



PRESS RELEASE

New Website Tools to Educate the Nation on 9-1-1 *Efforts for National 9-1-1 Education Month*

Kilgore, TX, April 25, 2011: ETCOG's 9-1-1 Emergency Services division, which provides training, equipment and database management for 17 Public Safety Answering Point (PSAP) offices in East Texas, would like to promote a national effort for 9-1-1 education. On the heels of the Senate's designation of April 2011 as National 9-1-1 Education Month, the National 9-1-1 Education Coalition announced the creation of www.know911.org. This website, a main component of the Coalition's *9-1-1: The Number to Know* campaign, is designed to bolster 9-1-1 education efforts across the nation and provide valuable resources to individuals, agencies, companies, and communities about the importance of 9-1-1 and its proper use.

The website contains many free resources to promote and support local, regional, and state 9-1-1 education, awareness, and outreach efforts. In addition, the site will continue to grow with the input of public safety educators and leaders across the nation who support the Coalition's mission.

"With movement toward Next Generation 9-1-1, some localities will add new features and functions to their 9-1-1 service (such as text and video messaging), while traditional 9-1-1 service will remain the norm in many areas," said NENA President Steve O'Connor, ENP. "With this divergence, it is critically important that local 9-1-1 education programs ensure that the public is fully informed about the services that may or may not be available. We are pleased to be part of this important Coalition advocating increased 9-1-1 education efforts."

Beyond NENA, the Coalition is made up of an additional seven national organizations dedicated to advancing public safety communications that have joined together to promote 9-1-1 education. They include: The E9-1-1 Institute, the Association of Public-Safety Communications Officials (APCO), the National Association of State 9-1-1 Administrators (NASNA), CTIA - The Wireless Association, 9-1-1 for Kids, the 9-1-1 Industry Alliance (91A), and the National Academies of Emergency Dispatch (NAED).

Each of the Coalition member organizations calls upon public safety professionals, teachers, government officials, and industry leaders to engage in a national effort to educate all our citizens - from toddlers to seniors - about 9-1-1. "9-1-1 education is critical at all ages. We encourage everyone to join us in our efforts to promote education throughout the month of April," said Gregory Rohde, Executive Director of the E9-1-1 Institute. "Arrange a school visit to your local 9-1-1 Center, ask representatives from your local Center to visit your school, hold a street fair or block party, offer to go to your child or grandchild's class and read about 9-1-1. We can never do enough to educate the public about 9-1-1."

Visit www.know911.org and www.nena.org/education/911-education-month for more information and additional resources.

ETCOG's 9-1-1 Emergency Services focuses its regional education efforts on the non English speakers in the community and also the hearing impaired. The staff hosts training to provide teaching ideas and strategies to reduce 9-1-1 hang up calls and provides educational materials in English and Spanish versions at no cost to the PSAPs. The next Telecommunicator training event will be on June 13-14 at the East Texas Police Academy in Kilgore, TX. For more information on ETCOG's 9-1-1 program, contact the Director of 9-1-1 Emergency Services, Carolyn Flores at 903.984.8641 x234.

About the National Emergency Number Association

NENA serves the public safety community as the only professional organization solely focused on 9-1-1 policy, technology, operations, and education issues. With more than 7,000 members in 48 chapters across North

America and around the globe, NENA promotes the implementation and awareness of 9-1-1 and international three-digit emergency communications systems. NENA works with public policy leaders, emergency services and telecommunications industry partners, like-minded public safety associations, and other stakeholder groups to develop and carry out critical programs and initiatives; to facilitate the creation of an IP-based Next Generation 9-1-1 system; and to establish industry leading standards, training, and certifications. Find out more at www.nena.org.

About 9-1-1 Emergency Services

The East Texas Council of Governments 9-1-1 Regional Program was formed by legislature and seeks to establish and maintain equipment, network, and database to preserve and enhance public safety and health through reliable access to emergency telecommunications services. The department is comprised of three divisions; database, GIS and administration. The regional 9-1-1 program includes: Anderson, Camp, Cherokee, Gregg, Marion, Panola, Rains, Upshur, Van Zandt and Wood counties.

About ETCOG

The East Texas Council of Governments (ETCOG) is a voluntary association of counties, cities, school districts and special districts within the fourteen-county East Texas region. ETCOG assists local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. Established in 1970, ETCOG, either directly, or through its contractors, provides programs and services for East Texas seniors, employers, and job seekers. ETCOG and its contractors also build the 9-1-1 emergency call delivery system, provide peace officer training and homeland security planning services; and deliver rural transportation services, business finance programs, and environmental grant funding for the region.