



**TEXAS**

**Health and Human  
Services**

**Texas Department of State  
Health Services**

# Preparedness Coordinating Council

## October 2024

### SB 8: Texas Emergency Medical Services (EMS) Campaign



TEXAS  
Health and Human  
Services

Texas Department of State  
Health Services

# Texas EMS System



**740 EMS  
Providers**



**Annual dispatches  
5.6 million**



**Dispatches every 7.3  
minute of the day**



**624 First  
Responders**



**Every ambulance is considered  
the same and meets the same  
requirements**

# TEXAS EMS Personnel

Level	February 2020	October 2024
Emergency Care Attendant (ECA)	2,233	1,975
Emergency Medical Technician (EMT)	34,664	41,193
Advance EMT (AEMT)	3,409	3,434
EMT-Paramedic	19,876	22,492
Licensed Paramedic (LP)	7,725	9,363
<b>Grand Total</b>	<b>67,907</b>	<b>78,457</b>



# 87 Session Funding \$21.7 million

**Purpose:** To increase the EMS workforce and retention the workforce for current and future needs.

Special consideration to increase the workforce in rural Texas



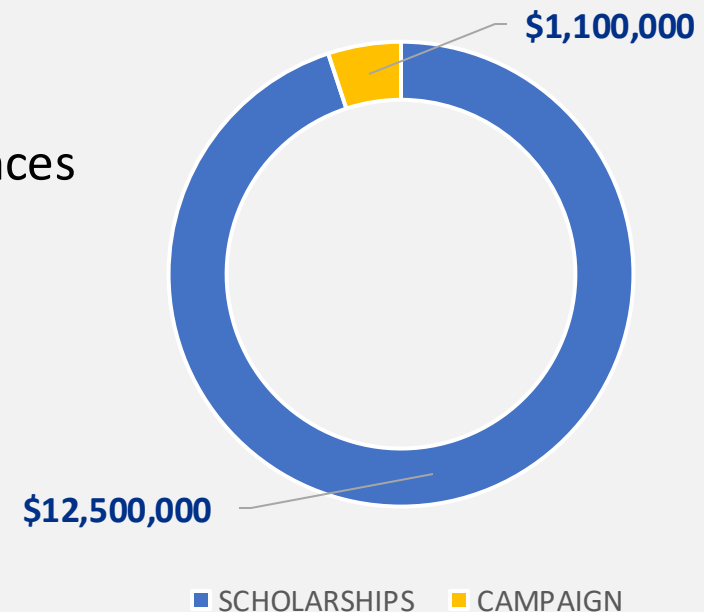
# Initial SB 8 Funding & Goals

## EMS SCHOLARSHIPS – \$12.5 million

- EMS Education and Certification Exam: EMTs, Advanced EMTs, Paramedics
- Distributed locally by DSHS Regional Advisory Councils (RAC)

## EMS CAMPAIGN – \$1.2 million

- Primary Goal: Recruit EMS into ambulances
- Secondary Goal: Retain EMS in Texas
- Paid and volunteer positions
- Impact beyond funding



# EMS SCHOLARSHIPS

EMT

\$2000

AEMT

\$3200

Paramedic

\$8000

Course includes books, any required materials and the cost to complete the NREMT exam.

## Commitment

within 90-days of last official day of the program.

Pass the national registry exam and complete the state certification process

Graduates must start serving on an ambulance

EMTs must serve 1 year and AEMT/EMTPs must serve 2 years on an ambulance.

# Develop Requirements to Receive a Scholarship

## State

- Developed contract with deliverables for the 22 RACs
- 2-Year contract ending 12-31-2024

## RAC

- Developed application process
- Process applications

## Education Program

- Conduct EMS Education courses meeting national standards
- Work with RACs to ensure the students are meeting the requirements



# EMS Campaign Timeline

**AUG**

- Set Vendor Aug. 10
- Set Strategy

**SEP-  
OCT**

- Website Refresh
- Research: Current EMS

**NOV-  
DEC**

- Beta Ad Build
- Research: Potential EMS

**JAN-  
MAR**

- Beta Ad Run
- Research: RAC & Assoc

**APR-  
MAY**

- Creative Concepts
- Toolkits to Recruit/Retain

**JUN-  
JUL**

- Test Concepts
- Build Creative/Toolkits

**AUG**

- Filming and Production
- Start Ad Run 8/28

**SEP-  
OCT**

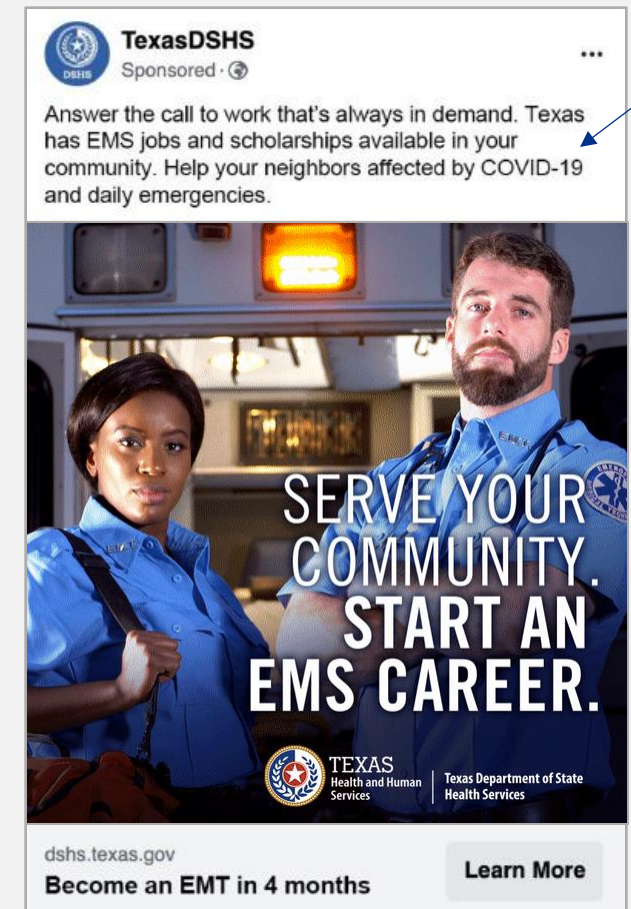
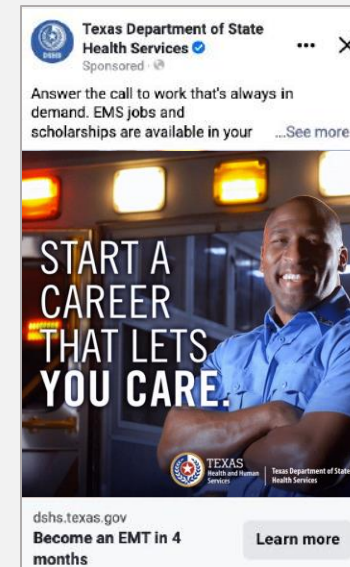
- Continue Ad Run
- Ads End Oct. 31



# Beta Creative

## DONATED FACEBOOK AD CREDITS – \$330,924

- Petitioned Meta for COVID-19 ad credits
- 39,620,695 Impressions | 5,497,794 Reach
- 306,236 Clicks | Ad Run = 51 days



Texas Department of State Health Services

# Research & Testing

	Current EMS	Potential EMS	RAC Staff	EMS Assoc/Alliance
Recruitment	QUANT survey	QUANT survey	QUAL In-Depth Interviews	QUAL In-Depth Interviews
Retention	QUANT survey			
Scholarships		QUANT survey	Secret Shopper	
Creative Concepts	QUAL Interviews	QUAL Interviews		

### GENDER / AGE MESSAGE MATRIX

Total Sample	Male / 17-25	Male / 26+	Female / 17-25	Female / 26+
Scholarships are available to help cover EMS education (Q14).	Scholarships are available to help cover EMS education (Q14).	An EMS career allows you to advance from an Emergency Medical Technician (EMT) to (Ver Q: higher paying) Paramedic.	EMS careers provide stable job security because there is always a need in the field.	EMS careers provide stable job security because there is always a need in the field.
You can be certified and start working in as little as four months (Q25).	An EMS career allows you to advance from an Emergency Medical Technician (EMT) to (Ver Q: higher paying) Paramedic.	Scholarships are available to help cover EMS education (Q14).	You can be certified and start working in as little as four months (Q25).	You can be certified and start working in as little as four months (Q25).
An EMS career allows you to advance from an Emergency Medical Technician (EMT) to (Ver Q: higher paying) Paramedic and Licensed Paramedic (Q29).	Scholarships are available to help cover EMS education (Q14).	Working in EMS is great experience for moving into other healthcare positions. There is growth potential to become a paramedic, nurse, doctor, or join any other career in healthcare (Q25).	Working in EMS, you make a difference in the life of each person you help (Q22).	Working in EMS, you make a difference in the life of each person you help (Q22).
(Ver P: The average salary for EMS personnel in Texas is \$60,000 plus per year and continues to increase. / Ver Q: The salaries for EMS personnel in Texas range between \$35,000 and \$100,000 plus) (Q17).	An EMS career allows you to advance from an Emergency Medical Technician (EMT) to (Ver Q: higher paying) Paramedic and Licensed Paramedic (Q29).	EMS careers provide stable job security because there is always a need in our communities, state and nation for EMS personnel (Q25).	EMS offers a career path, with advancement opportunities and benefits (Q15).	A position in EMS offers a great way to serve people and your community (Q15).
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### DAILY USE OF MEDIA MESSAGE MATRIX

	Uses Facebook	Uses Instagram	Uses YouTube	Uses TikTok	Uses Streaming
Scholarships are available to help cover EMS education (Q14).				Scholarships are available to help cover EMS education (Q14).	You can be certified and start working in as little as four months (Q25).

### EMPLOYMENT STATUS MESSAGE MATRIX

Total Sample	Employed full time	Employed part time	Unemp., but looking	HS or College student	You can be certified and start working in as little as four months (Q25). <th>Scholarships are available to help cover EMS education (Q14). </th>	Scholarships are available to help cover EMS education (Q14).
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### Q32: Regardless of your last response, how interested are you to learn more about volunteering (Ver Q: part-time) in EMS (Emergency Medical Services)?

Base	Very interested	Interested	TOTAL INTERESTED	NOT INTERESTED	Unsure	NET INTERESTED
312	23%	28%	51%	31%	4%	28%
200	23%	28%	51%	31%	4%	28%
148	23%	28%	51%	31%	4%	28%
119	23%	28%	51%	31%	4%	28%
164	23%	28%	51%	31%	4%	28%
155	23%	28%	51%	31%	4%	28%
150	23%	28%	51%	31%	4%	28%
147	23%	28%	51%	31%	4%	28%
169	23%	28%	51%	31%	4%	28%
158	23%	28%	51%	31%	4%	28%
152	23%	28%	51%	31%	4%	28%
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104	23%	28%	51%	31%	4%	28%
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102	23%	28%	51%	31%	4%	28%
101	23%	28%	51%	31%	4%	28%
100	23%	28%	51%	31%	4%	28%

### EXECUTIVE SUMMARY

Below are the most common responses to the seven questions we posed:

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- AVERAGE EMS CANDIDATE:** ALREADY EMPLOYED EMT SEEKING TO ADVANCE TO PARAMEDIC
- BIGGEST BARRIER TO RECRUITMENT:** ENSURING CANDIDATES HAVE SPONSORING AGENCIES AND MEET SBB REQUIREMENTS SO THEY DON'T HAVE TO PAY BACK THEIR SCHOLARSHIP MONEY
- MOST FREQUENT CONCERNS FROM CANDIDATES ABOUT JOINING EMS:** LOW PAY & IDENTIFYING A SPONSORING AGENCY
- MOST COMMON REASON PEOPLE LEAVE EMS:** BURNOUT & FUNDAMENTAL PROBLEMS WITH EMS INDUSTRY

#### EXECUTIVE SUMMARY

Below are the most common responses to the seven questions we posed:

- SUCCESSFUL RECRUITMENT STRATEGIES:** SOCIAL MEDIA, EVENTS, ILLUSTRATING THE CAREER PATHWAY
- AVERAGE EMS CANDIDATE:** YOUNG INDIVIDUAL WHO USES EMS AS A STEPPING STONE INTO OTHER HEALTH CARE FIELDS
- BIGGEST RETENTION CHALLENGES:** LOW PAY, MAKING EMS ATTRACTIVE TO YOUNGER DEMO
- SUCCESSFUL RETENTION STRATEGIES:** STRONG BENEFITS PACKAGES, FOCUS ON IMPROVING WORKPLACE CULTURE
- SBB AS A TOOL TO INCREASE INTEREST IN EMS CAREER:** PRIMARILY USED TO ADVANCE EXISTING EMTs
- VALUE OF AN ONLINE JOB BOARD:** 100% IN FAVOR
- VALUE OF A TOOLKIT:** NEEDED MOST BY RURAL AGENCIES WITH LIMITED FUNDS
- HOW CAMPAIGN CAN BEST SUPPORT EMS SERVICES:** PAINT A PICTURE OF THE CAREER PATH
- BIGGEST HARD TO FIND:** HARD TO FIND EMTs
- VALUE OF RAGS:** BUT RURAL AGENCIES NEED IT MORE



Texas Department of State Health Services

# Campaign Concepts

## TWO EMS CONCEPTS – “Life Saving. Life Changing.” / “Caring Is Calling.”

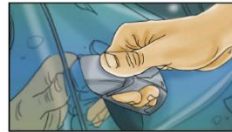


### LIFE SAVING. LIFE CHANGING. VIDEO SCRIPT - URBAN (:30)



We open on a male, a father, walking out of his front door as he bids his family goodbye.

**(VO):** I was looking for a career where I can make a difference in people's lives —



Cut to the exterior of the house with the car in the driveway. As the male opens his car door, the scene transitions.

**(VO):** and advance my own.



Transition cuts to opening, the father EMT uniform and EMT is seen inside

**(VO):** I found it in Emergency Medical Services.



**(VO):** ...and I got certified



**(VO):** in four months.



Cut to ambulance  
**(VO):** Plus, I can advance from an EMT to a licensed paramedic.



### CARING IS CALLING. VIDEO SCRIPT - URBAN (:30)



Open on an ambulance swiftly going down the street, lights flashing.



Cut to EMTs responding to an emergency call in cab of the ambulance.

**(VO):** This is the call you've been waiting for.



Cut to EMTs tending to a person in need.

**(VO):** The call to a career that makes a difference.



Cut to over-the-shoulder shot of EMTs arriving on the scene of an accident.

**(VO):** The call to new situations and challenges.



Cut to EMTs checking vitals on a child.

**(VO):** Answer the call to a career in Emergency Medical Services.



Cut to EMTs moving a gurney to waiting medivac helicopter.

**(VO):** You could be certified as an Emergency Medical Technician in only four months.



Cut to exterior shot of ambulance as EMTs close the doors and drive away.

**(VO):** Plus, you can advance from an EMT to a licensed paramedic.



SFX: Ambulance sounds

**(VO):** Caring is calling. Launch your EMS career or volunteer today.



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# CAMPAIGN: *Life Saving. Life Changing.*



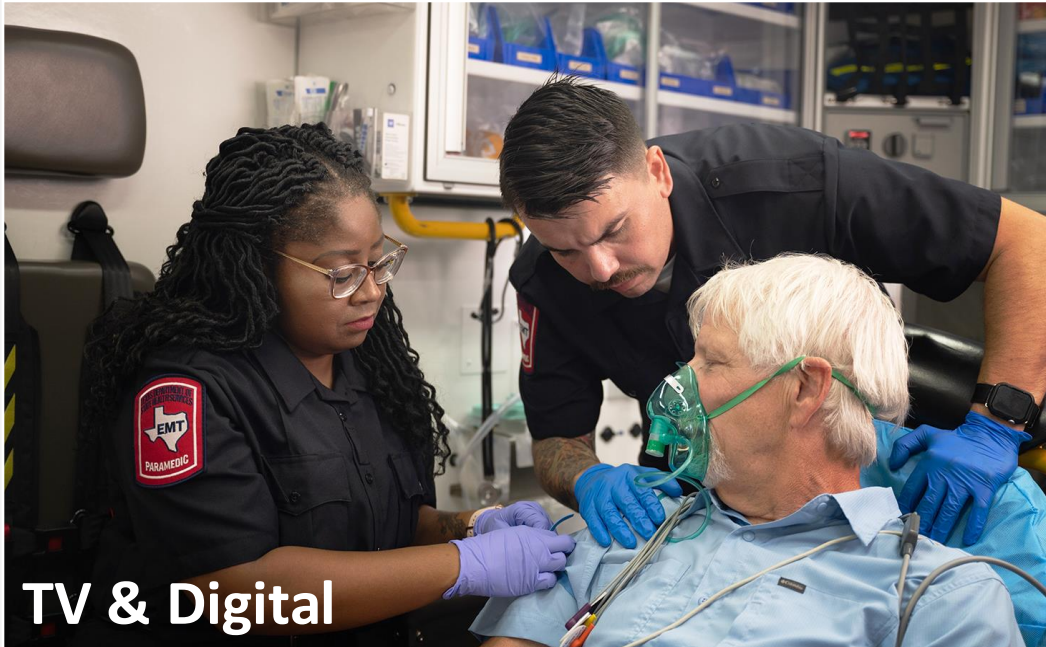
**LIFE SAVING. **  
**LIFE CHANGING.**  
Emergency Medical Services

Launch your EMS  
career in 4 months.

[dshs.texas.gov/EMSTexas](https://dshs.texas.gov/EMSTexas)

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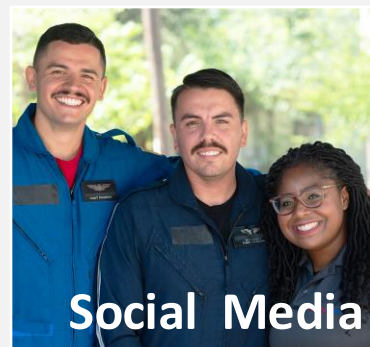
# Total Media Buy – \$439,871



**TV & Digital**



**Billboards & Radio**



**Social Media**

## Ads & Testimonials

Statewide Run: Aug 28 – Oct 31, 2023  
Projected 26 Million Impressions

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### 7 EMS VOLUNTEERS

EMTS, PARAMEDICS, FLIGHT MEDICS

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### DONATIONS

AMBULANCE, HELICOPTER, EQUIPMENT, LOCATION

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### MESSAGING

URBAN AND RURAL IN ENGLISH AND SPANISH

# Videos

## Texas EMS – Life Saving. Life Changing Commercial



# Videos

Aubrey, Paramedic



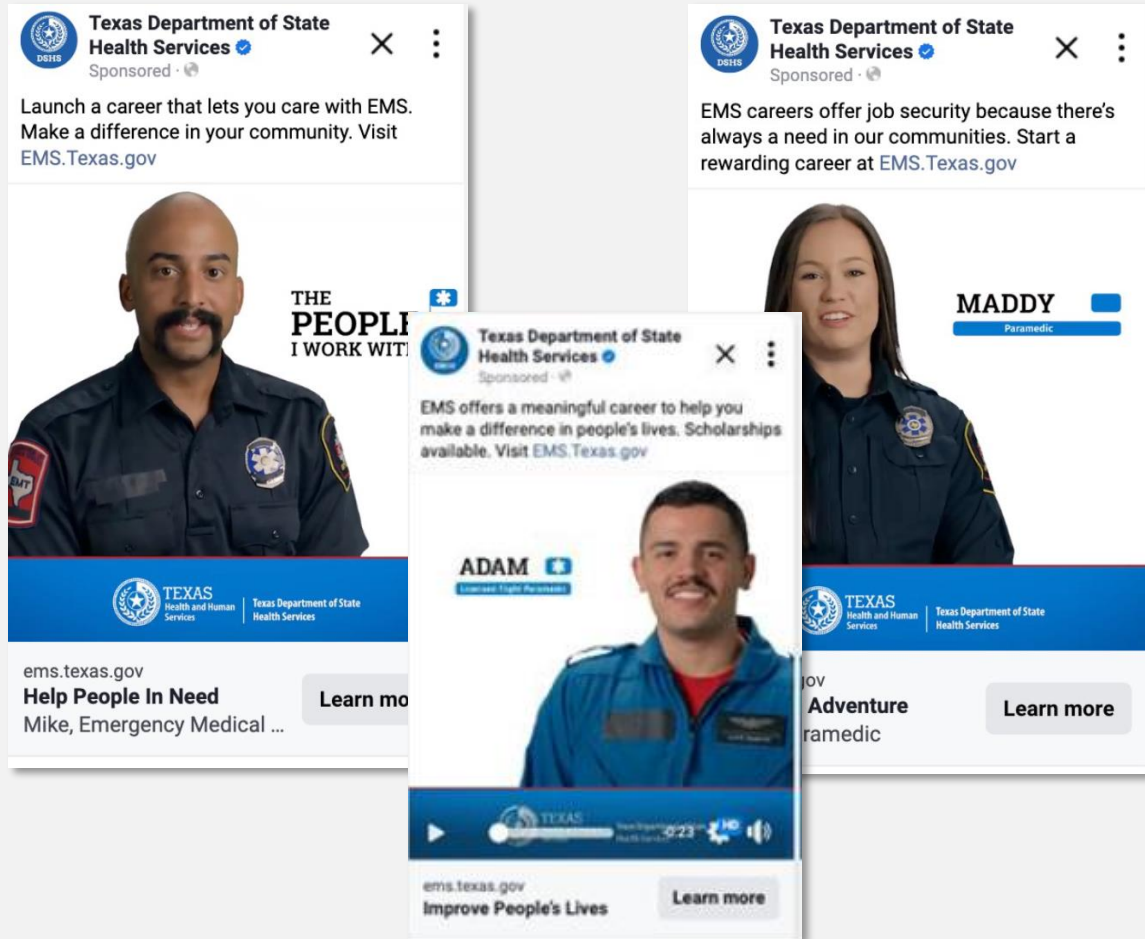
Gilberto, Flight Paramedic (ES)





# SB 8 Recruitment and Retention

As of 9-1-2024



Total Scholarships

3256 scholarships have been given out, and \$17,418,000 in funds has been spent.

Breakdown

- 1131 EMT Scholarships
- 384 A-EMT Scholarships
- 1741 Paramedic Scholarships

Drop Rate

17%

Workforce

We've increased the workforce by 9983 since October 2022.

# Website & Toolkit

**WEB ADDRESS – EMS.Texas.gov**

## **MATERIALS TO RECRUIT/RETAIN**

- Texas-Specific Career Infographics
- Template Commercials, Billboards, Brochures, etc.
- Recruitment Strategies
- Retention Best Practices
- English and Spanish Testimonials
- Distribution to RACs and state associations (in Sep)



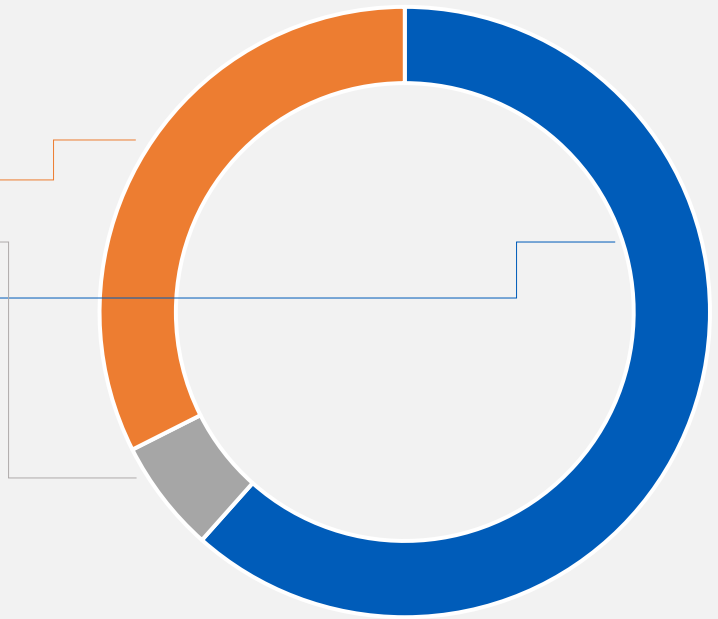
Texas Department of State Health Services

A screenshot of the EMS.Texas.gov website. The header includes the Texas Department of State Health Services logo and navigation links for Services, Health &amp; Wellness, Diseases &amp; Conditions, Business &amp; Compliance, and Data &amp; Case Reporting. The main content area is titled "EMS Careers and Scholarships" and features a large image of EMS personnel providing first aid to a person on the ground. Below the image is the text "Life Saving. Life Changing. Start a career in Emergency Medical Services (EMS)." and a "Videos" section with two video thumbnails. A left-hand navigation menu lists various categories such as "EMS and Trauma Systems", "Applications and Forms", "Contact Us", "Open Records Requests", "Rules", "EMS Careers and Scholarships" (which is expanded to show "Texas Senate Bill 8 EMS Scholarship FAQs"), "EMS Certification and Licensure", "EMS Education Providers", "EMS Provider Licensing", "Out of Hospital Do Not Resuscitate Program", "Complaints &amp; Compliance", "Criminal History", "Data Sources for EMS Trauma Systems", "EMS/Trauma Systems Interactive Map", "Links, Resources and References", "EMS Trauma System Funding", "Maternal Designation", "Neonatal Designation", "Stroke Designation", "Trauma Designation", "Governor's EMS and Trauma Advisory Council", "Regional Advisory Councils", "Texas EMS Trauma Awards", "Texas EMS Line of Duty Deaths", and "Texas EMS Trauma News". At the bottom, there are expandable sections for "EMS Education", "EMS Scholarships", "EMS Certification and Jobs", and "EMS Career Benefits".

# Scholarships & Beyond

## DISTRIBUTED SCHOLARSHIPS – \$17,418,000

- 3,256 scholarships from Oct 1, 2022 – Sep 1, 2024
  - 1131 EMT students
  - 384 Advanced EMT students
  - 1,741 Paramedic students
- 4 RACs already distributed all their scholarship funds

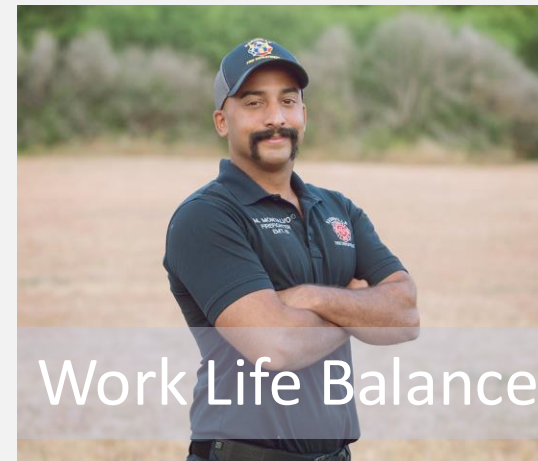
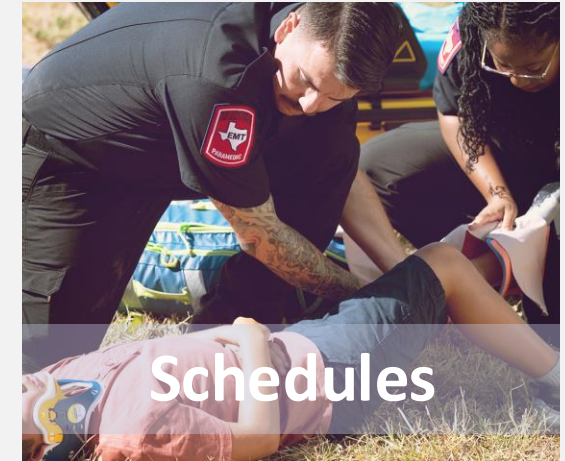
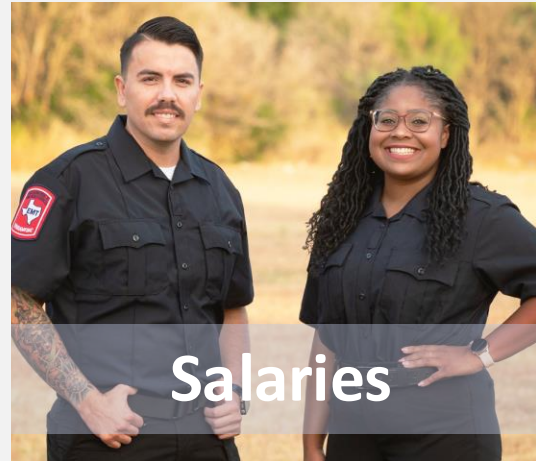


## GROWTH IN EMS – As of 10-1-2024

- 9983 certified EMS from Oct 1, 2022 – Oct 1, 2024
- More than 80 additional initial EMS education classes in 2023 Compared to 2022



# Now let's keep them!



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**LIFE SAVING. **  
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**Emergency Medical Services**

Website: **EMS.Texas.gov**

**Joseph.Schmider@dshs.Texas.gov**

or

call me at: 512-484-5470



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