



State Of Indiana Public Education Project

As Public Education Chair for the Indiana Chapter of the National Emergency Number Association, I began communicating with several of the 9-1-1 Centers in Indiana on the Children's 9-1-1 Education Program in their areas.

In speaking with many of the agencies, most strongly believed in educating our children and the public on how to call 9-1-1 and when to call 9-1-1, however, many of the 134 Indiana PSAP's reported that they did not have the funding due to a reduction in 9-1-1 revenue fees, or had never developed a program to reach out to the public.

We knew at that time that if we truly wanted to make sure the citizens and the children of Indiana understood the proper use of 9-1-1, that we would not only have to help the PSAP's develop a 9-1-1 education program, but also provide them with the materials needed to successfully implement that program.

With the blessing of the INNENA Executive Board, I sent out a letter to our 9-1-1 industry partners. These included the major telephone companies in Indiana along with 9-1-1 cad, radio, furniture and recording vendors explaining to them the need to properly educate the public.

Into the letter I incorporated our statewide program goal, Indiana specific statistics on abandoned and silent calls, the percentage of emergency calls that are now originating from cell phones, challenges with our Senior Citizen population along with the funding issues that were keeping our PSAP's from reaching out to educate their citizens.

Within a very short period of time, our 9-1-1 partners along with the Indiana Wireless Board begin contacting me to commit their support for the program and I was able to purchase enough materials to send children's and public education materials to all 134 PSAP's in Indiana. I also started to meet with individuals tasked with the responsibility of utilizing the materials in their areas and helped develop specific programs and best practices to assist them.

Upon the successful completion of the educational materials distribution, the **9-1-1 The Number To Know** campaign was announced by the E-911 Institute.

After just completing the INNENA education program, we knew that we would have to take the same approach to spread the word on this campaign and assist our 92 counties and 134 PSAPs in accomplishing that.

I met with the Executive Director of the Indiana Wireless Board about the possibility of doing this campaign at a statewide level and gained his full support. In July, I traveled to the State House and made a presentation to the IWAB along with the Indiana State Treasurer and received the financial support to begin this campaign.

We also conducted 3 FREE Public Education Workshops throughout the state in the past year to teach PSAP's how to develop a public education campaign and were able to get representation for all 92 counties to attend a workshop with the exception of a couple that were too small to send someone. In that case I sent all materials that they would have received in my workshop to them along with e mail and phone assistance.

Although we realize that this is not a small undertaking and has required a tremendous amount of work and support from many agencies, I am very proud to stay that we are continuing to work with the 9-1-1 Centers to achieve their public education goals have began the process of making sure that every household in Indiana understands the proper use of 9-1-1 using the **9-1-1 The Number To Know** message.

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