

PRESS RELEASE

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UNVEILING OF NEW WORK CLOTHES FOR NUNAVIK FIRST RESPONDERS TO IMPROVE SAFETY AND UNITY IN THE COMMUNITY OF PRACTICE

Kuujuuaq, November 16th, 2023 – The Nunavik Regional Board of Health and Social Services (NRBHSS) worked with several ambulance companies of Québec to provide the communities with work clothes destined for first responders during their interventions.

These work clothes will serve as protective clothing in first responders' mission to provide assistance, without having to worry about their own clothing. These work clothes will also enable first responders to be visible and work safely, day and night, thanks to the high-visibility reflective yellow stripes.

To customize the work clothes, the NRBHSS designed a new logo that was placed on a badge. The badge attaches with Velcro, allowing the communities to replace it with their own badge as needed and if they wish.

Although each first-responders' service is independent, we hope these clothes and the logo will strengthen the feeling of belonging to the large family of Nunavik first responders..

The NRBHSS is pleased to announce that distribution of these work clothes will begin in the coming weeks and wishes to highlight the first responders' important contribution to the communities' well-being through their work.



"In the spirit of unity and safety, we are thrilled to unveil these new uniforms for Nunavik's first responders. This initiative symbolizes our commitment to the well-being of our communities and the individuals who serve them. These uniforms are a testament to our shared dedication towards Nunavimmiut, and we are excited to see them strengthen the bond within Nunavik's first responder's family."

- **Jennifer Munick-Watkins, Executive Director, Nunavik Regional Board of Health and Social Services**

What does the new logo represent?

The Nunavik first-responders' logo emphasizes the polar bear and the cross of life, universal symbol of the prehospotal professions.

The design of the polar bear within the cross of life replaces the traditional caduceus (serpent entwined around the rod of Aesculapius) and thus enables a strong local element.

The polar bear's specific characteristics represent the important qualities of the first responders: resilience, intelligence, perseverance and determination, in other words, an alliance of calm and strength.

The cross of life represents the six components of prehospotal missions:

- **Identification**

By displaying the cross of life, the first responders acquire greater visibility and are more easily identifiable during interventions in their community.

- **Activation**

When responding to a call, the health professional assesses the situation and makes sure to send the right equipment and team to assist the victim.

- **Response**

Activated by the health personnel, the first responders report to the site in question to provide their assistance.

- **Care on site**

The first responders stabilize the victim and provide the required care.

- **Care during transportation**

The first responders transport the victim to the health centre and continue to provide first aid on the way.

- **Transfer to the health centre**

The first responders bring the victim to the point of service and transfer him or her to the health personnel or assist in aeromedical evacuation.



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About the NRBHSS:

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the *James Bay and Northern Québec Agreement*. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

Source: Nunavik Regional Board of Health and Social Services (NRBHSS)

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