

**FOR IMMEDIATE RELEASE
APRIL 9, 2012**



**Greater Harris County
9-1-1 Emergency Network**

For More Information

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**LOCAL 9-1-1 AGENCIES RUN MOVIE THEATER ADS
DURING APRIL: NATIONAL 9-1-1 EDUCATION MONTH*
“Help Us Help You.”**

Public Education Initiatives: Local Library Partnership and Social Media Efforts

(HOUSTON, TX) **April is National 9-1-1 Education Month**—Greater Harris County 9-1-1 Emergency Network (GHC 91-1) announces that throughout the month of April, movie goers will begin seeing a new public education message at area wide cinemas (locations list on page two). Also, in support of 9-1-1 Education Month, GHC 9-1-1 is working with the Houston Public Library and area wide school districts to distribute 20,000 bookmarks and educational materials.

The **Help Us Help You** commercial will be shown at movie theaters throughout Brazos, Galveston, Fort Bend, Harris, and Montgomery Counties. In honor of 9-1-1 Education Month—Harris County Judge Ed Emmett has signed a proclamation declaring April 2012 as “National 9-1-1 Education Month.”

CLICK HERE TO VIEW THE PROCLAMATION SIGNED BY JUDGE ED EMMETT:
http://911.org/images/ProclamationsResolutions/Education_Proclamation_2012.png

Also, the Harris County 9-1-1 Emergency Dispatch Center will be disseminating public awareness messages throughout the month of April on its Facebook page: <https://www.facebook.com/#!/pages/Harris-County-9-1-1-Emergency-Dispatch/422130070607>

“During times of crisis, callers are generally under high stress and, may get confused about what to do,” said Lavergne Schwender, executive director of GHC 9-1-1. “So, we devised a powerful commercial to remind callers of these three messages: 1) listen 2) answer questions, and 3) follow instructions.” Schwender said: “It’s is important to answer all questions so that you can get the appropriate type of emergency assistance.”

CLICK HERE TO VIEW THE 30-SECOND 9-1-1 CINEMA COMMERCIAL:
<http://911.org/Help-us-Help-You-911.asp>.

The bookmarks and the materials for elementary students will feature the 9-1-1 mascot Cell phone Sally sharing tips such as: know your location, speak clearly and answer all of the 9-1-1 call taker’s questions.

The “Help Us Help You” Commercial Has Three Key Messages

1. When calling 9-1-1, always answer the operator’s questions. It is not unusual for callers in crisis to become frustrated or fail to see why operators’ questions are important. By asking questions, an operator is able to discern important information that will result in the correct emergency response and personnel being dispatched to the scene.

2. Always stay on the line.

When callers hang up, it could mean that something has gone very wrong, so 9-1-1 call takers will attempt to call back. Therefore, a hang-up can delay appropriate emergency assistance and tie up 9-1-1 lines longer than necessary.

3. Always follow instructions.

9-1-1 call takers undergo extensive training and can often-times help a caller manage an emergency until trained personnel arrive.

The Commercial Will Be Shown in Movie Theaters April 8 – April 29, 2012

Theatre	Location	# of Screens
Cinemark 12 Rosenberg	ROSENBERG, TX	12
Cinemark 13 Cypress	CYPRESS, TX	13
Cinemark 18 Webster	WEBSTER, TX	18
Cinemark 19	KATY, TX	19
Cinemark 13 Silverlake*	PEARLAND, TX	13
Deerbrook 24	HUMBLE, TX	24
First Colony 24 with IMAX	SUGAR LAND, TX	24
Fountains 18	STAFFORD, TX	18
Gulf Pointe 30 with IMAX	HOUSTON, TX	30
Hollywood USA	PASADENA, TX	20
Houston Greenway 24 with RPX	HOUSTON, TX	24
Houston Marq*E Stadium 22 plus IMAX	HOUSTON, TX	23
Katy Mills 20	KATY, TX	20
Kingwood Movies 14	KINGWOOD, TX	14
Memorial City Mall	HOUSTON, TX	16
Star Cinema Grill - Webster	Webster, TX	6
Spring 10	SPRING, TX	10
Star Cinema Grill - Missouri City	MISSOURI CITY, TX	9
Studio 30 Houston	HOUSTON, TX	30
Tinseltown - Jacinto City	HOUSTON, TX	17
Tinseltown USA 290	HOUSTON, TX	16
Willowbrook 24	HOUSTON, TX	24
Movies 12	Texas City, TX	12
Cinemark at Market Street	SPRING, TX	5
Star Cinema Grill - Conroe	CONROE, TX	6
The Grand 14 - Conroe	Conroe, TX	14
Tinseltown Movies 17	THE WOODLANDS, TX	17
Hollywood USA - CollegeStation	COLLEGE STATION, TX	18

**GHC 9-1-1 partnered with the following agencies to offer the movie theater public awareness campaign: Brazos County 9-1-1 District, Galveston County 9-1-1 District, Montgomery County 9-1-1 District.*

**April was designated as National 9-1-1 Education Month by Congress in March 2008 in order to educate the public about the importance and appropriate use of 9-1-1.*

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