



Greater Harris County 9-1-1 Emergency Network

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NEW MULTI-MEDIA CAMPAIGN EDUCATES CALLERS ABOUT HOW TO GET HELP IN AN EMERGENCY AND DISCOURAGES NON-EMERGENCY CALLS

(HOUSTON, TX) Greater Harris County 9-1-1 Emergency Network (GHC 9-1-1) is reaching out to residents with new information this summer about the best ways to gain rapid, effective emergency assistance. A comprehensive media campaign was launched to ensure that we reach this large community. The media campaign kicked off the week of June 6th and will run through September 6th.



Six different radio recordings and video ads will provide important messages that 9-1-1 Call Centers need callers to know when they have an emergency. The public education message themes are:

- **When to call: “9-1-1 is ONLY for Emergencies”** Throughout the year, and especially during the summer months, 9-1-1 calltakers receive calls that are not emergencies. These calls take up the time 9-1-1 calltakers need to handle true emergency calls, and may tie up emergency vehicles which would then not be available for true emergencies, thus burdening the 9-1-1 system.
- **What to do when you call: “Know Your Location”** Over 85% of calls to 9-1-1 are from wireless phones. 9-1-1 calltakers receive location information that assists with locating callers, but it is always helpful when the caller is aware of their location and can provide additional information to the 9-1-1 calltaker.
- **What to do when you call: “Answer All Questions”** Callers in a crisis sometimes grow impatient with operators’ questions. By asking questions, an operator can obtain important information that will result in the correct emergency personnel being dispatched to the scene. 9-1-1 calltakers are highly trained to get you the help you need in an emergency and will be asking critical questions that need to be answered.
- **What to do when you call: “Follow Instructions”** 9-1-1 call takers have extensive training to help callers manage emergencies until expert help arrives. There are many examples of calltakers informing callers how to administer CPR—or even help deliver babies. They can also provide prearrival instructions for callers so they know what to do when a crime or fire is in progress.

The campaign also encourages residents to register and create their Emergency Profile at www.911.org. When an Emergency Profile account is created, their information is available to 9-1-1 calltakers and can provide valuable information during an emergency.

Residents may be seeing, watching and hearing the public education ads on billboards, broadcast radio, broadcast TV, streaming radio (Pandora, Streaming TV/OTT, Digital, Social Media and YouTube ads). The commercials can be found at the GHC 9-1-1 social media pages and the GHC 9-1-1 YouTube channel (<https://www.facebook.com/GHC911/>, <https://twitter.com/GHC911>).

- MORE -

The commercials can also be viewed here:

<https://www.youtube.com/watch?v=DBpjbY88Jg4>

<https://www.youtube.com/watch?v=EdmjuDBdcuk>

https://www.youtube.com/watch?v=KwV5xk_hgDE

<https://www.youtube.com/watch?v=qU1PCRICpt4>

<https://www.youtube.com/watch?v=szANcCdnSLg>

<https://www.youtube.com/watch?v=ZcdLIQQ60JQ>

Below is a picture of one of the billboards in the GHC 9-1-1 territory:



GHC 9-1-1 administers the 9-1-1 emergency communications and technology infrastructure for cities in and around Harris and Fort Bend Counties and some surrounding areas. For more information: www.911.org

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