

FOR IMMEDIATE RELEASE

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Greater Harris County
9-1-1 Emergency Network

2010 PUBLIC EDUCATION CAMPAIGN RESPONDS TO TREND AND ASKS CITIZENS “HELP US HELP YOU.”

(HOUSTON, TX) Starting June 2, 2010, and continuing throughout the summer months, Greater Harris County 9-1-1 Emergency Network (GHC 9-1-1) is asking citizens of Harris and Fort Bend counties to “Help Us Help You”.

“9-1-1 Call Centers have experienced an increase in citizens hanging up on operators because callers are frustrated with the questions being asked,” said Sonya Lopez-Clauson, GHC 9-1-1 public information officer. “Our campaign uses TV, radio, theater ads, events, METRO bus signs and taxi signs to explain that these questions can lead to better, faster emergency assistance.”

CLICK HERE TO VIEW THE CAMPAIGN: 30-SECOND TV SPOT, ENGLISH & SPANISH RADIO SPOTS, AND CAB/BUS SIGNS <http://www.911.org/HelpUsHelpYouMedia.asp>

The multi-media campaign asks citizens to do three things that will help 9-1-1 help them:

1. Always answer the operator’s questions.

Callers in a crisis sometimes grow impatient with operators’ questions. Citizens may not realize that ambulances and fire trucks are equipped specifically for different types of rescues. Police personnel can also be specialists trained for particular situations. By asking questions, an operator can obtain important information that will result in the correct emergency vehicle and personnel being dispatched to the scene.

2. Always stay on the line.

Until a caller is told to hang up, s/he should always stay on the line. When callers hang up, operators attempt to call back. Therefore, hang-ups can delay the right help and tie up 9-1-1 lines longer than necessary. If a caller cannot speak or needs to leave, s/he should keep the phone line open so the 9-1-1 operator can hear what’s going on.

3. Always follow instructions until help arrives.

9-1-1 call takers have extensive training and can help callers manage emergencies until expert help arrives. There are many examples when 9-1-1 operators inform callers how to administer CPR—or even help deliver babies. They can also provide pre-arrival instructions for callers so they know what to do when a crime or fire is in progress.

GHC 9-1-1 public information campaigns during the past four years have successfully influenced caller behavior and enhanced the efficiency of the 9-1-1 system in Harris and Fort Bend counties.

For more information check the Web site at www.911.org

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