

**PUBLIC EDUCATION COMMITTEE OF
THE NENA 9-1-1 CENTER OPERATIONS COMMITTEE:**

THE BASICS OF PUBLIC EDUCATION

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To Whom It May Concern:

Please consider the enclosed document for review and approval as part of the NENA Best Business Practices workgroup formed during the PS COMM conference held in November of 2000. Our first assignment was to develop a program outlining the basics of 9-1-1 public education that would be functional and affordable for any 9-1-1 agency regardless of size or financial disposition. The workgroup has developed the enclosed document, which we feel meets the aforementioned objectives.

We respectfully request consideration of the following slogans to be adopted by NENA for 9-1-1 Public Education:

Make Your Call Count, Call 9-1-1

When the Unthinkable Happens, Think of 9-1-1

Make the Right Call, Call 9-1-1

We propose that a "slogan" would assist in public education efforts by giving the public something to identify with when considering the best use of the 9-1-1 system. This also provides the public and 9-1-1 agencies with a consistent message. We feel that either of these slogans would help to stress the importance of calling 9-1-1 first in an emergency situation.

9-1-1 BEST BUSINESS PRACTICES

Public Education for calling 9-1-1 in an Emergency:

"Emergency" - A potential threat to life or property, which requires immediate response from law enforcement, a fire department, and/or emergency medical services.

When to Call - Ask yourself, is assistance needed right now to protect life or property? If the answer is YES, call 9-1-1.

If you are not sure the situation is a true emergency, call 9-1-1 anyway and let the call taker make the final determination.

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**If you call 9-1-1 by mistake, do not hang up. Tell the call taker what happened so they know there is no emergency at your location.

Why call - 9-1-1? 9-1-1 is the fastest, easiest way to communicate with law enforcement, fire, and emergency medical services during an emergency.

***** The call is free.

*****Some coin-operated phones require coins to get a dial tone; otherwise, no money is needed.

*****When calling 9-1-1, simply pick up the receiver, wait for the dial tone and dial 9-1-1.

***** Some phone systems require the caller to dial "9" for an outside line before dialing 9-1-1.

**** Communications centers that answer 9-1-1 calls have special text telephones or built in software for responding to 9-1-1 calls from hearing/speech-impaired callers using a TDD/TTY.

If the hearing/speech-impaired caller does not use a TDD/TTY, this caller should call 9-1-1 and stay on the line. **DO NOT HANG UP.**

*****9-1-1 handles calls from non-English speaking callers.

Simply follow the instructions for a regular 9-1-1 call. When necessary, the 9-1-1 call taker will add an interpreter, usually from an outside service to assist with the call. A non-English speaking caller may hear a short conversation in English and some clicking sounds as the interpreter is added to the line. The caller should not hang up.

What to say -

When calling 9-1-1, stay calm and state your emergency or the agency you require.

Do exactly as the 9-1-1 call taker tells you during the call.

Listen carefully to the 9-1-1 call taker and answer all questions as accurately as possible. Speak loudly, clearly, and slowly. Sample questions would be your name, address, call back number, etc.

Stay on the line if it is safe to do so, and do not hang up until you are told to do so by the 9-1-1 call taker. If you must leave the phone, leave the receiver off the hook.