

# Thomas P. Joyce

## Assistant Chief

County of Orange Department of Fire &  
EMS



# Dublin, Ireland



# St James's Gate





County of Orange  
Department of Fire & EMS  
**Project M. I. T. I.**  
2013 VACo Achievement Award Submission

# A word to the wise

- “Listen to anyone with an original idea, no matter how absurd it may sound at first. If you put fences around people, you get sheep. Give people the room they need.” — William McKnight, 3M President















County of Orange  
Department of Fire & EMS

# Project M. I. T. I.

**M**ultimedia

**I**nteractive

**T**raining

**I**nitiative

## A detailed map of the Fire District 23 area, showing various colored regions and fire stations marked with 'FD' and a blue star. The map includes numerous numbered regions such as 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 2685, 2686, 2687, 2688, 2689, 2690, 2691, 2692, 2693, 2694, 2695, 2696, 2697, 2698, 2699, 2700, 2701, 2702, 2703, 2704, 2705, 2706, 2707, 2708, 2709, 2710, 2711, 2712, 2713, 2714, 2715, 2716, 2717, 2718, 2719, 2720, 2721, 2722, 2723, 2724, 2725, 2726, 2727, 2728, 2729, 2730, 2731, 2732, 2733, 2734, 2735, 2736, 2737, 2738, 2739, 2740, 2741, 2742, 2743, 2744, 2745, 2746, 2747, 2748, 2749, 2750, 2751, 2752, 2753, 2754, 2755, 2756, 2757, 2758, 2759, 2760, 2761, 2762, 2763, 2764, 2765, 2766, 2767, 2768, 2769, 2770, 2771, 2772, 2773, 2774, 2775, 2776, 2777, 2778, 2779, 2780, 2781, 2782, 2783, 2784, 2785, 2786, 2787, 2788, 2789, 2790, 2791, 2792, 2793, 2794, 2795, 2796, 2797, 2798, 2799, 2800, 2801, 2802, 2803, 2804, 2805, 2806, 2807, 2808, 2809, 2810, 2811, 2812, 2813, 2814, 2815, 2816, 2817, 2818, 2819, 2820, 2821, 2822, 2823, 2824, 2825, 2826, 2827, 2828, 2829, 2830, 2831, 2832, 2833, 2834, 2835, 2836, 2837, 2838, 2839, 2840, 2841, 2842, 2843, 2844, 2845, 2846, 2847, 2848, 2849, 2850, 2851, 2852, 2853, 2854, 2855, 2856, 2857, 2858, 2859, 2860, 2861, 2862, 2863, 2864, 2865, 2866, 2867, 2868, 2869, 2870, 2871, 2872, 2873, 2874, 2875, 2876, 2877, 2878, 2879, 2880, 2881, 2882, 2883, 2884, 2885, 2886, 2887, 2888, 2889, 2890, 2891, 2892, 2893, 2894, 2895, 2896, 2897, 2898, 2899, 2900, 2901, 2902, 2903, 2904, 2905, 2906, 2907, 2908, 2909, 2910, 2911, 2912, 2913, 2914, 2915, 2916, 2917, 2918, 2919, 2920, 2921, 2922, 2923, 2924, 2925, 2926, 2927, 2928, 2929, 2930, 2931, 2932, 2933, 2934, 2935, 2936, 2937, 2938, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2946, 2947, 2948, 2949, 2950, 2951, 2952, 2953, 2954, 2955, 2956, 2957, 2958, 2959, 2960, 2961, 2962, 2963, 2964, 2965, 2966, 2967, 2968, 2969, 2970, 2971,

# Orange County, VA



355 Square Miles

33,000+ Individuals

12,500 Households

7,600 Children

...

220 Volunteers

36 Career Fire & EMS

3 – 24 Hour Shifts.





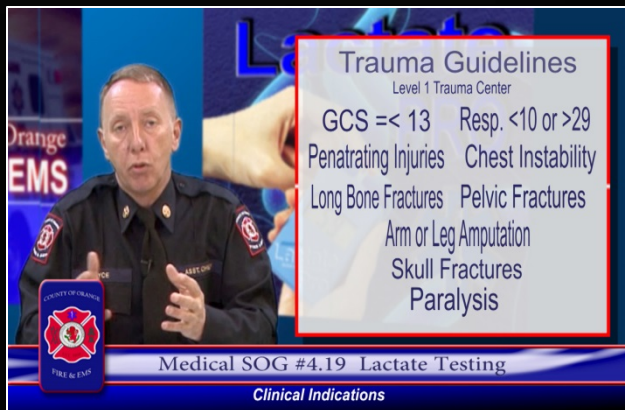
Supplying training to a group  
that are spread out over a  
large area

Solution


Bring it to them  
electronically

Project M. I. T. I. in its simplest form is the production of educational resources broadcasted through today's advanced communication systems.


...







The initiative extends educational  
resource into the community, the  
department, the county volunteers, and  
neighboring municipalities  
And now nationally thru EMSworld  
Magazine



You can do it cheaply for  
anything you want to be  
made known in the  
community

...

Here is how we  
did it

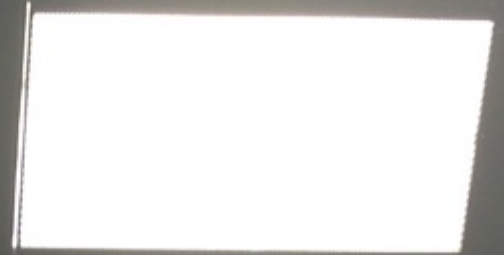
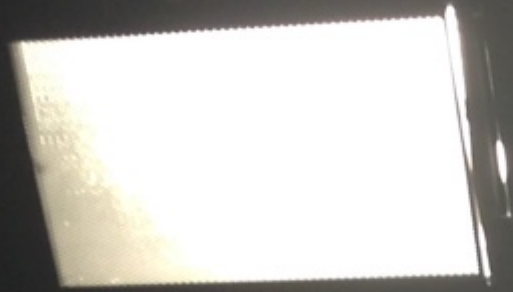
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# What would this cost?



Set \$10,000


Lights \$15,000



Cameras \$75,000  
3 @ \$25,000 ea







Creativity is contagious.  
Pass it on.” — Albert  
Einstein

...

# How it all started...

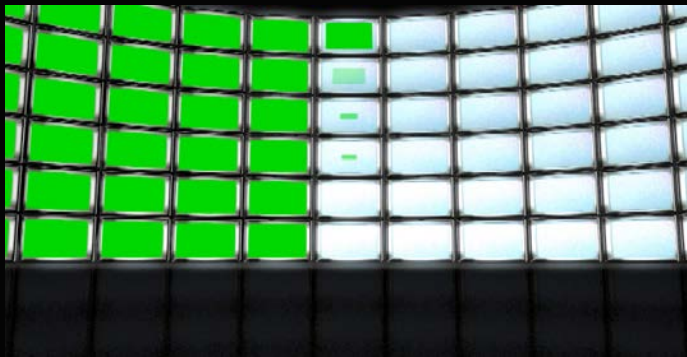


Green Screen Introduction

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Panel Discussion Group

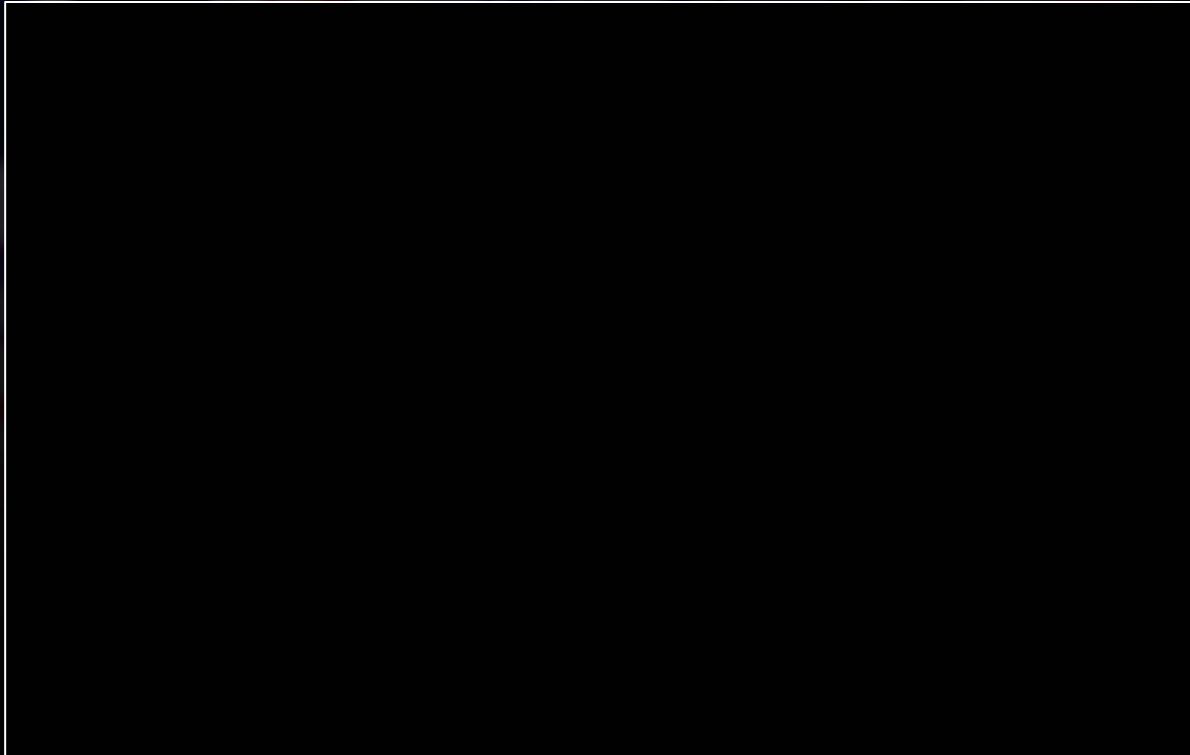


Purchased Background \$49.00

Produced with Adobe  
Premiere Elements Software  
\$99.00



# June 2012



Add some borrowed cameras, lighting equipment, and creativity...

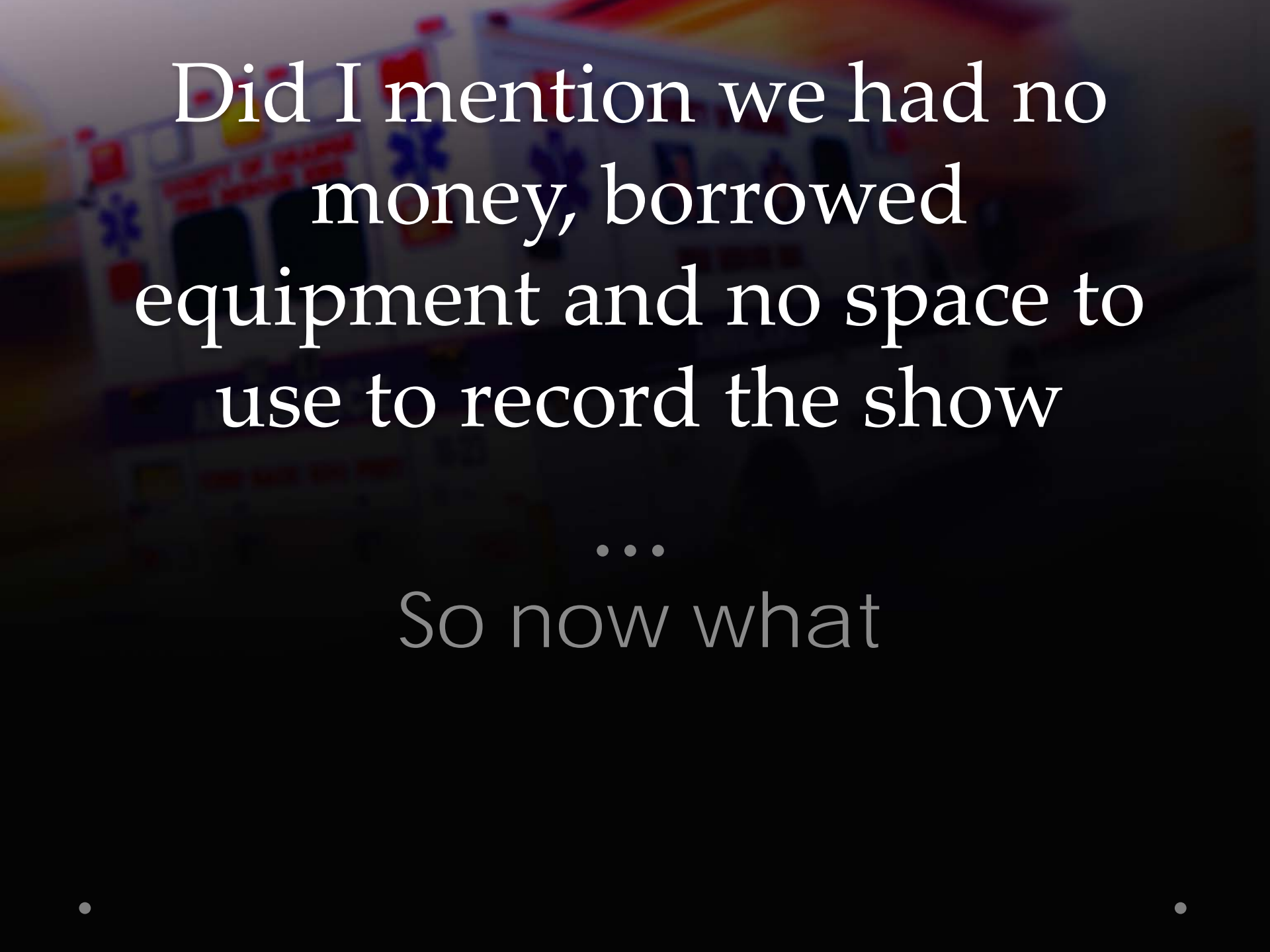


# Close but no cigar!!

Changes were needed if we were to produce  
a commercial quality product

But commercial studios cost six figures at least

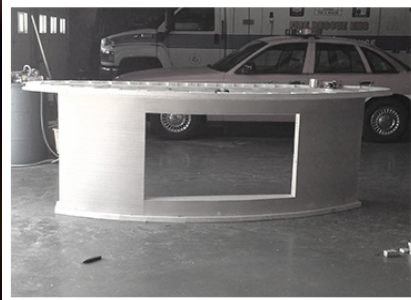
...



Did I mention we had no  
money, borrowed  
equipment and no space to  
use to record the show

...

So now what



Adding a news anchor styled desk and changing the lighting took the videos to the next level.



Materials cost for Desk \$350.00

Desk was built in house.

What do you get when you mix  
an Irish guy and a bucket of  
green paint? And a room no one  
else wants ?





# From nightmare to miracle...

## Husband's CPR, quick-thinking save wife's life

BY DREW JACKSON  
Staff Writer

**I**t began with a bump in the night, that's how Jeffrey Morton explains it. A shift in the wind, a settling of the house, a prickling on his skin disrupting the stillness of the early morning-something woke him at 4 a.m. Oct. 1 and what he found was a living nightmare.

"I can make it as weird as you like," said Jeffrey. "I don't know what woke me up, but it was like being slapped in the face."

In bed next to him lay his wife Sharon, vomit on the sheets and without a pulse. Immediately he began

compressions on her chest, pump after pump until he heard a vague whimper-then he called 911.

"I thought that was just enough time to wake up the boys and call 911," said Morton.

Sharon Morton, who has a history of heart issues, had gone into cardiac arrest. On the phone with 911 dispatchers, her husband continued chest compressions. It took paramedics six minutes to arrive on the scene and take over from there. They shocked Morton's heart back into rhythm and then transported her to

See LIFESAVING, page A7



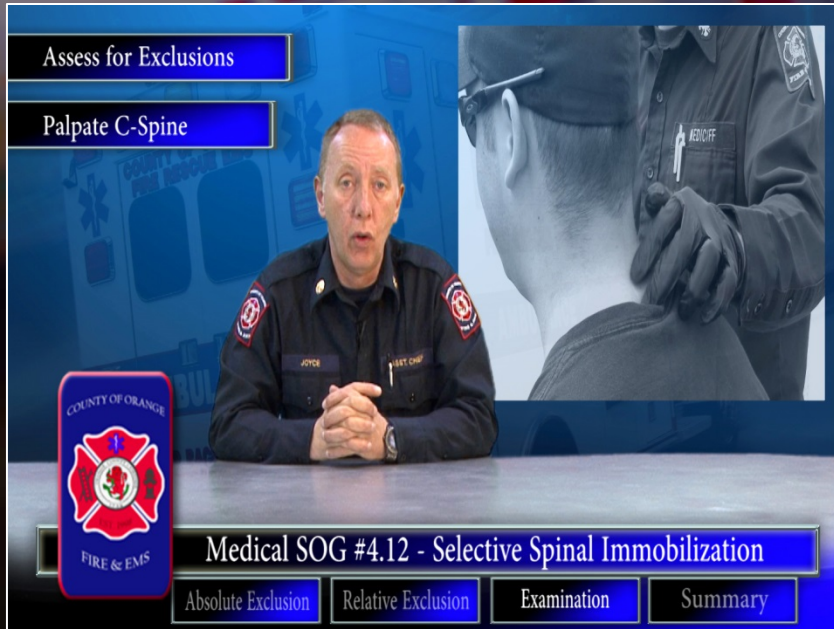
PHOTO BY DREW JACKSON

Last week the Morton family sat down with officials from Orange County's Fire and EMS department for a conversation about CPR preparedness. Nearly three months ago Sharon Morton, the family matriarch, went into cardiac arrest, but due to a confluence of her husband's CPR training and quick timing, she was among the five percent resuscitated. Here Tom Joyce of Orange County Fire and EMS interviews the Mortons, from left to right: Jeffrey Morton, Sharon Morton, Jeffrey Morton Jr., and Sam Morton, for a training film on the situation.



# A Studio





Investing in Adobe Master Suite Collection Software increased the quality and graphic capacity of the productions. Software cost \$2600.00



May 2013, the department invested in 3 HD DSLR cameras,  
an audio interface, and additional studio lighting.  
Total investment \$5500.00



# Letter from America

## Lights, camera, action!



The studio with the electronic magic added



Tom Joyce in the studio

### Innovative EMS training

For Joyce, innovation is a rule and thinking inside the box is simply not allowed. With a shoestring budget and a big idea, he created this venue for mass communication and pulled in an impressive array of knowledgeable and eminent participants to provide the joint roles of guest and lecturer. Earlier productions are now all available on COFEMS own YouTube channel (COFEMSvideos). Eminent local Emergency Department specialists and physicians have also beaten a path to the countryside to be expert guests and high tech instructors.

Studio, interviewer, guests, cameras, content and action expertly mixed with a little computer generated lights and magic all combine to deliver a prod-

sit adjacent to the green screen but also in front of a live studio audience who will be able to react to and with the program as it unfolds. Clearly the level of innovation and creativity is high, as is the cost of the cameras and software. But the return on investment, as seen in the quality of production and education delivered, is worth the trouble-and the green paint!

• *If you want to hear about this great idea and hear the soft brogue of Tom Joyce, listen to my podcast on the subject on [emsworld.com/podcast](http://emsworld.com/podcast)*



Hosted By: Assistant Chief Tom Joyce

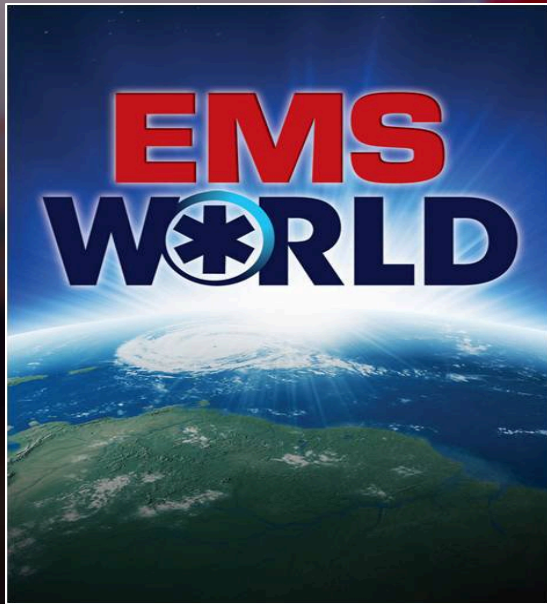


Things don't always go well

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You need to be 10% smarter than the  
technology you work with!!





# Our Sponsors





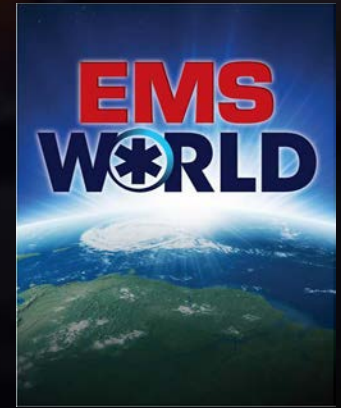
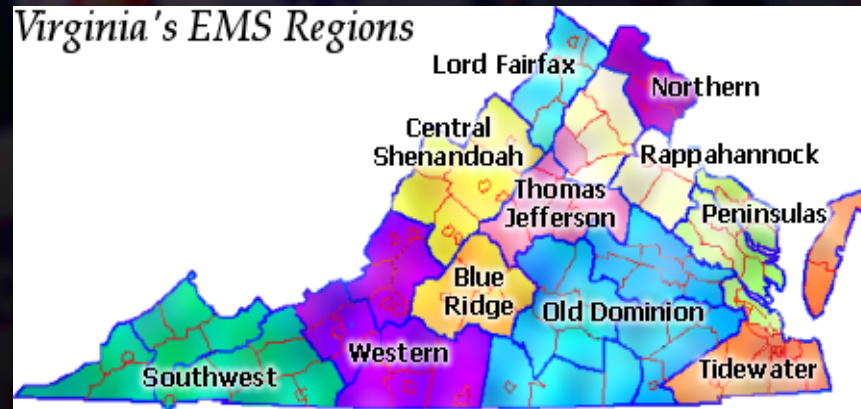
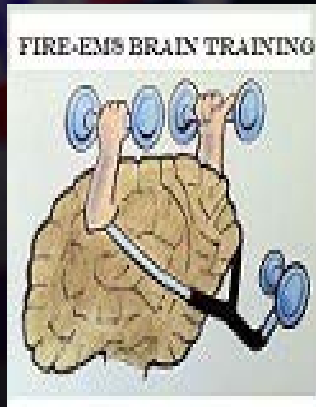
# Distribution



Youtube <http://www.youtube.com/user/COFEMSvideos>

Facebook [www.facebook.com/countyoforangefireandems](http://www.facebook.com/countyoforangefireandems)

# Partners





# Questions?

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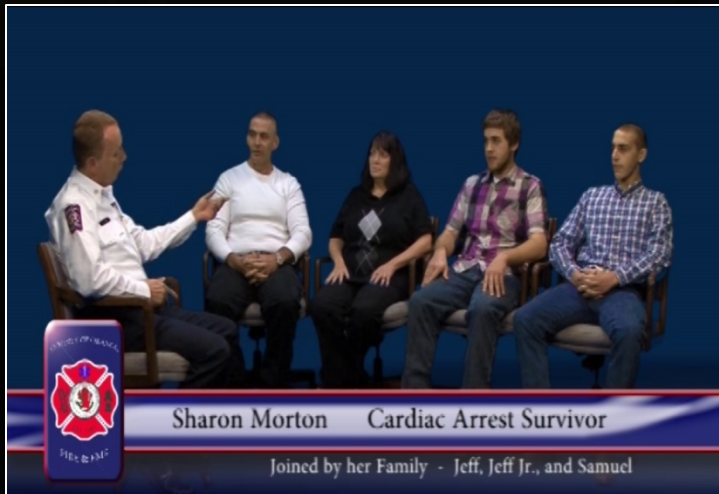
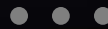
Tom Joyce

[tjoyce@orangecountyva.gov](mailto:tjoyce@orangecountyva.gov)



# Public Safety Campaign

Through the production of educational videos, public service broadcasts, and on-line educational support, COFEMS plans to increase the community's knowledge of what to do during an emergent situation and in turn reduce the number of injuries and deaths with-in the county. This campaign encompasses information relative for all age groups, but primarily targets children and elderly residents





# Fire and EMS Training

Public safety is an evolving field and incorporating Project M.I.T.I. into the training process will supply the educational information needed for COFEMS and any participating group to stay up to date on procedural changes and even get a glimpse at what is coming in the future. Project M.I.T.I. has allowed COFEMS to host interactive panel discussions where controversial questions are addressed and answered by some of the state's most influential medical minds. These broadcasts are recorded and archived on the departments Facebook and You Tube pages, so that anyone can download and review a particular topic. With this media available on-line, COFEMS personnel can now view the training information at their leisure

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