

**OKALOOSA COUNTY
EMERGENCY MEDICAL SERVICES
STANDARD OPERATING PROCEDURE**

Title:	Public Education
Policy:	601.00
Purpose:	To identify processes that ensure the Okaloosa County Department of Public Safety Public Relations Committee is active in developing and implementing programs to enhance our overall goals of “safeguarding the health, safety and welfare of our community.”

Policy:

The Public Relations Committee is responsible for planning and oversight of all Okaloosa County Department of Public Safety public relations, education, and outreach programs.

Current initiatives will include two components:

1. Public Education.
2. Marketing and awareness activities for OCEMS, Beach Safety, 911 Communications, and Emergency Management

By including both of these components in the initiatives, the public is adequately introduced to and develops a positive relationship with the Department. Second, the public is educated on simple rescue techniques, first aid, pertinent preventative health, and preparedness.

The following are current programs which are in progress or current development:

1. World Heart Day:
2. Childhood Cancer Awareness Month (September)
3. Don't Look Back (Education for high school students)
4. Local Parades (Opportunity for public outreach/education)
5. Local Festivals: (Opportunity for public outreach/education)
6. EMS Week
7. Public Safety Telecommunicators Week
8. Beach Safety Week
9. Storm Ready
10. Other public safety related initiatives

Accountability and Compliance:

1. It is the responsibility of the Public Relations Committee to ensure that all public relations events are scheduled appropriately, properly staffed and carried out in a manner that creates a positive relationship building opportunity for the Department and a learning opportunity for the public.

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