



Greater Harris County 9-1-1 Emergency Network

NEWS RELEASE

FOR IMMEDIATE RELEASE

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RECOGNITION OF NINE-YEAR OLD 9-1-1 KID HERO AND ANNOUNCEMENT OF: HOUSTON-AREA 9-1-1 SUMMER PUBLIC AWARENESS CAMPAIGN: HELP 9-1-1 HELP YOU REMINDERS ABOUT THE USAGE OF 9-1-1 PRIOR TO AND DURING A STORM

(HOUSTON, TX) Emergency communications officials announced a multi-media educational initiative called "Help 9-1-1 Help You," and a nine-year old boy was recognized for his lifesaving 9-1-1 call today at a news conference Monday, June 25, 2012. The event took place at the Harris County Emergency Corps Communications center.

The "Help 9-1-1 Help You." campaign, sponsored by Greater Harris County 9-1-1 Emergency Network (GHC), is part of a multi-media campaign that will utilize TV, radio, METRO bus signs, Yellow Cab signs, Houston area libraries and a variety of community outreach venues to spread the word.

The message is very timely during the beginning of the summer and storm season, when there is traditionally an increase in 9-1-1 calls. The message is simple: do three easy things when you dial 9-1-1:

1. Give the exact location of the emergency.
2. Stay on line as long as the call taker instructs.
3. Answer all the questions the call taker asks you.

CLICK HERE TO VIEW THE CAMPAIGN: 30-SEC TV SPOT, ENGLISH & SPANISH RADIO SPOTS, AND CAB/BUS SIGNS http://911.org/Help_9-1-1_Help_You_TV_PSA.asp & http://911.org/Help_9-1-1_Help_You_Media.asp

Representatives with GHC 9-1-1, Harris County Sheriff's Office and Harris County Emergency Corps recognized nine-year old Treyvion Fontenot for his 9-1-1 call—a shining example of how to "Help 9-1-1 Help You." His call was to request medical help for his mother who was having a heart attack.

Sonya Clauson, GHC 9-1-1 public information officer said, "While it is certainly our purpose to help emergency responders receive 9-1-1 calls, it is also our responsibility to help citizens best utilize the 9-1-1 system." "We work closely with our over 40 call centers in our territory to determine what people need to know to obtain fast, accurate assistance. With over 80% of 9-1-1 calls coming from wireless phones, exact location information is now our number one focus."

Many citizens are discontinuing their home landline phones, and as a result wireless calls to 9-1-1 have increased to over 80% of all calls. Because technology delivers these calls with only an approximate location, callers MUST provide specific location information to 9-1-1 call takers.

Callers frequently get frustrated (or hang up) because they do not understand why they need to answer 9-1-1 operator questions. This can delay the right help and tie up 9-1-1 lines longer than necessary.

Before the popularity of cell phones, many public education campaigns were tasked with diminishing inappropriate and non-emergency calls to 9-1-1. 9-1-1 calls across Harris and Fort Bend Counties were monitored after the campaigns, providing statistical evidence that the mass media initiatives were successful at positively impacting the public's use of 9-1-1.

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