



**НЕВІДКЛАДНА МЕДИЧНА  
ДОПОМОГА 24/7**

**КОМПЕТЕНТНІСТЬ РЯТУЄ ЖИТТЯ**

**ДЕНЬ НЕВІДКЛАДНОЇ  
МЕДИЧНОЇ ДОПОМОГИ**

**27**  
ТРАВНЯ

## Report

APO “Ukrainian Resuscitation Council”  
Ukraine, 2020

## 2 Aim of the Campaign



APO “URC” as a national member of the **European Society for Emergency Medicine (EUSEM)** supported the global information campaign [Emergency Medicine Day](#)

Date: 27 May 2020

Objective: To show the real faces of the emergency medicine specialists – those people who are usually the first to come to a victim’s aid.

# Photo Project #EmergencyMedicineDay

← → ↻ emday.urc.org.ua 📄 ☆



The photo project will be continued as an exhibition of portraits at ED ambulance competitions.

Website photo project with the portraits of ED employees: dispatchers, drivers, paramedics, doctors and managers.



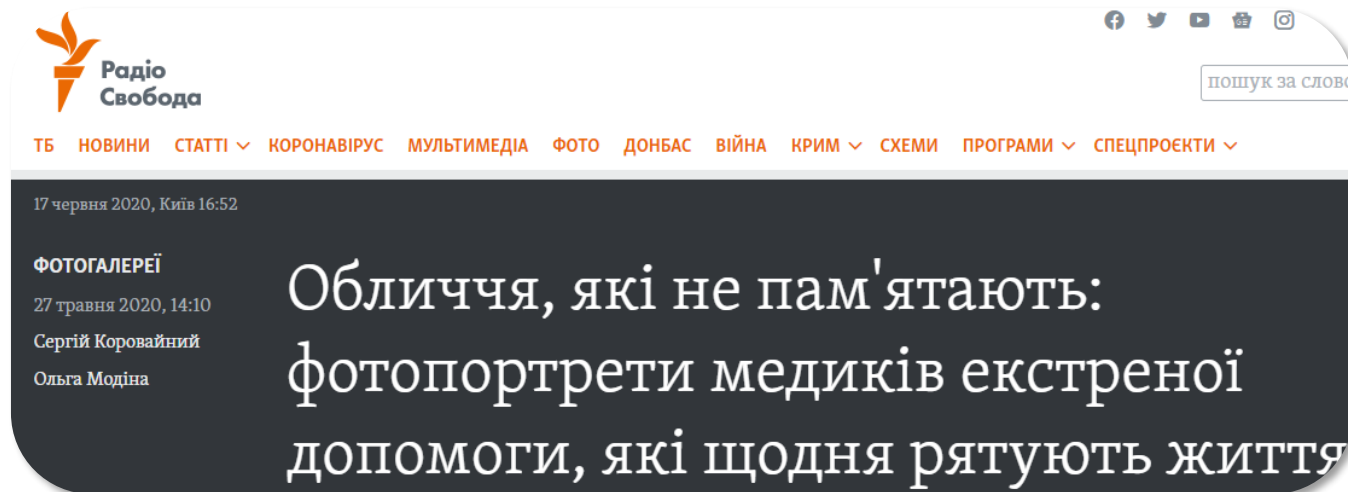
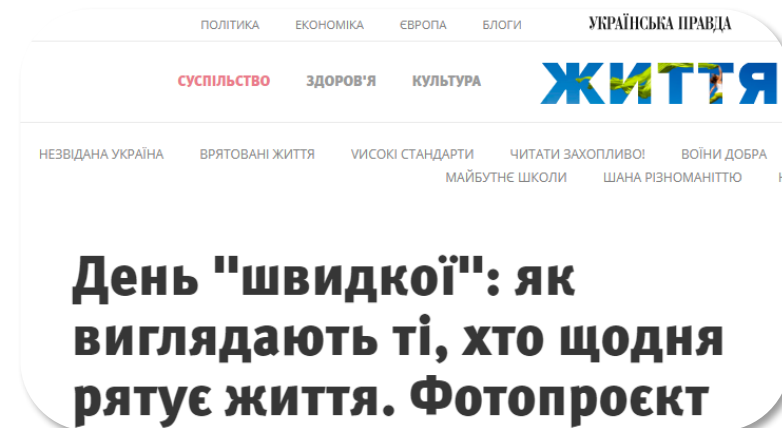
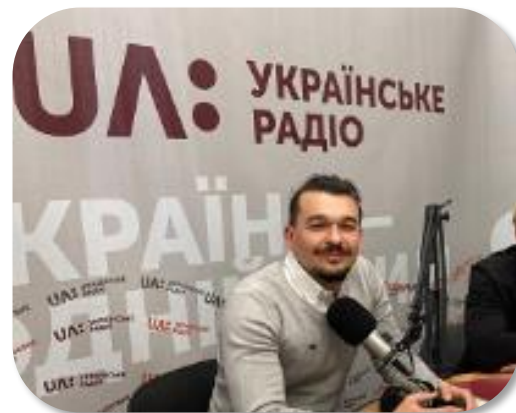
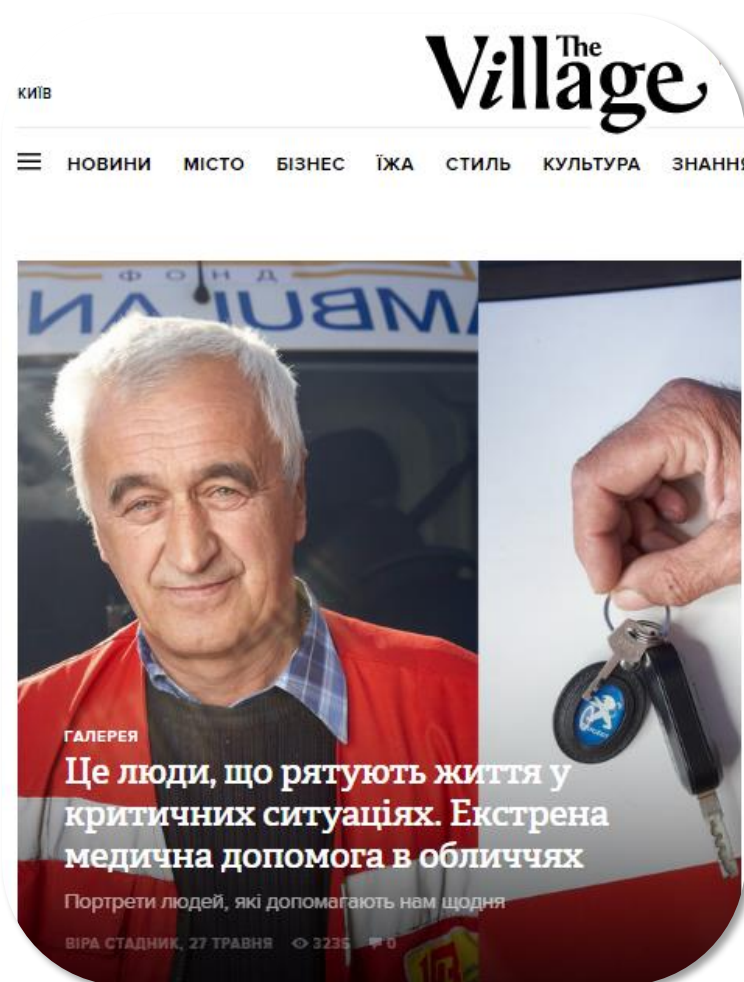
Check it on!

# Photo Project #EmergencyMedicineDay



«In cooperation with [The Gate Agency](#) we managed to take photos of 85 doctors from 9 regions of Ukraine! They are beautiful! Kind-hearted and empathetic! They are real!”

Max Trembanchuk,  
Project Coordinator



# Result

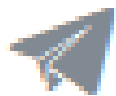
## Social Network Coverage



>129 000



>57 000



>116 000

## Total Campaign Coverage

>500 000 people

## Result

We have drawn attention to the **EMDay** at **public and professional level**



# ДЕНЬ ЕКСТРЕНОЇ МЕДИЧНОЇ ДОПОМОГИ

27 травня

