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June 14, 2023

Dear Members;

Re: Survey Results - Paramedics and Paramedicine Perception

In April of 2023, your Provincial Executive Committee, in conjunction with the Paramedic Association of Canada, received the results of a national and provincial research survey, which polled how the public viewed paramedics in Canada, the services we provide, how we fit in the greater healthcare community and various other questions.

The national survey results can be found [HERE](#), and the provincial survey results can be found [HERE](#).

The overall results of the survey are summarized here:

- Over 91% of respondents have considerable respect or a lot of respect for paramedics.
- Paramedics are tied for second with Nurses (Firefighters are first) as the most respected professions in Canada.
- 73% of Canadians are unaware of the different levels of care provided by Paramedics.
- Many Canadians see us as healthcare workers but also recognize we have a role in public safety.
- 86% of Canadians are unaware of the concept of Community Paramedicine.
- However, 80% of Canadians have somewhat support or strongly support for the idea.
- 93% of Canadians are mostly comfortable or completely comfortable with Paramedics delivering healthcare services in communities.

On a national level, it was clear that paramedics are highly regarded as trustworthy professionals. This is a vindication for many of us that have long understood that our work matters to Canadians. On a provincial level, we continue to see similar levels of trust and respect, and most British Columbians support increasing paramedic roles into their community.

As part of our continued and ongoing efforts to increase our profile, exposure, and support, both with the government and the public, your Provincial Executive Committee and Provincial Executive Board will be using the contents of these surveys to create a positive, public-facing campaign to highlight the greater roles that paramedics can play in healthcare and public safety. We want to show that paramedics are not simply just for emergency response and hospital transfers. We believe that paramedics can integrate more and more into community healthcare, addictions and mental health services, preventative care, and become much larger partners in public safety.

It is very clear that Canadians and British Columbians see the value in what paramedics can do, and how our roles in healthcare and public safety are just beginning.

In the coming months, your union executives will ask for your participation by providing stories, pictures, and support for our campaign. We are looking to use our considerable trust with the public to show that our profession is indeed on the rise, and that we are perfectly situated to play a major role in improving access to healthcare for our provinces most vulnerable populations. This includes Indigenous communities, seniors, new Canadians, and those suffering with addiction and mental health issues. We believe we are perfectly situated, trained, and willing to improve care in Indigenous and rural/remote communities, in metro and urban centres, as well as improving healthcare for all British Columbians in a variety of roles.

Thank you for your continued encouragement of our public campaigns. We have never seen such public support in the history of our profession, and it is our intention to leverage these levels of respect and trust to further promote the roles of paramedics in BC and Canada.

Sent on behalf of your Provincial Executive Committee and Board.

In solidarity,



Troy Clifford
Provincial President
Ambulance Paramedics of BC
CUPE Local 873

TC/sd/MoveUp

