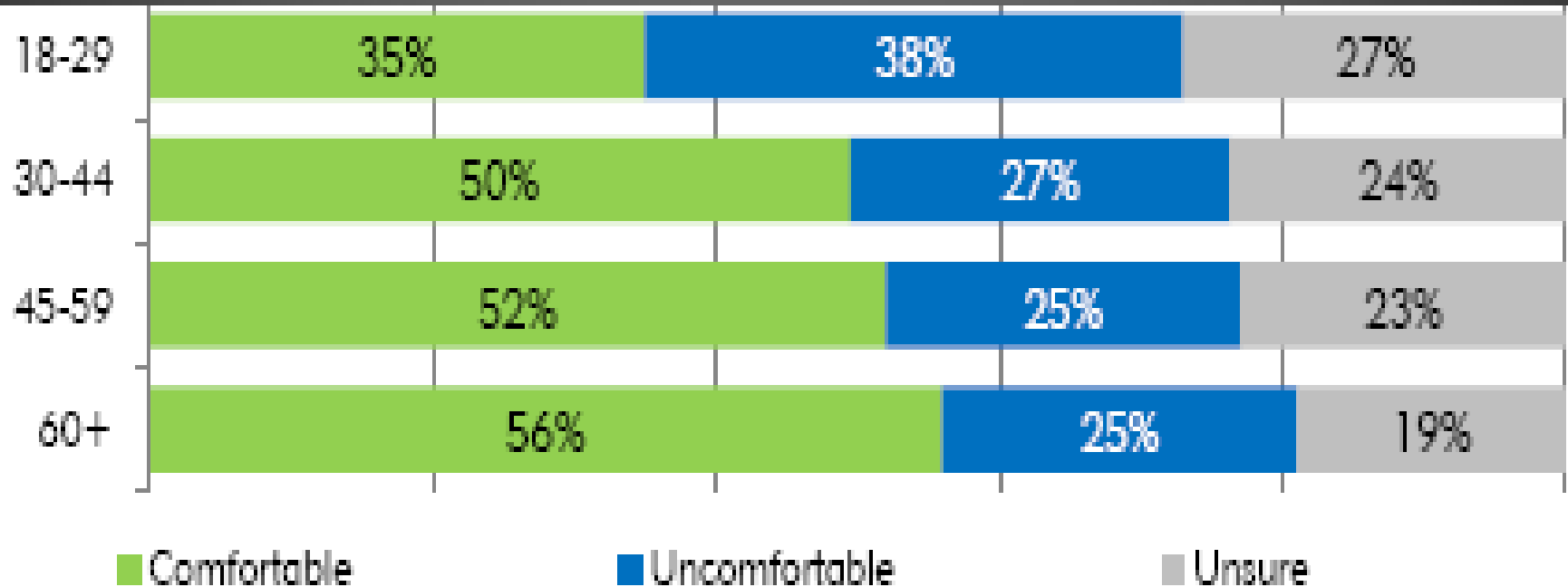
86% Physicians

Community Paramedicine

Low awareness

Strong support

MINOR SURGERY



CPR

Defibrillation

74%, CPR prior to high school graduation

78%, defibrillator in large buildings

Strong or somewhat support

Conclusions

1. Strong brand
2. Trusted, respected [central] in health care
3. Majority view paramedics as Emergency Responders

Challenges

1. To integrate into the health care system: as part of the continuum, inclusive of chronic care
2. To diminish 'speed' as a reference, to cultivate the young in our professionalism.

Next Steps

1. Polling in 2014
2. Same or similar questions to support trending