

KIDBase
Kids Information Data Base Access System for Emergencies

How do I promote KIDBase in my community?

A successful KIDBase program depends on community involvement. Because of this, getting the word out to parents, physicians and others about your community's participation is vital to your success. That is why we have provided materials in your starter kit to help with this aspect of the program.

In addition to distributing the prepared letters included in your kit, here are some other ways that you can promote KIDBase in your local community:

1. Attend county fairs, local health fairs and other public functions where KIDBase materials can be distributed.
2. Visit local schools.
3. Send the "community-based services provider or health professional" letter to your hospital's social work and discharge planning departments, county health departments, social services offices, and outreach programs for families with children with special health care needs
4. Provide families that have had previous medical emergencies involving a medically fragile child with enrollment forms.
5. Inquire about the possibility of having a local radio show promote KIDBase.
6. Contact your local television station. They may find this program good material for the daily news or community bulletin board.
7. Arrange to provide informal lectures to PTA's and local groups such as Lions or Kiwanis.
8. Hold an open house at your ambulance agency and advertise this on the local radio.
9. Enlist the help of a parent of an enrolled child as a guest speaker at an event.
10. If possible, visit the home of the enrolled child to learn more about his needs prior to an emergency occurring. You may even want to take a Polaroid snapshot for the other personnel in your office who cannot meet the child.
11. Consider recruiting a parent of an enrolled child to help with promotions, filing and updating forms. Often these are highly skilled parents who are at home caring for a sick child and would enjoy a project that they can work on from home.

If your local ambulance agency comes up with a unique way to promote KIDBase, we would love to hear about it! Contact the NC EMS for Children program at (919) 855-3935.