



## PRESS RELEASE

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### **AMBULANCE CREW PRESENTS NEW DUTCH AMBULANCE UNIFORM**

**The ambulance sector today presented the new Dutch ambulance crew uniform to an audience of more than 400 people. Minister Bruins of Health, Welfare and Sport gave the start signal for the presentation of the new uniforms. The uniforms were presented by ambulance professionals who took to the catwalk to loud applause. According to Hans Noten, chairman of Ambulancezorg Nederland AZN (the national representative body for the ambulance service), "The new clothing makes a positive contribution to the attractiveness of the profession."**

#### **Great job, great uniform**

After a speech praising the ambulance service, Minister Bruins of Health, Welfare and Sport officially opened the presentation. The new uniform was worn by two ambulance crew members, who took to the catwalk with obvious pride. "Ambulance professionals are passionate about their work and proud of their profession," said Tjerk Hiddes, Regional Ambulance Service director and driving force behind the national uniform programme. He referred to the wish of ambulance crew members to reflect that pride in their work clothes. "We will be introducing the new uniforms at the start of 2019 because the existing ambulance crew uniform is already twenty years old, and has lost some of its unique character and recognisability. It is no longer sufficiently distinctive. Things needed to change. In Hiddes' opinion, a great job deserves a great uniform. "And that is exactly what we have created."

#### **Modern, distinctive and comfortable**

Fashion designer Karin Slegers designed the new ambulance crew uniform. "I sought my inspiration in interviews with ambulance staff and the results of the national ambulance service survey. The ambulance crews wanted modern, presentable, distinctive and comfortable clothing. I opted for a clear and effective colour combination. The turquoise is a modern twist on the current dark green. The challenge was to produce a design that on the one hand reflects a sense of openness and care, while on the other it delivers a certain degree of authority, for moments when it is needed. I decided to give the uniform an organic form thereby providing a gentle, flowing feel to the design, but with bright red accents to create a sense of power; something that is essential to anyone employed in this profession," commented Segers.

#### **High priority for CSR**

Ambulance work is people work, and that fact was reflected in the process that has resulted in these new uniforms. Ruud Scheerder, CSR consultant, was closely involved in the corporate social responsibility aspects of the design process. "With its tendering procedure, the ambulance sector has set a shining example. Right from the start they made it clear that the new ambulance uniform had to be produced from sustainable fabrics with the lowest possible environmental impact; in other words low CO2 emissions, energy saving and no water wastage. The ambulance sector was also the first sector in the Netherlands to focus actively on improving human rights in the garment supply chain. A perfect example of the ideal approach."

### **Launch of ambulance service job recruitment campaign**

The presentation of the new uniform took place during the kick-off for the ambulance service's job recruitment campaign. "We want to be able to continue to provide our patients with good-quality emergency ambulance care, now and in the future," explained Han Noten, chairman of Ambulancezorg Nederland. We do not intend to sit back and wait for candidates to sign up; instead we have taken the initiative by demonstrating just how attractive the work of ambulance professional can be. The entire campaign is aimed at boosting the attractiveness of the profession, and the new uniform is an integral part of that," concluded Noten.



#### **Note for editors:**

- For questions, please contact Nadiene Toby via 0620603019 or via [n.toby@ambulancezorg.nl](mailto:n.toby@ambulancezorg.nl)
- Attached are photographs of the uniform presentation