

Commission on State Emergency Communications
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New Campaign Educates Texans about Calling 9-1-1

AUSTIN, TX – November 30, 2007 – The Commission on State Emergency Communications (CSEC) together with the 9-1-1 Public Educators of Texas and the TX-National Emergency Number Association has launched a new campaign encouraging Texans to become better prepared when calling 9-1-1 in the event of an emergency.

"Help Us Help You" uses radio and television to reach out to Texans across the state and encourages everyone to learn a few tips that will help ensure emergency responders are able to get to you as quickly as possible in the event of an emergency.

"You never know when you will have an emergency and we want everybody to be prepared for that kind of situation" said Paul Mallett, CSEC Executive Director. "It is critical that people know that there are things they can do to help get emergency response as fast as possible. Every second counts."

Mallett said that the "Help Us Help You" campaign will help people understand how to become better prepared.

"Having your home address partially visible or not visible at all can make it difficult for emergency responders to find you in a timely fashion. It is always important to tell the 9-1-1 operator your location, whether you provide an address or landmarks and crossroads" said Patti Davis, president of the 9-1-1 Public Educators of Texas. "It is important that the entire family be familiar with what to do and how to call for emergency assistance. Adults and children need to be able to know how to dial 9-1-1 from a variety of phones that can be different," said Gina La Rocca, president of the TX-National Emergency Number Association. The "Help Us Help You" campaign provides useful information that we will hope the public will take to heart since we are confident that it can make the difference between life and death."

The "Help Us Help You" campaign runs through March 9, 2008.

The Commission on State Emergency Communications (CSEC) is a state agency charged by the Texas Legislature with oversight of both 9-1-1 and Poison Control in Texas. Members of the 9-1-1 Public Educators of Texas include regional planning commissions, emergency communications districts, and 9-1-1 emergency communications district municipalities. The 9-1-1 PET is dedicated to creating and distributing consistent and coordinated messages through local, regional and statewide

9-1-1 public education efforts. The goal of the Texas chapter of the National Emergency Number Association is to foster the development, availability and implementation of the universal emergency telephone number, 9-1-1, common to all areas of the State of Texas, through research, planning, training, education, legislation and sharing of information.

News media: for more information contact Robert Gonzalez, CSEC Public Education Program Administrator, 512-305-6918.