



PUBLIC RELATIONS FOR ST. JOHN AMBULANCE

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DID YOU KNOW that public relations is a responsiveness to the needs and concerns of others and is largely a matter of simple courtesy and common sense?.

Good public relations (PR) is treating others as you would like to be treated – with kindness and understanding. Great PR is going that extra step and helping people to learn more about St. John Ambulance.

With the summer season upon us and duties increasing, it is an important role of Community Services to enhance the image of St. John Ambulance in Canada. This is a serious responsibility. The first impression you make may be someone's last impression of St. John Ambulance. Through the friendly and efficient performance of your duties, you also have the opportunity to create a positive opinion of St. John Ambulance in the public's mind. As a non-profit group, we rely on public support and funds. When you have good people and public support, nothing seems impossible.

Here are a few things to keep in mind as you go about your duties this summer

- Meeting the public – the rules for meeting the public are courtesy, consideration and friendly warmth, the same qualities you would extend to visitors to your home. Remember to give prompt attention, be discreet, say no gracefully and be pleasant at all times. Go that extra step.
- Team Work – use the same rules as with meeting the public with your fellow volunteers. You're part of a team with a very important job to do. In order to do this job well, you must work together. To build a strong working relationship you must be willing to make compromises and be flexible in your views and methods of operation. Not everyone works the same. Remember to praise in public and criticize in private.
- Your first aid post, a highly visible part of your operations – ensure your duty area is clean and neat and use the sign indicating that this is a voluntary service by St. John. Check the location and stand back to imagine what the public sees. Can the display be more strategically placed to give the most exposure to St. John Ambulance i.e. near the registration or concession booths.
- Appraise your behaviour and appearance before going on duty – envision what type of impression you make on other people. Good grooming is important to maintain the image. Pleasant demeanour and alertness enhances this public appearance. Common courtesy, which is the hallmark of good public relations, is essential in any public situation.

Above all, enjoy what you are doing and encourage others to do the same. Have a safe summer!

For Seasonal Safety Tips see St. John Ambulance website: www.sja.ca

DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE MEMBERS