**SUBJECT: TRAUMA PROVIDER MARKETING AND ADVERTISING** **Date: 12/01/2007**

I. **Authority:** Health & Safety Code, Division 2.5, Sections 1789.163, 1798.165

II. **Purpose:** To provide a guideline for the utilization of the trauma terminology in marketing and advertising by a trauma care provider within the San Diego Emergency Medical Services (EMS) System.

III. **Policy**

The Emergency Medical Services Branch has the responsibility to authorize use of the term "Trauma" in marketing and advertising by any health or trauma care provider.

A. In accordance with Section 1798.165 of the Health & Safety Code, "No health care provider shall use the terms; trauma facility, trauma hospital, trauma center, trauma care provider, trauma vehicle or similar terminology in its signs or advertisements, or in printed materials and information it furnishes to the general public, unless the use is authorized by the local EMS agency".

B. Requests for such authorizations are to be submitted to the EMS Coordinator for Trauma at the Emergency Medical Services Branch.

**Approved:**

Marcelyn Metz
**Administrator**

Ben Lyons
**Medical Director**