

## EMS Regional Service Designation



Show Up  
to Support  
Rural EMS

Empower  
People to  
Save Lives



## EMS Social Media Toolkit



Working Together to Save Lives

# EMS Regional Service Designation Project

## Strengthening and Sustaining the EMS Infrastructure

**Project Goal:** Develop and implement long-term sustainable solutions for Emergency Medical Services (EMS) in South Dakota.

Every minute counts in a medical emergency. Delayed emergency medical care combined with limited EMS personnel or trained volunteers in rural and underserved areas increases the risk for negative health outcomes and preventable death.

Empowering communities to follow health crisis best practices and provide basic emergency medical care will improve health outcomes and contribute to local EMS workforce pipelines. The Strengthening and Sustaining the EMS Infrastructure project is focused on creating a process and the corresponding tools for EMS districts and communities to collaborate and implement EMS improvement and training cycles.

## Awareness Activities

Every story helps increase awareness and strengthen support for local EMS. In addition to using the content and images in this EMS Social Media Toolkit, EMS advocates and champions are encouraged to share EMS Extras webinar recordings and Heroes and Highlights submissions.

- [EMS Extras Webinar Series](#)
  - Features local and regional champions and content experts
  - Highlights programs and resources to improve collaboration, funding, and workforce
- [EMS Heroes and Highlights](#)
  - Share these impactful stories to increase awareness of the value of local EMS
  - [Nominate an EMS Hero or submit a personal experience](#)

Find a full list of project activities and resources on the [SDFMC EMS Regional Service Designation](#) website.

## Social Media Toolkit

EMS champions and advocates are encouraged to use and share this social media toolkit with any community organizations, healthcare partners, and public agencies to increase awareness and engagement to strengthen and sustain EMS infrastructure.

Social media images and content in this toolkit highlight the following topics:

- Collaborating to Save Lives
- Developing the EMS Workforce
- Empowering People through Training
- Funding for Reliable Services

## Posting Instructions

Feel free to use these posts and images as they are or personalize them for your audience.

- Choose the posts and images that fit your audience.
- Copy the sample text and image.
  - Right click to save the image for future use.
- Customize the text
  - Organization and contact information
  - Event or training details
  - Resource links
- Use and adjust hashtags and mentions
  - Search for and add common hashtags
  - Create a hashtag for a campaign or event (**#EMSWeek**)
  - Add mentions/tags (@South Dakota Foundation for Medical Care)
- Share posts across channels to help spread the word

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## Reliable Funding Strengthens EMS Response



## Reliable Funding Strengthens EMS Response

EMS is essential, and often underfunded. Reliable funding strengthens local EMS by providing modern equipment and effective training. EMS teams rely on these resources to respond quickly and save lives.

Funding from a tax district is supporting ambulance services in Mitchell. Watch the EMS Extras webinar recording to learn more.

<https://youtu.be/-xU7xlzLdvA>

#SouthDakotaEMS #SDEMSA #EMSFunding

## Invest in EMS for a Safer Community



## Invest in EMS for a Safer Community

Emergencies happen any time and in every community. Emergency care should never be a question of resources. Providing funding for local EMS crews helps create safer communities.

This free EMS funding toolkit will help support EMS in your community.

<https://sdfmc.org/wp-content/uploads/2025/11/Fund-the-Response-Fundraising-Toolkit-2025.09.23-1.pdf>

#SouthDakotaEMS #SDEMSA #EMSFunding

## Recognize the Value of Local EMS Response

Recognize  
the Value of  
Local EMS  
Response



EMS teams respond to every 911 call as quickly as possible and provide life-saving care. Response call information can be used to show the value of local EMS and to secure funding so emergency care is ready when the community needs it most.

Check out the EMS Extras webinar and connect with these experts to help fund your community EMS.

<https://www.youtube.com/watch?v=h1iJpnH6ZMo>

#SouthDakotaEMS #SDEMSA #EMSFunding

## Show Up to Support Rural EMS



Show Up  
to Support  
Rural EMS

People in rural communities show up for each other. Community members rely on the local EMS for life saving care, and EMS relies on their community to keep the ambulance rolling. Show up for EMS by helping with fundraising efforts and donations.

Download a copy of this EMS funding toolkit for ideas and tips! <https://sdfmc.org/wp-content/uploads/2025/11/Fund-the-Response-Fundraisng-Toolkit-2025.09.23-1.pdf>

#SouthDakotaEMS #SDEMSA #EMSFunding

## Sharing Resources Strengthens EMS Response



Sharing  
Resources  
Strengthens  
EMS  
Response

Sharing training and resources lightens the load for EMS. Health care partners and rural communities can work together to strengthen emergency medical services. Joining forces builds a health care system that saves lives.

Members of North Cares are creating systems to share EMS training and resources to reduce local burden. Watch the recording to learn more.

[https://youtu.be/bZ4MGpgv\\_GI](https://youtu.be/bZ4MGpgv_GI)

#SouthDakotaEMS #SDEMSA #SDAA

## Working Together to Save Lives



Working Together to Save Lives

Collaboration is the backbone of emergency medical services. Every EMS professional works with their health care partners and community members to care for patients and save lives. Stay connected and informed by joining EMS and healthcare groups and associations.

Find resources and information on the South Dakota Department of Health Emergency Medical Services & Trauma Program website.

<https://doh.sd.gov/healthcare-professionals/ems-trauma-program/>

#SouthDakotaEMS #SDEMSA #SDAA

## Care Systems Save Lives



Care  
Systems  
Save Lives

Effective emergency care starts long before the 911 call and the ambulance sirens. From the dispatcher to the emergency department physician at the hospital, every person plays a role and for improving emergency response and saving lives.

Contact the ambulance services in your area to start the conversation about strengthening and sustaining EMS in rural communities.

<https://sdambulance.org/Active-EMS-Member-List>

#SouthDakotaEMS #SDEMSA #SDAA

## Empower People to Save Lives

Empower  
People to  
Save Lives



Responding to an emergency and saving a life is a team effort. Bystanders become EMS team members when they are trained to perform basic skills, like CPR or Stop the Bleed techniques. Community members can participate in virtual or in-person EMS education to improve emergency outcomes and build safer communities.

Connect with the NE SDAHEC about community EMS training events and resources.

<https://nesdahec.org/ems/>

#SouthDakotaEMS #SDEMSA #SDAA

## Building the EMS Workforce



Ambulance services from four communities joined forces to create a nonprofit focused on recruiting, training, and retaining EMTs in Beadle County. Joint efforts have already led to funding for new equipment, expanded EMT trainings, and increased awareness of EMS careers. Collaboration is having an impact!

Watch the recording to learn about their regional approach to EMS.

<https://youtu.be/vge--ev0hN0>

#SouthDakotaEMS #SDEMSA #SDAA

## Make a Difference Choose an EMS Career



Make a  
Difference

Choose an  
EMS Career

EMS jobs are in demand and a rewarding career option! Opportunities exist for high school students and for individuals looking for a career change or even a second career. Every EMS professional is making a difference by caring for individuals during emergency or crisis situations.

Learn more about the EMS career, training, and scholarships from the NE SDAHEC.

<https://nesdahec.org/ems/>

#SouthDakotaEMS #SDEMSA #EMT

## Full Ride Scholarships for EMS Programs



## Full Ride Scholarships for EMS Programs

Emergency medical service careers are rewarding! EMS crews impact the lives of their patients by providing support and life-saving care. Build Dakota is helping grow the EMS workforce by providing full-ride scholarships for those starting their career journey or looking for a change. Find the list of eligible programs on the Build Dakota website:

<https://www.builddakotascholarships.com/programs/healthcare/>

#SouthDakotaEMS #SDEMSA #EMT

## Build Your Future. Build Dakota.

A promotional banner for Build Dakota Scholarships. The top part features the text "Build Your Future. Build Dakota." in a bold, sans-serif font. Below this, there are two main colored sections: a teal section on the left with the text "Get Your Tech Degree for Free" and a smaller paragraph below it, and an orange section on the right with the text "SEE PROGRAMS". At the bottom of the banner, there are three small images: a healthcare professional in a clinical setting, a person wearing a hard hat in an industrial setting, and a person working on a computer in a technical setting.

A strong EMS workforce is essential for patient care and safety. Build Dakota Scholarships cover tuition and equipment costs for students and connect them with jobs through industry partnerships. Individuals interested in EMS careers or seeking to fill EMS positions in their community can learn more about Build Dakota programs at <https://www.builddakotascholarships.com/>.

Review the EMS Extra webinar for details on EMS career opportunities and partnerships.

<https://youtu.be/jOX3znzftD8>

#SouthDakotaEMS #SDEMSA #EMT

## Answer the EMS Call

# Answer the EMS Call



Working on an EMS team is more than a job. It's a calling that deserves recognition, resources, and respect. NE SDAHEC helps individuals answer the EMS call by offering community events and EMS training.

Contact them today to learn more.

<https://nesdahec.org/ems/>

#SouthDakotaEMS #SDEMSA #EMT

## Take Care of Yourself Take Care of Others

Take Care  
of Yourself

Take Care  
of Others



Are you an EMS professional? Thank you for being committed to helping their friends and neighbors! You make a difference and save lives! Make time to take care of yourself!

Find valuable coping and wellness planning tips for EMS providers in the Being Well in Emergency Medicine: ACEP's Guide to Investing in Yourself.

<https://www.acep.org/siteassets/sites/acep/media/wellness/acepwellnessguide.pdf>

#SouthDakotaEMS #SDEMSA #EMT

## Stop the Bleed to Save a Life



Stop the  
Bleed to  
Save a Life

Uncontrolled bleeding can be one of the fastest causes of preventable death after trauma. Stop the Bleed training allows anyone to act quickly and confidently until EMS arrives. This hands-on training explains how to apply pressure, pack a wound, and use a tourniquet to save a life.

Learn more about the 3 Stop the Bleed techniques that save lives.

<https://www.stopthebleed.org/>

#SouthDakotaEMS #SDEMSA #StoptheBleed

## 3 Simple Steps to Stop the Bleed



3 Simple  
Steps to  
Stop the  
Bleed

Farm accidents happen fast. Injuries from heavy machinery and sharp equipment can be life-threatening and EMS response times may be long. Stop the Bleed training teaches life-saving skills like applying tourniquets and controlling severe bleeding until help arrives.

Controlling bleeding with 3 steps can save a life. Find a course near you!

<https://www.stopthebleed.org/>

#SouthDakotaEMS #SDEMSA #StoptheBleed

## Hunters with Emergency Training Save Lives



## Hunters with Emergency Training Save Lives

Orange vests and camouflage are a clear sign of hunting season in South Dakota. Bleeding is usually limited to the animals, but hunting accidents involving firearms, knives, or tree stands can be life-threatening. Stop the Bleed training equips hunters with skills to control bleeding in the field, where EMS response times may be longer.

Share this lifesaving skill by becoming an instructor in your community!

<https://www.stopthebleed.org/>

#SouthDakotaEMS #SDEMSA #StoptheBleed

## Training Bystanders to Become Lifesavers



## Training Bystanders to Become Lifesavers

Life is unpredictable, but you can prepare for an emergency. Stop the Bleed training teaches 3 easy steps to control bleeding and save a life. Communities can sponsor in-person courses for teenagers, teachers, coaches, daycare providers, and others. Training community members builds safer, more resilient communities.

Learn how to bring the course to your community or become a Stop the Bleed instructor.

<https://www.stopthebleed.org/>

#SouthDakotaEMS #SDEMSA #StoptheBleed

## Simple Changes Prevent Falls and Injury



## Simple Changes Prevent Fall Injuries

Falls are one of the leading causes of injury-related 911 calls, especially among older adults. Fall prevention training helps community members recognize risks, improve balance and strength, and make simple changes at home to prevent serious injuries.

EMS agencies partner with healthcare, public health, and community organizations to share prevention strategies. Don't wait for a fall, make one small change today to stay safe.

<https://doh.sd.gov/programs/fall-prevention-coalition/fall-prevention-resources/>

#SouthDakotaEMS #SDEMSEA #FallPrevention

## Stop the Fall Before the Call



## Stop the Fall Before the Call

Falls are one of the most common reasons EMS is called and many falls are preventable. Simple education around balance, home safety, and medication awareness can reduce repeat calls, hospitalizations, and long recovery times. Prevention keeps people safer at home and helps protect limited EMS resources for true emergencies.

Take 2 minutes to learn how to stay independent as you age and prevent a fall in your home.

<https://www.youtube.com/watch?v=aMlvtq2jrDk>

#SouthDakotaEMS #SDEMSEA #FallPrevention

## Fall Prevention Saves Lives

### Fall Prevention Saves Lives



Falls can lead to life-changing injury and are the most common reason for an EMS call. Fall prevention training helps community members identify hazards before they lead to a 911 call. Good lighting, removing loose rugs, installing grab bars, and wearing proper footwear can dramatically reduce fall risk.

Protect yourself for a life-changing fall. Take advantage of these fall prevention resources from the SD Fall Prevention Coalition.

<https://doh.sd.gov/programs/fall-prevention-coalition/fall-prevention-resources/>

#SouthDakotaEMS #SDEMSA #FallPrevention

## Stay Active to Stay Independent

### Stay Active to Stay Independent



Staying active is one of the best ways to prevent falls. Fall prevention programs often include strength and balance training that helps people remain independent, confident, and safe. Strength and balance save independence and reduce the burden on the EMS workforce.

Improve your strength and balance. Sign up for a fall prevention class today.

<https://doh.sd.gov/programs/fall-prevention-coalition/fall-prevention-classes/>

#SouthDakotaEMS #SDEMSA #FallPrevention

## Reverse an Opioid Overdose with Naloxone



Reverse an  
Opioid  
Overdose  
with  
Naloxone

Naloxone is a safe, easy-to-use medication that can reverse an opioid overdose and restore breathing. With overdose calls continuing to impact EMS systems and communities, training community members to recognize an overdose and administer naloxone can mean the difference between life and death before EMS arrives.

Be ready to respond to an overdose. Learn how to use Narcan.

<https://steponeservice.com/narcan-informational-video/>

#SouthDakotaEMS #SDEMSA #LetsBeClearSD

## Naloxone Access and Early Use Saves Lives

Naloxone  
Access and  
Early Use  
Saves Lives



Recognizing the signs of an opioid overdose saves lives. Community-based Naloxone programs train bystanders and support local EMS teams. Administering Naloxone early improves patient outcomes and allows EMS crews to focus on advanced care and transport.

Emily's Hope partnered with the SD Department of Health to improve public access to Naloxone. Check for Naloxone locations in your community.

<https://emilyshope.charity/find-narcan/>

#SouthDakotaEMS #SDEMSA #LetsBeClearSD

## Naloxone Training Saves Lives

### Naloxone Training Saves Lives



An opioid overdose can happen anywhere to anyone. Teaching community members how to recognize and respond to an opioid overdose provides precious time to the individual until the ambulance arrives.

The SD Department of Health offers Naloxone for business training and resources.

<https://doh.sd.gov/healthcare-professionals/ems-trauma-program/sd-naloxone-project/naloxone-for-business-training-and-resources/>

#SouthDakotaEMS #SDEMSA #LetsBeClearSD

## Ask a Pharmacist About Naloxone

### Ask a Pharmacist About Naloxone



Seconds matter for reversing an opioid overdose. Anyone can carry and use Naloxone to restore breathing until the ambulance arrives. Pharmacists play a critical role in preventing opioid deaths by increasing statewide access to Naloxone.

Find a pharmacy and learn more about substance abuse prevention, treatment, and recovery on the Let's Be Clear website.

<https://letsbeclearsd.com/>

#SouthDakotaEMS #SDEMSA #LetsBeClearSD

## Keep a Heart Beating Learn CPR

Keep a  
Heart  
Beating

Learn CPR



When someone's heart stops, immediate CPR and early AED use can double or even triple survival chances. CPR/AED training empowers community members to take action to save a life before EMS arrives.

Watch now to keep a heart beating using CPR.

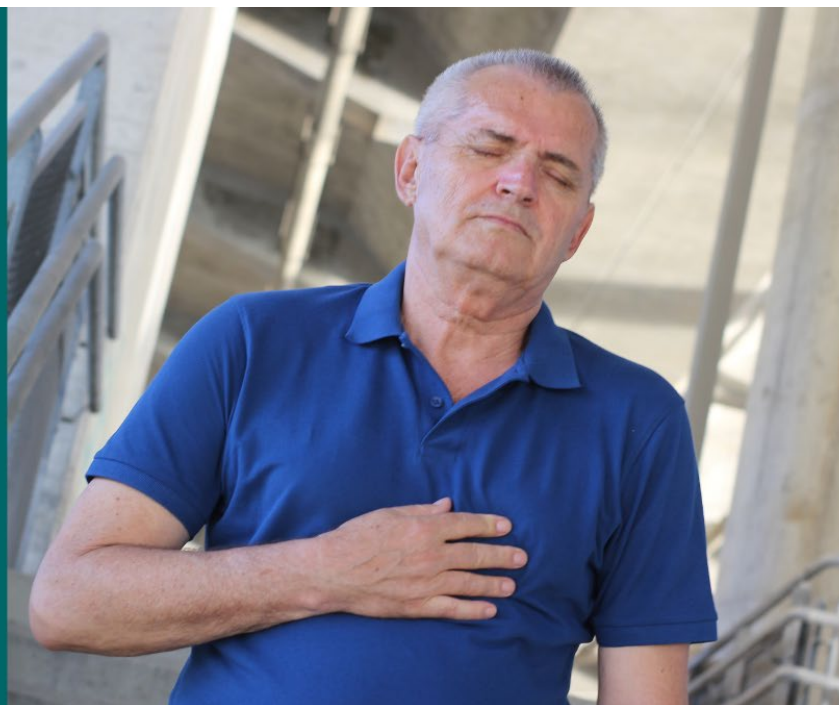
<https://cpr.heart.org/en/cpr-courses-and-kits/hands-only-cpr>

#SouthDakotaEMS #SDEMSA #SaveALife

## Be Prepared for a Cardiac Event

Be Prepared

CPR and  
AEDs Save  
Lives



Early CPR supports better EMS outcomes. When bystanders start CPR and use an AED, patients have a higher chance of survival and recovery. CPR/AED training builds stronger EMS partnerships and improves health outcomes for everyone in the community.

Learn how to use an AED to increase the odds of survival from a cardiac event.

<https://newsroom.heart.org/multimedia/animation-video/cpr-and-aeds-9749/aeds>

#SouthDakotaEMS #SDEMSA #SaveALife

## Become a Cardiac Ready Community



## Become a Cardiac Ready Community

Cardiac arrest can happen at a school, a business, or any public space. The Cardiac Ready Community (CRC) Program helps educate, equip, and empower local community members to help someone experiencing a cardiac event until the ambulance arrives.

Start the conversation in your community and help assemble a CRC Team!

<https://doh.sd.gov/topics/diseases/chronic-disease/heart-disease-stroke/heart-health-initiatives/cardiac-ready-communities/>

#SouthDakotaEMS #SDEMSA #SaveALife

## Get Trained to Save a Life

## Get Trained to Save a Life



Training teachers, coaches, and students how to respond to an emergency cardiac event is simple, affordable, and lifesaving. Using CPR or an AED could keep someone alive until EMS arrives. Does your school have a Cardiac Emergency Response Plan (CERP)?

The American Heart Association offers assistance, planning, and resources:

<https://cpr.heart.org/en/training-programs/community-programs/community-resources/school-resources>

#SouthDakotaEMS #SDEMSA #SaveALife

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