

**NENA PUBLIC EDUCATION COMMITTEE:**  
9-1-1 Public Education Programs Work Group.

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Sherri Powell – Commission on State Emergency Communications – Austin, Texas  
Brian Hooks -

**Charge of Committee**

Identify and outline methods with which to reach citizens with 9-1-1 public education. Provide those responsible for public education with programmatic options that include using existing educational programs or modifying existing programs.

**Conclusions**

Programs should be those that can be implemented/conducted by an agency at no cost, on a small budget or with the assistance of financial underwriters.

Programs with a consistent message community wide, state wide/province wide and nationally have a far greater impact than individual programs that lack uniformity.

Focus on programs that have the largest impact.

**Purpose of 9-1-1 Programs**

To educate the public about the purpose and proper use of 9-1-1.  
Decrease public fears about 9-1-1.  
Build relationships with the community  
Enhance the image of 9-1-1

**Desired Results of Public Education Programs**

An educated citizen/ potential 9-1-1 caller  
Make the job of the Telecommunicator easier.  
Reduce the number of misdialed/prank calls

**Main Elements of a Public Education Program**

Clear and easy to grasp message.  
Solid facts and accurate statistics  
Interactive  
Specialty items and other handout to reinforce message communicated during presentation.

## **Target Audiences**

The entire population is a target audience for 9-1-1. However, due to time constraints the programs work group narrowed the focus for this year to four broad target groups. The four groups are:

### **Children -**

PreK – 12<sup>TH</sup> Grade

### **Senior Adults – (and those that work with seniors)**

### **Special Needs Groups –**

Non-English speaking, hearing impaired, vision impaired, special education, etc.

### **Volunteers –**

Establish a group of volunteers dedicated to the development and sharing of 9-1-1 educational programs and resources.

## **Sample Public Education Programs**

### *Children*

- Classroom Presentations
- Presentations to Scouts
- Tours of 9-1-1 Center
- Display booth at Safety and Health Fairs
- Book cover/calendar artwork competition

### *Senior Adults*

- Presentations to variety of civic and community groups in which there is a large senior adult membership.
- Distribution of printed educational pieces. Inserts in phone books were the number one way seniors wanted to get information according to research conducted by the state of Texas 9-1-1 Commission.
- Delivery of printed material and specialty items such as jar grips, pill boxes & magnifier rulers to those at Senior centers & homes on a routine basis
- Printed material and/or specialty items distributed through “Meals on Wheels”
- Printed material and/or specialty items at the pharmacy/pharmacy chain

### *Special Needs Groups*

- Collaborative Programs – work with agencies such as Catholic Charities to insert 9-1-1 printed material and specialty items in new immigrant packets.
- Presentations to organizations and their volunteers that serve those with special needs i.e. Asian Chambers of Commerce or Hispanic Chambers.

- Display Language Line brochures at locations frequented by those with language differences.
- Phone Pals Program for the Hearing Impaired
- Presentations to the hearing impaired, those that serve the hearing impaired using an interpreter...distribution of printed materials and specialty items to reinforce the message.
- Presentations to educators and caregivers of Special Education students.

### *Volunteers*

A program, commonly known as **TAG Team** (Together Accomplishing Goals), offers the following:

- A solid foundation of standardized information about 9-1-1
- Ideas about how to incorporate 9-1-1 into your public safety education program
- An overview of the resources available to you, many at **NO CHARGE**
- An opportunity to brainstorm ideas for ways to educate your citizens
- The time to network with your peers in public safety