

EMS Week Op-Ed Writing Structure Guide & Checklist

National EMS Week | May 18–24, 2025

Theme: We Care. For Everyone.

Established in 1974, **National EMS Week** is a time to honor and celebrate EMS professionals who serve their communities with unwavering dedication, skill, and heart. As National EMS Week approaches, we encourage you to write a letter to the editor to shine a light on how EMS supports and protects your community. This is your opportunity to raise public awareness, showcase your organization, and honor the everyday heroes who dedicate themselves to serving others.

Quick Tips

- **Keep your op-ed short;** 300 words or fewer is more likely to be published.
- **Use relevant data** to support your op-ed with meaningful statistics or facts.
- **Include a clear call to action** that directs the reader to a resource or opportunity to support EMS.
- **Use accessible language** and avoid technical jargon that the general public may not understand. ([Op-ed Writing: The Basics](#))

Op-Ed Writing Structure Guide

1. Title/Headline (Optional)

Write a short but impactful headline that summarizes your op-ed.

*Tip: You can return to this step after writing the full op-ed.

Examples:

- EMS Week: Honoring Those Who Deliver Lifesaving Care
- This EMS Week, Let's Match Appreciation with Advocacy
- Honoring EMS Week with Action, Not Just Accolades

2. Opening/Hook

Start the op-ed with an attention-grabbing statement, statistic, or question that will draw in the reader.

3. Introduction

Provide the reader with context about your organization.

- State the name of your organization.
- Include the location of your organization.
- Identify whom your organization serves.

4. Body

Share the impact your service has on your community.

- Highlight positive patient outcomes that your team has contributed to.
- Describe your team's roles beyond emergency response, such as participation in community events, public education, or disaster relief.
- Connect your story to this year's National EMS Week theme: **"We Care. For Everyone."**

5. Call to Action & Closing

Conclude your op-ed with a call to action or offer readers resources to get involved or learn more. This may include advocacy initiatives, community engagement efforts, or a combination of both.

- Encourage readers to celebrate National EMS Week and support local EMS professionals. Examples include:
 - Post shout-outs on social media.
 - Drop off meals for local EMS providers.
 - Send thank you notes and cards.
- Ask readers to advocate for EMS services at the local, state, or national level.
 - Include links or details for taking action if applicable.

6. Sign Off/Signature

Close the op-ed with your name, position, organization, and location.

Example:

[Your Name]

[Your Position], [Company]

[Your City/Town], [Your State]

Example Op-Ed

EMS Week: Honoring Hometown Heroes

To the Editor,

National EMS Week, May 18–24 this year, is a time to recognize and honor the essential services EMS professionals provide to their communities nationwide. This year's theme—"We care. For everyone."—reflects the heart of what we do. We serve as the safety net for every member of our community, regardless of age, background, or circumstance—because everyone deserves help in their greatest moment of need.

At ABC EMS, based in City, State, our dedicated team of EMTs and Paramedics proudly serves over 50,000 residents. Available 24 hours a day, 365 days a year, our team responds to thousands of emergencies—from heart attack to stroke to traumatic injuries. Our efforts extend beyond emergency response, as we also partner with ABC College to provide CPR training and lifesaving education, equipping people with the skills to respond confidently in critical moments.

Recently, one of our Paramedics, Joe, was reunited with a patient he helped save from a serious car accident. The patient had suffered major blood loss after metal debris nicked a major artery. Thanks to Joe's quick thinking and skill, he was able to slow the bleeding, stabilize the patient, and transport him to the nearest hospital for emergency surgery.

Last month, Mayor Whoseywhatsit presented Joe with a medal for his efforts, for which we are deeply grateful. However, honoring EMS providers means more than one week of appreciation—it means advocating for the resources and recognition they deserve every day, at the local, state, and federal levels. We urge our community to contact State Representative Jane Doe to support [insert proposed legislation]—a bill that would strengthen EMS operations and help us continue delivering the highest level of care.

This National EMS Week, let us move beyond appreciation and take meaningful steps to ensure EMS professionals have the tools and support they need to save lives.

John Doe
Chief, ABC EMS
City, State

Checklist Once Your Op-Ed Is Written

Before Submitting

- Check for spelling and grammar errors, and ask a trusted colleague to review as an extra set of eyes.
- Ensure your op-ed includes data and a personal story if possible.
- Make sure your op-ed is short and concise for an increased chance of publication.
- Confirm that your op-ed has a clear call to action.

Submit To Local Media

- Identify local newspapers, radio stations, or TV news websites that you wish to submit to.
 - If you have a good relationship with your local newspaper and access to local journalists' contact information, consider reaching out to them directly.
- Look up the newspaper's opinion/editorial submission guidelines.
 - Most newspapers allow email submissions or have an online form on their website.
 - Include your name, title, organization, and contact information when submitting.
 - Bonus: Offer a ride-along or CPR demonstration when submitting your op-ed to increase chances of publication. A hands-on experience makes the story more engaging and appealing to reporters.
- **Timing:** Submit your op-ed **1–2 weeks before EMS Week** for the best chance of publication.

Promote Your Op-Ed

- Post the op-ed on your organization's website.
- Create a social media post that links to the op-ed on your website.
 - Encourage staff, friends, and family to share the social media post.
 - Use the hashtags #EMSWeek2025, #EMSWeek, #CelebrateEMSWeek and #EMSWeekOpEd.

If Your Op-Ed Is Published

- Thank the media outlet that published your op-ed (via email or social media).
- Share the published op-ed in your newsletter, on social media, and in internal communications.