

EMIB Fact Sheet

Mission Statement

- To make the Emergency Medical Information Book available to any member of the community who requires it
- To encourage members of the community to take responsibility for their own medical history
- To encourage co-operation between Ambulance Services and Rotary to promote this community service project

Key Values

a. Uniformity:

The need to standardise the book throughout Australia, is so that it is easily recognisable by all Emergency Services as being standard. The only changes allowed will be in the form of:

- i. Different State Ambulance Service Logos
- ii. Adoption of Ambulance Service Livery Colours

b. Non-Profit Community Service Project:

- i. This Project will remain a not-for-profit community service project at all times

c. To foster good relationships between State Ambulance Authorities, Rotary and the local communities:

- i. Both organisations will work in a unified manner, keeping each other informed on all aspects of the project, and inviting members of their local communities to become involved in their areas
- ii. To work together in fund-raising projects for the continuance of the project.

d. To promote the benefits of the EMIB to the wider community:

This will be achieved by the following:

To educate the public of the importance of maintaining their own medical history, and by use of EMIB as a tool to do this

e. To encourage other Ambulance Services and Rotary Clubs to continue the project:

This can be achieved by:

Working together on a common project i.e. EMIB, which benefits both organisations and the community at large

FACTS

- * Concept of project released at 9500 District Conference, April 1999
- * Pilot project launched 14th May 1999, by late Dame Roma Mitchell, ran for 3 months
- * Ambulance officers used books successfully on over 200 occasions during the 3 months
- * Project released to clubs in Districts 9500 and 9520, September 1999
- * First orders received November 1999, and required number for print run of 5000 reached in February 2000.
- * Promotional video produced
- * \$5,000 grant from South Australian Premier's Community Service Fund
- * Public launch on 20th June 2000, in Rundle Mall by Hon. R. Brokenshire MP Minister for Emergency Services.
- * Since then, orders have been placed on a regular basis. In all approx 105,000 books have been ordered and distributed by clubs. (December 2000)
- * Awarded the "Community Project Award 2001" by the City of Tea Tree Gully on Australia Day, 26th January 2001.
- * Awarded Rotary International's Significant Achievement Award in July 2001
- * Awarded South Australian Premier's Community Service Project Award in November 2001
- Biggest single club order of 5,000 placed by Onkaparinga Club
- * Many clubs have placed repeat orders
- * Gold coin promotion by the joint promoting clubs, held at Golden Grove Village Shopping Centre. 1,150 books distributed in a day, \$1,392 collected.
- * Many clubs have conducted public displays at shopping centres or outdoor activities in their district.
- * From the feedback received it appears they are averaging in excess of \$1 per book at these displays, with most clubs using this money to order further books
- * Ambulance officers throughout the state report constant recovery and use of books on a daily basis
- * All ambulance services in Australia know about the project
- * The project was officially launched in Rural Victoria on 11/5/01 in Mildura, through District 9520 in conjunction with Rural Ambulance Victoria.
- * This Project has also been approved by the Ambulance Services of Queensland, Victorian Metropolitan, New South Wales, A.C.T., Northern Territory, Western Australia and Tasmania.