

Pediatric
Shock

1991 Buyers'
Guide

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Gunshot
Injuries:
Aim For A
Quick Response



**Buying The
Right Stuff**

**THE
CARBUSTERS!**
PATIENT CONSIDERATION
AND PACKAGING TECHNIQUE

CONTENTS

FEATURES

Arming Yourself to Treat Gunshot Wounds (CEU Article) 34

BY WALLACE A. CARTER JR., MD
In one year alone, approximately 33,000 people were killed in the United States by firearms. Although violence is increasing around the country, EMS providers can improve the odds for gunshot victims.

Violence, American Style 40

BY IRIS MCQUEEN

Tackling Stress Management From All Sides 50

BY STEVEN R. HAWKS, EDD, EMT-I, AND RONALD L. HAMMOND

Stress occurs at all levels of EMS, but a comprehensive approach to stress management can help "put you back together again."

Rating Stress in EMS: A Responder Survey 55

BY STEVEN R. HAWKS, EDD, EMT-I, ET AL

Putting the Brakes on Pediatric Shock 58

BY RONALD M. PERKIN, MD, AND DAVED VAN STRALEN, MD

Learn how to meet the unique challenge of recognizing and managing shock syndromes in pediatric patients.

Measuring Up: A Practical Approach to Advanced Pediatric Care 74

BY FRANK PALERMO, EMT-P, AND LOREN MARSHALL, EMT-P

Many EMS providers are tempted to "scoop and run" with pediatric patients. The Anchorage (Alaska) Fire Department shares a unique system for providing kids with a high level of care.

JEMS Fifth Annual Buyers' Guide: 1991 Edition 97

With over 1,000 manufacturers and distributors to choose from, this resource provides easy-to-access information to help make your purchasing decisions.

COLUMNS

The Publisher's Page 7

BY JIM PAGE
All the News that Fits

Special Report 13

BY MARION ANGELL GARZA
New Jersey's Air Ambulances Grounded by Hospitals

AIDS Watch 24

BY DIANE LOFSHULT

Current Research 29

BY BRUCE GOLDFARB

Tricks of the Trade 32

BY THOM DICK
"Who, Me?"—An Award for Everyday Heroes

Review 79

BY BRENT H. DIERKING, REMT-P
Caring for Kids, Caring by Kids

The Legal File 81

BY CAROL J. SHANABERGER
Thorough Assessments: Giving Patients a Fighting Chance

DEPARTMENTS

Letters	8
Inside EMS	21
Calendar	87
Inroads	88
Classifieds	91
Advertiser Directory	177
The Last Word	178

Cover: Photography by Tom Page
Design by Kathy Bush and Robert Schmitt



About The Cover

Each month, the cover of *JEMS* is conceived after a converging of the minds. Ideas are presented, revised, altered, digested and indigested, and eventually, usually in the creative wee hours of the morning, an image evolves. This month, the cover was especially challenging. How do you make a product listing visually exciting and entertaining enough for the front cover of a magazine?

After some debate and skepticism from the powers that be, an outer space theme was chosen. Arrangements were made, and a two-day marathon photo shoot began.

Inevitably there are technical problems: The astronaut costume, delivered two hours late, was really a converted deep-sea diver suit made of thick Goodyear rubber and weighing in at 20 pounds or more. It was aging yellow instead of the space-age bright white displayed in the brochure. We replaced it with a lighter and cooler one, putting us four hours behind schedule before we started.

The products you see on the cover presented their own special problems. First, a wooden door was horizontally suspended from the ceiling, and the products were carefully hot-glued onto wire and stuck to the hanging door with stick-pins. After painstakingly positioning each product, the .005-gauge tungsten filament wire stretched and broke, and the products had to be rehung with thread.

Look closely at the astronaut on the cover. Only a devoted, aspiring stunt woman or closet model would don a heavy costume and stand on one foot for great lengths of time in the heat of studio lights.

Thanks, Managing Editor, for posing. Since you decided to let the missing commas slide last issue, I got you the cooler, lighter costume and didn't suspend you in the air from a cable as I originally intended.

Kathy Bush
Art Director