



SOUTH DAKOTA

**Foundation for Medical Care**



## REGIONAL SERVICES DESIGNATION

**Strengthening and Sustaining  
the EMS Infrastructure**



# SDFMC EMS RSD TEAM



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# AGENDA

Project Overview and Resources

Improvement Work Group Updates

EMS Heroes and Highlights

Training Opportunities & Feedback

EMS Extras Webinar Series

Meeting Wrap Up



# PROJECT OVERVIEW

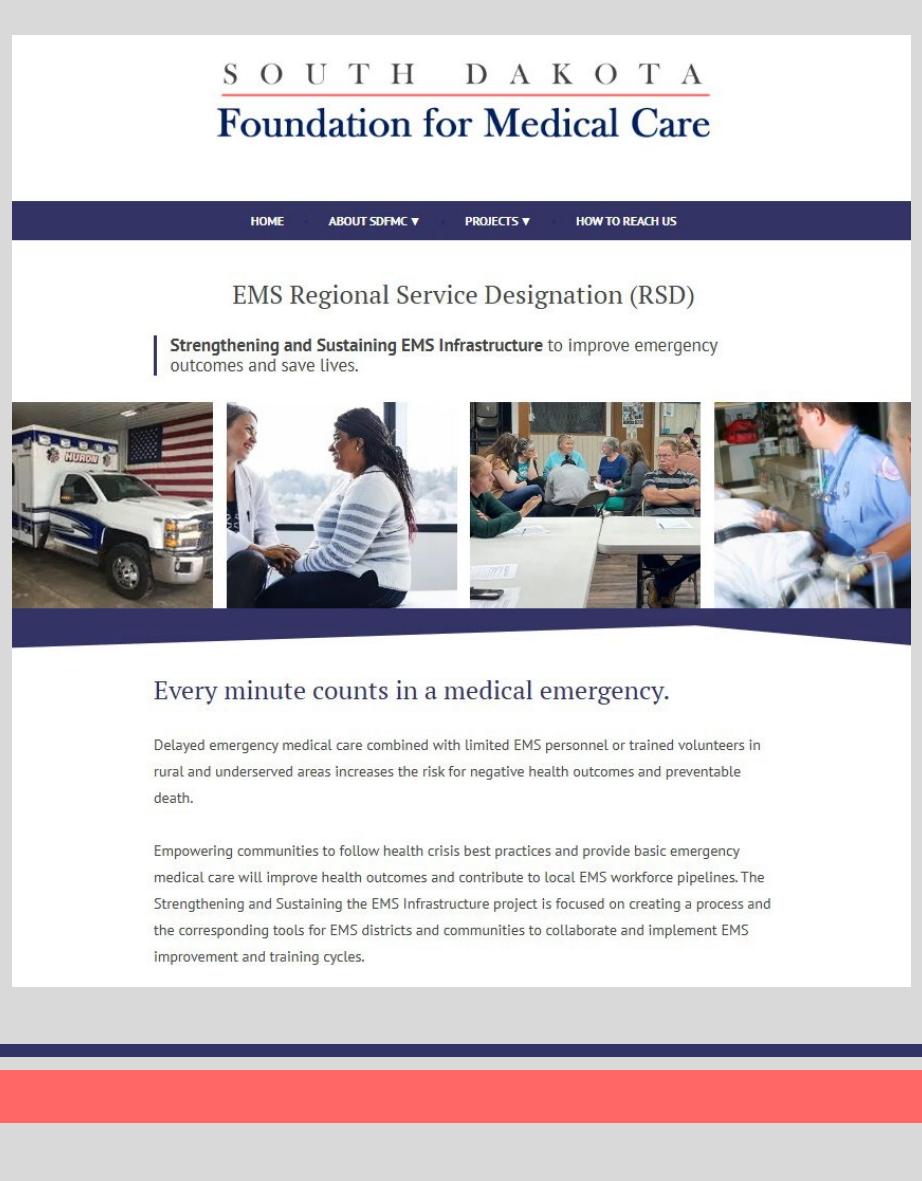
**Purpose:** Enhancing EMS capacity and sustainability through regional collaboration



## Project Activities

- Community Engagement
- EMS Community Assessment
- **EMS Improvement Plan and Implementation**
- **EMS Awareness and Training**

# EMS RSD PROJECT RESOURCES



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## Project Page:

- <https://sdfmc.org/projects/ems-regional-service-designation/>

## EMS Extras Webinar Series:

- <https://sdfmc.org/projects/ems-regional-service-designation/ems-extras-webinar-series/>

## Work Groups (Password Protected):

- <https://sdfmc.org/improvement-planning-and-implementation>



# EMS IMPROVEMENT PLAN

- Overview
- Strategies
- SMART Activities
- EMS Extras
- Resources



# IMPROVEMENT WORK GROUPS

Workgroup	Members	Attended
Collaboration	44	10
Funding	23	0
Workforce	37	8

Average Attendance: 17%

## Upcoming Meetings:

- No meeting in December
- Sending out Doodle Poll to resume in January

# COLLABORATION STRATEGIES

Mobilize stakeholders to increase EMS engagement

1. Launch a community awareness and engagement campaign to highlight EMS value.
2. Identify **elected officials and public service champions** to advocate for EMS needs.
3. Revitalize EMS professionals/leaders to develop and track improvement activities.

# STRATEGY ONE ACTIVITY IDEAS

Launch a **community** awareness and engagement campaign to highlight EMS value.

1. Develop a shared Canva library of at least **XX** customizable social media templates for EMS agencies.
2. Secure partnerships with **XX** media outlets (KELO, Dakota News Now, SDPB, tribal newspapers/radio) to feature rural EMS stories, public service messages, and workforce recruitment content quarterly.
3. Apply for at least **XX** state, federal, or foundation grants to support media campaigns, storytelling, or recruitment tools, with a goal of generating **X** dollars in additional support for rural EMS awareness.  
.....By DATE.

# WORKFORCE STRATEGIES

Develop EMS workforce capacity to meet service demands

1. Coordinate recruitment campaigns and programs to increase interest in EMS career and volunteer opportunities
2. Build EMS team skills and confidence by providing routine and relevant training and exercises
3. Improve retention by enhancing compensation and benefit services

# WORKFORCE STRATEGY ONE ACTIVITY OBJECTIVES

Coordinate  
**recruitment**  
**campaigns and**  
**programs** to increase  
interest in EMS  
career and volunteer  
opportunities

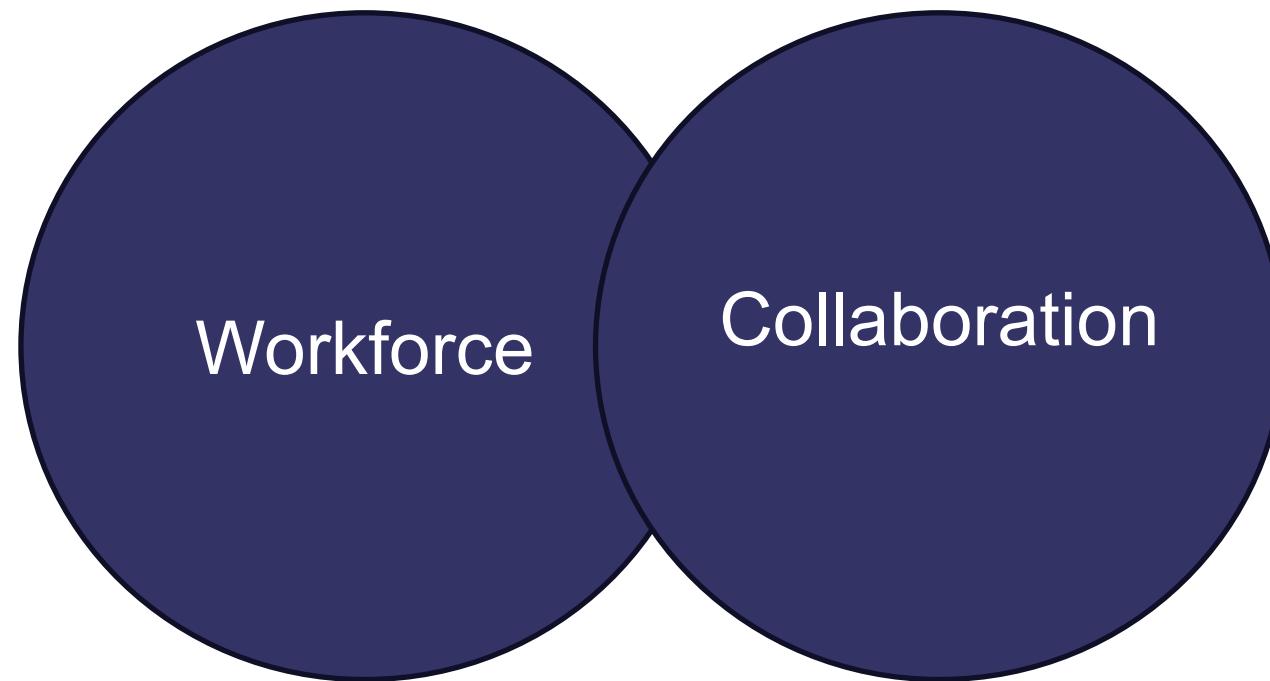
- Establish an EMS-friendly designation and enroll **XX** businesses
- Implement **XX** emergency medical training events
  - Camp Med, Stop the Bleed, CPR/AED, etc.
- Coordinate **XX** EMS career programs
  - Cadet Program, Build Dakota, Scrubs Camp
- Distribute **XX** EMS Heroes and Highlights
- Coordinate a social media EMS awareness campaign with **XX** posts

.... **by DATE.**



# OVERLAP BETWEEN COLLABORATION & WORKFORCE

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# FUNDING STRATEGIES

Goal:  
Optimize Funding

1. Optimize revenue by streamlining internal operations and use of public service resources
2. Coordinate a collaborative approach to establish a stable funding source (endowment, tax district, etc.)
3. Enhance coordination and effectiveness of fundraising and grant development opportunities

# EMS HEROES AND HIGHLIGHT EXAMPLE

For nearly 28 years, Denise Gerstman has been the unwavering backbone of the Beresford Community Ambulance Service. Whether it is day or night, weekday or holiday, Denise consistently shows up with quiet strength, deep compassion, and unmatched professionalism. Her dedication has touched every corner of our community. She is respected not only by her fellow EMTs and first responders, but also by law enforcement, fire personnel, emergency managers, and hospital staff across Lincoln and Union Counties. Patients and families regularly express their gratitude for her kindness, empathy, and ability to bring calm to the most stressful moments. Denise embodies the best of what EMS represents: selflessness, integrity, and service to others. Her impact extends far beyond the ambulance bay; she has become a mentor and role model to newer EMTs, a trusted partner to other emergency agencies, and a symbol of compassion in our town. Her example has strengthened community trust in EMS and inspired others to volunteer, ensuring that lifesaving care remains accessible in rural South Dakota.



# EMS HEROES AND HIGHLIGHTS CAMPAIGN

*“Every story helps  
raise awareness and  
strengthen support for  
EMS”*





# TRAINING NEEDS IDENTIFIED BY COMMUNITIES

## Behavioral Health and Wellness:

Mental Health First Aid

Suicide prevention

First responder self-care & mental health

Law enforcement involvement with BH transports

211 Helpline & SDSU Extension resources



# TRAINING NEEDS IDENTIFIED BY COMMUNITIES

## Medical and Emergency Response

Medical emergencies with special needs patients

At-home birth & prenatal care basics

Opioid response & naloxone training

Farm injuries / Stop the Bleed

Cold-weather first aid (frostbite/hypothermia)

Search & Rescue / Ski Patrol / NWS awareness



# TRAINING NEEDS IDENTIFIED BY COMMUNITIES

## Rural and Community Specific Needs

Hunter safety / firearm basics

Responding to special needs patients (can also be in medical section)



# NOVEMBER EMS EXTRAS

## Sharing EMS Resources to Reduce Burden

- Haden Merkel  
Mobridge Regional Hospital

## Equitable Sustainable Funding and Community Fundraising

- Sharon Chontos  
Sage Project Consulting
- Justin Faber  
Faber Analytics

## Community EMS Cadet Program

- Chris Goldsmith
- Brad Derschan  
Lemmon EMT Association
- Gavin Sannes  
Day County/Brookings Ambulance

Total Registration:	87
Total Attendance:	47
Recording Views	39



# DECEMBER EMS EXTRAS



## **December 3: Wolsey Engages Community to Build EMS**

- Caroline McGillvrey - Wolsey EMS
- David Jensen - Beadle EMS

## **December 10: Tax District Development Supports Mitchell Ambulance**

- Dan Pollreisz - Former Mitchell Fire Chief
- Amy Storm - Mitchell Ambulance and Ethan Fire Department

## **December 17: Build Dakota Partnerships Promote EMS Workforce Pipeline**

- Deni Martin - Build Dakota Scholarship
- Melissa Waldner - Lake Area Technical College



# JANUARY EMS EXTRAS



## **January 7: Hub Stations Support EMS in Spink County**

- Eric Schueth – Redfield Community Memorial Hospital
- Austin Fischbach – Aberdeen Fire and Rescue

## **January 14: Community Development through Endowments and Grants**

- Ginger Neumann – SD Community Foundation
- Jeff Veltkamp – SD Community Foundation

## **January 21: Camp Med and Continuing Education Promote EMS Careers**

- Sheila Monnier – Northeast SD AHEC
- Mikayla Titus – Northeast SD AHEC



# MEETING WRAP UP

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## EMS District 4 & 7 Coalition Meetings

- Quarterly in 2026: February, May, August, November

## EMS Improvement Work Groups

- Next meeting in January

## Project Concludes November 2026

# EMS RSD PROJECT RESOURCES



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# REACH OUT WITH QUESTIONS OR FEEDBACK



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