

NENA 2021

How We Can Educate the Public About 9-1-1's Challenges

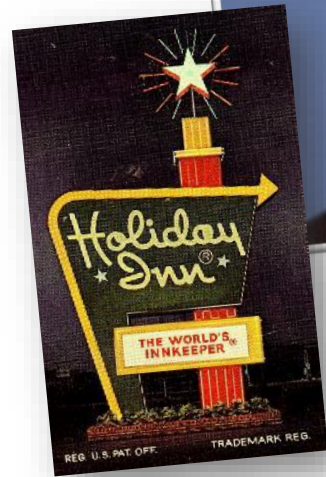
Dale Curtis

Public Communications Consultant to NENA

July 27, 2021

Hello, I'm Dale!

- 30+ years of experience in public affairs content and comms outreach
- More than a decade serving NENA and related organizations
- Married; dog dad
- Fun fact: I grew up in a Holiday Inn!



Kickoff Question #1:

How well do you think we are doing –
as a community – when it comes to
educating the public and advocating for 9-1-1?

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Kickoff Question #2:

What are the most persistent difficulties you experience when it comes to educating the public about your 9-1-1 system – or about 9-1-1 in general?

What I'm Hearing from the Field

- Public apathy and ignorance; people take 9-1-1 for granted; don't understand the limitations.
- Lack of staff time; often a one-person comms shop, or part of one person's job.
- Can't get others to do what needs to be done to make 9-1-1 more successful.

Costs and Consequences

- There are lives at stake.
- *Your* health and wellness are at risk.
- Recruiting and retention more difficult.

Three Simple Keys to PR Success

1. Simple messaging that resonates
 - Plain English
 - Resonates with common sense and emotion
 - “WIIFM”
 - Humanize it



NENA - National Emergency Number Association

Published by Tophe Thorne · March 24 at 11:27 AM

Multitasking is a critical part of being a #911Professional.

"The ability of these public servants to take calls in one ear, dispatch at the same time, walk people through what may be the worst day in their lives, and ensure the victim/patient is taken care of while protecting the safety of the officers and responding fire personnel was amazing." <http://bit.ly/318uiXe>



MOHAVEDAILYNEWS.COM

"911 What's your emergency?"

John gets a taste of life at the 911 center

2,350

People Reached

348

Engagements

Boost Post



65

3 Comments 28 Shares



NENA - National Emergency Number Association

Published by Tophe Thorne · March 18 at 9:49 AM

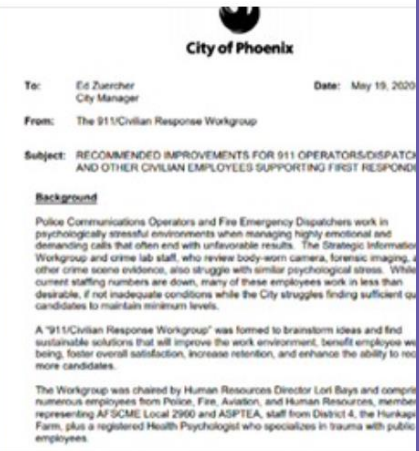
Our hearts go out to Pamela Cooper's family and coworkers. Under-staffing and inadequate support are just two of the chronic issues that 911 professionals face. Our #911Heroes deserve our maximum concern for their health and welfare; we need to care for them so that they can care for us.



12 News

March 17 at 1:30 AM

A letter was sent to the City of Phoenix detailing poor working conditions for dispatch workers months before Pamela Cooper's death. Here's what it said.



12NEWS.COM

Letter for help sent to Phoenix City Manager months before 911 operator's death

5,716

People Reached

1,758

Engagements

Boost Unavailable



113

9 Comments 39 Shares

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Simple, emotional messaging

911 SAVES Act:

- America's 9-1-1 professionals are there for us 24/7.
- They are specially trained; they work in uniquely difficult jobs; and they play a central role in public safety.
- But today the US Govt classifies 9-1-1 professionals as clerical workers.
- It's time to give our "headset heroes" the recognition and support they deserve.

Simple, emotional messaging

Next Generation 9-1-1 Act:

- In most communities, your smartphone can do more than your 9-1-1 system can.
- NG911 will mean faster, more accurate emergency response for you, your family, your community.
- The NG911 technology exists; what's urgently needed is government leadership and funding.
- “Once in a lifetime opportunity”

Three Simple Keys to PR Success

1. Simple messaging that resonates
2. Multimedia approach with strong visuals.

Multimedia Approach with Strong Visuals

Old School

News media
Live events
Signage
Handouts

New School

Social media
Website
Email
Broadcast texts
Video
Mobile first

Three Simple Keys to PR Success

1. Simple messaging that resonates
2. Multimedia approach with strong visuals.
3. Cultivate strong allies and partners.

Cultivate Strong Allies and Partners

- Of course, schools, but also ...
- Other public safety and health groups
- Local and national leaders
- Local teams and star athletes
- Local celebrities
- Collaborate with NENA!

Bringing It All Together:

#ThankYou911

Case Study

Problems Being Addressed



#ThankYou911



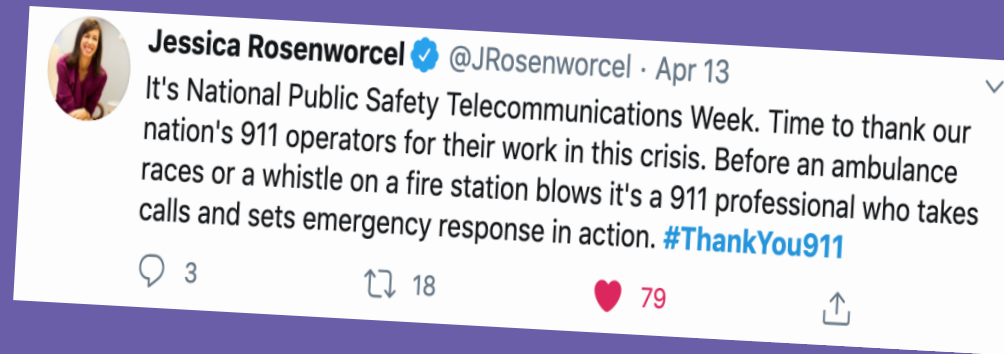
Chronic underfunding of 9-1-1 workforce; lack of recognition

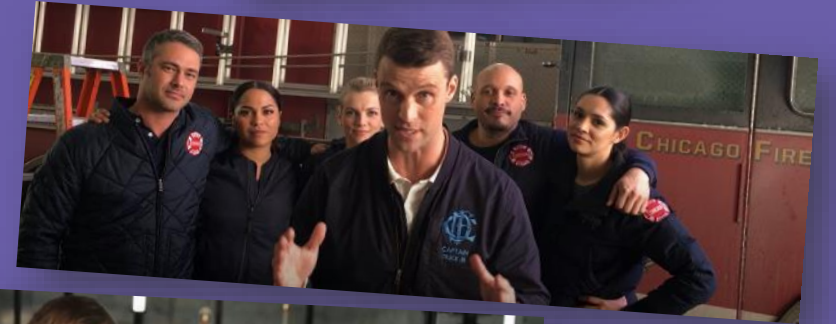


Public, policymakers only hearing about the problems



High burnout, turnover, stress, health issues among 9-1-1 pros



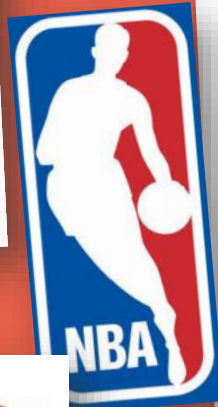


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A message from @mattboyd48 to 9-1-1 professionals.



Washington Capitals @Capitals · Apr 22, 2020
Reminder you can keep up to date with everything DC is doing to fight the spread of COVID-19 by visiting washcaps.com/athome



Garnet Hathaway @GarnetHathaway · Apr 22, 2020
America's 9-1-1 call takers work around the clock to keep us safe. Please join me in saying #ThankYou911 and remember to use 9-1-1 responsibly. Thanks @OUC_DC for always answering the call.

WHEN TO CALL 9-1-1 ABOUT COVID-19
Are you exhibiting emergency warning signs of COVID-19 that may include a high fever, difficulty breathing/shortness of breath, persistent pain/pressure in the chest, confusion, or bluish lips/face?



If you are experiencing mild symptoms (such as a low fever and cough) or have been in a common space with someone who has COVID-19, then you should contact your primary healthcare provider or visit your state or local department of health website for guidance. More info on COVID-19 is available at cdc.gov/covid19.



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Thank You to All of Our 24/7 Day 2020 Partners!

Community Leader



Partners



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#ThankYou911 Results



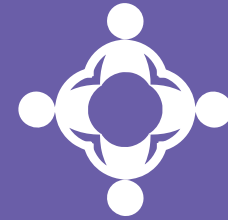
Over
2.5 million
Movie Viewers



Close to
1 million
Radio Listeners



\$350,000
for
Scholarships



\$65,000
for Diversity
& Inclusion

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“Priceless”

Higher VIP and public support of 9-1-1, especially for physical and mental health, pay, training, and benefits

Working to win \$15B in federal support of NG9-1-1 ... reclassification of 9-1-1 pros as public safety workers

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NENA's Resources



Messaging



Fact Sheets,
Swag



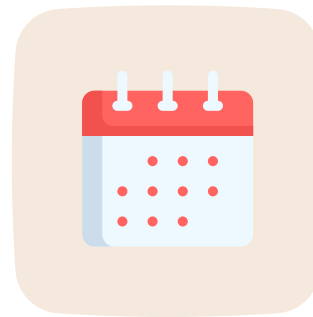
Media
Relationships



Communications
Committee

NENA's Public Affairs Program & Calendar

- Expert sources for media
- Op-eds
- Social media
- Advocacy campaigns
 - 911 SAVES
 - NG911 funding
- #ThankYou911 campaign
- Q1: 9-1-1 Goes to Washington
- National 9-1-1 Education Month and Telecommunicator Week
- 24/7 Day – July 24
- End-of-Year Scholarship Drive



How Can We Collaborate?

- Advocate for 911 SAVES Act now
- Develop a local #ThankYou911 activity in April
- Join the NENA Communications Committee
- Tell us what you're doing; we can help

A silhouette of two people climbing a large rock formation against a blue sky with wispy clouds. One person is higher up, reaching down to assist the other. The background shows a mountain range under a clear sky.

**If you want to go fast,
go alone; if you want to
go far, go together.**

-- Proverb

Does any of this strike a chord?

What might you do?

Have any ideas for us?

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