



9-1-1 Public Educators of Texas Quarterly Meeting
Holiday Inn Express – McAllen, Texas
May 17, 2011

Call to Order, Welcome, Introductions (Cindy Bridges)

The meeting was called to order by Cindy. She thanked everyone for coming to McAllen. She thanked the Lower Rio Grande Valley Development Council for hosting the meeting and providing video and a telephone conferencing bridge. The following people were in attendance in person and via the conference bridge:

Barrera-Garcia, Virginia	South Texas Poison Center
Boss, Lisa	Midland Emergency Communications District
Bridges, Cindy	Central Texas Council of Governments
Caballero, Claudia	Smith County 9-1-1 District
Castro, Sergio	Lower Rio Grande Valley Development Council
Chapa, Hector (Jr.)	Lower Rio Grande Valley Development Council
Cole, Kimberley	City of Dallas Police Department
Collins, Carly	Permian Basin Regional Planning Commission
Corona-Hunter, Monica	Corpus Christi Police Department
Davis, Patti (Phone)	West Central Texas Council of Governments
Ennis, Kenneth	Lower Rio Grande Valley Development Council
Eskew, Christie (Phone)	North Central Texas Council of Governments
Farrar, Ronica	Texas Panhandle Poison Center
Frisk, Pamela	Panhandle Regional Planning Commission
Gabrillo, Bea	Coastal Bend Council of Governments
Garcia, Joe	Lower Rio Grande Valley Development Council
Garza, Maggie	Lower Rio Grande Valley Development Council
Garza, Oscar	Lower Rio Grande Valley Development Council
Glass, Annetta (Phone)	Concho Valley Council of Governments (Phone)
Gomez, Juan	Lower Rio Grande Valley Development Council
Gonzalez, Robert	Commission on State Emergency Communications
Guevara, Manny	City of Dallas Police Department
Hawthorne, Ele (Phone)	Houston-Galveston Area Council
Issel, Sandy	Denco Area 9-1-1 District
Ledford, Kelly	Southeast Texas Poison Center
Longoria, Lionel (Jr.)	Kennedy County SO
Madero, Raul	Lower Rio Grande Valley Development Council
Malone, Charlesetta	Deep East Texas Council of Governments
Mata, Diana	Kennedy County SO
Mata, Mario	Amarillo Police Department
Moya, Dorina	Lower Rio Grande Valley Development Council
Nino, Orlando	Lower Rio Grande Valley Development Council
Olberts, Jeanna (Phone)	Ector County 9-1-1 District
Olivarez, Luis	Alamo Police Department
Pacheco, Cori	Lower Rio Grande Valley Development Council

Penna, Joe	Lower Rio Grande Valley Development Council
Reyna, Jessica	Lower Rio Grande Valley Development Council
Rodriguez , Susan (Phone)	City of Plano Public Safety (Phone)
Ross, Jim	East Texas Council of Governments
Salazar, Maria	City of Dallas Police Department
Seiple, Lydia	Middle Rio Grande Development Council
Simmons, Alisa	Tarrant County 9-1-1 District
Torres, Juan	Lower Rio Grande Valley Development Council
Torres, Laura	Permian Basin Regional Planning Commission
Trevino, Jennifer	Lower Rio Grande Valley Development Council
Truex, Leticia	Potter-Randall 9-1-1 District
Yudzily, Mike	North Texas Poison Center

Sergio thanked everyone for coming to McAllen for the meeting. It was his agency's hope that Mexico's officials would be in attendance at the meeting, but unfortunately they were unable to attend. He read a letter of support from the Mexico officials. Sergio also serves as the international representative for the Mexico 9-1-1 chapter.

Approval of Minutes (Cindy Bridges)

Cindy asked if there were any comments, questions, or changes needed from the February meeting. There were no changes made and Cindy asked for a motion to accept the minutes. Pam Frisk made a motion to accept the minutes, seconded by Sandy Issel. All were in favor and the minutes were approved.

Treasurer's Report (Cindy Bridges)

Cindy advised that a check was written for \$150 for the maintenance of the PET website. She asked if there were any questions regarding the treasurer's report. There were no questions, so she asked for a motion to accept the treasurer's report. Robert made a motion to accept the treasurer's report, seconded by Leticia.

Website Report/Liaison (Cindy Bridges)

Cindy stated that Patrick Brothers is our new webmaster and he's currently updating the website with previous changes requested, including updating the Secretary's duties. Vereda has stepped down from serving as the website liaison. Cindy asked for a volunteer to serve as the website liaison and provided an overview of the duties of the position. Sandy Issel volunteered to serve as the new website liaison. Cindy thanked her for accepting the position.

Texas Poison Education (Poison Control Educators)

Several representatives from the Poison Control center were present for this meeting. There are six poison control centers in the state of Texas. Each representative introduced themselves to the group. Central Texas and El Paso representatives were not present. A presentation was conducted by Virginia Barrera-Garcia, with the South Texas Poison Center. She stated that their

overall purpose was to work in a collaborative effort with the PETS to enhance the overall efforts of public education. After the presentation, she asked for questions or comments.

Juan Gomez -Is it possible to get information to incorporate into our 9-1-1 public education program? She responded yes, and also advised to visit their website, www.poisoncontrol.org.

Raul Madero – Is anything in place for a persons with hearing disabilities or language differences? She responded yes. Juan stated that during their conference on Monday (05/16/11), a session was held dealing with the deaf and hard of hearing. He stated that an effort needed to be made to work collaboratively as educators, especially in the midst of major budget cuts. When budget cuts are made, public education was not a priority and is usually one of the first categories eliminated.

Bea – Has consideration been given on doing presentations for dispatchers? Virginia stated that she and her colleagues would conduct presentations to help increase awareness of poison control services.

Pam F. – What is the protocol for sending EMD? Veronica stated that an average poison center call takes seven minutes, and a 9-1-1 call takes less time. Each call is recorded, a medical chart is kept, and a medical director is on the call.

Bea - Is there a charge for doing presentations? No was the response, and their program is state funded. Sandy Issel stressed the importance on knowing when and who to call. She recognized a line had been established of what parents needed to know. Ronica stated that on every presentation they inform their audience to call 9-1-1 if a person was not breathing, notice of a change in skin color, or not looking right. They don't want a misinterpreted message for the citizens. The representatives stress that that poison control center is an emergency communications service for poisoning. Sandy stated that a clear, concise message can help to reduce the loss of precious seconds, which helps to make a difference and possibly avoid a mishap. 9-1-1 has the ability to transfer to Poison Control and remain on the line, but Poison Control cannot transfer to 9-1-1. Educating and training the dispatcher is important. The SPI (*Specialist in Poison Information*) is the expert on the line for each caller needing services.

Each PET received a Poison Control informational packet. Cindy thanked Virginia for the presentation and the other representatives

NPEF Conference Update (Robert Gonzalez)

Robert stated the first NPEF (National Public Educator's Forum) conference will be August 1-2, 2011, in Fort Worth. The two day conference will have 15 sessions with participants attending from Texas and 7 to 8 other states. He encouraged the PETS to register and attend because it would be the perfect opportunity to network and get ideas. The registration cost was \$225 and the hotel rate was \$120 per night.

CSEC Report (Robert Gonzalez)

Robert stated that the spring orders should be delivered by early June. If not received by the second week of June, then contact him. Although there are only two order periods during the year, March and October, orders can be placed from the catalog at any time throughout the year. He's continuing to make regular updates to the catalog and a better effort has been made to ensure that he maintains a sufficient stock of materials. The CSEC will not hosting the awards luncheon during this year's Texas NENA conference; however, all honorees will be recognized.

Kimberly asked how will the nomination due dates be affected since there will be a joint APCO/NENA conference in 2012? Robert advised that he doesn't have any new dates available, but he would provide ample notification of any nomination submission deadline for awards.

Recorded Announcements (Alisa Simmons)

Alisa was contacted by a PSAP manager in her district who requested advise, brainstorming, and/or some type of feedback on recorded announcements. Three of her district's larger PSAPs have a recorded announcement that goes into que and advises the caller that all operators are busy, so please stay on the line. These three agencies have received complaints about the recording. She wants to do some public education on this issue, as a result of the complaints. There was no media involvement. She's working with the City of Dallas, Denco 9-1-1 District, and North Central Texas COG to develop a campaign. If a caller is placed in que/on hold and hangs up, then the dispatcher returns the call because it's treated as an abandoned call.

Maria asked if those PSAPs have considered changing the message the caller hears? Alisa stated that she will get the copy of the current message for each PSAP. Sonya suggested possibly using the Help Us Help You campaign she used providing citizens who called 9-1-1 with specific directions, such as answer all the questions, always stay on the line, and always follow instructions. In the midst of major budget cuts we are facing, there will be an increase in crimes, increase in calls for service, decrease in staffing, and as a result, an increase in the response time and wait time for emergency calls. Raul asked about transferring the calls in que to another agency? The response provided was this optional was not feasible because it could still cause a delay in service to the callers. Again Alisa asked what can be done from a public awareness perspective? Sonya suggested possibly preparing a printed piece and put information on the PSAP website. For the public, they expect 9-1-1 to provide expedient, excellent service with no problems. Pam stated that you can provide all types of information, but in spite of your public education efforts you will still have complaints.

Sandy stated her agency did a commercial with some of their telecommunicators explaining why they do what they do. The commercial's focus also recognized telecommunicators as the voice of 9-1-1 and they were there to help the public. She suggested starting on a positive note and then educate the public on not hanging up. Alisa thanked everyone for their input and she would take the suggestions back to her PSAPs and try to develop a feasible plan.

NENA Pub Ed Committee Update (Sonya)

The NENA conference begins June 19, 2011. She's in the process of finalizing speakers and sessions which will include public education and PSAP training sessions. There's been a lot of interest in all areas of public education, including educating the deaf community and using the Video Relay Service. Alisa chaired the Education Coalition, which consisted of representatives from NENA, APCO, E9-1-1, 9-1-1 for Kids, and others. As discussed in a previous meeting, the Coalition was presented with a national campaign idea of "9-1-1 The Number to Know." This campaign was announced across the country during the first week of April, which was also National 9-1-1 Public Education month. You can visit the website, www.know911.org, which provides educational information and resources, artwork, bookmarks, etc. for the public. Bea stated that she, along with the LRGVDC used some of the materials from the website. Sonya encouraged the PETS to join the NENA Pub Ed committee, provide input, and to send in stories for the campaign.

Advertising vs. Text Messaging (Sonya)

Sonya's working on public education campaigns for taxi cab, movie theatres, TV, and radio. She's considering using a package with the radio station called text messaging. The radio station launched a mobile initiative where stations would send out your educational message via texts. Robert asked what were the radio stations saying about the response. Sonya replied that the stations have a huge database of listeners. There were two stations that have 30,000 listeners that subscribed to their mobile texting service. Information could also be included on their online mobile content website. Robert stated that it would be hard to measure the effectiveness of the message. It's a public service announcement, so how could we gather data to acknowledge its impact? A brief discussion was held on a service known as Nixel that may be able to provide additional information. Sonya stated she would provide further information at a later date.

MOU for PET/CSEC (Cindy Bridges/Robert Gonzalez)

Cindy stated that the PETS had received a copy of the MOU and Cell Phone Sally guidelines. A discussion was held regarding copyright issues and various recommended changes. The PET Board did a thorough review. An email was sent out back in March for final review and comment prior to submission to CSEC. Cindy stressed the importance of making sure that as PET members, we share information received from the meeting with our supervisors, including newsletters, PSA campaign information, or other information as provided. Patti D. stated that concern was expressed in the MOU regarding the intention of the revenue from Cell Phone Sally items. The intended purpose of the collected monies was to further our public education purposes; however, CSEC has the rights to Cell Phone Sally and in the MOU, it has been expressed that the PETS wishes to use those funds to further enhance our efforts.

Robert stated that the MOU was presented to the CSEC on April 16, 2011. Around this timeframe, a meeting was held of directors from the 9-1-1 Alliance. They expressed concern regarding the MOU ranging from what's the purpose, background, not aware that their PET had been at a meeting and information was not received by them. The Texas Association of Regional Council (TARC) also had an interest in providing their input. CSEC has not made a decision on the MOU. As a result of the questions and concerns raised by the directors, CSEC

will review the concerns and feedback from both organizations and will provide an update at a future meeting or send out an email if any additional concerns arise.

Jessica informed Robert that on the website, when Cell Phone Sally was translated in Spanish it was different. The name should be kept the same in Spanish. Robert said he would check the website and correct it if needed.

Committee Reports

Mentoring - Kim Cole

A lot of new people have joined the group. The new people will be paired up with someone in their area to assist them in getting started.

Public Information - Sonya

Sonya stated that the Poison Control Center representatives provided us with some good information. Most of us perform duties other than public education; however, we get our messages out to the public. We manage to disseminate information whether we have no budget or a very large budget. With similarities between 9-1-1 and the Poison Control center, we can distribute each of our program's information whether it's through their presentations or ours, attendance at health/safety fairs, community events, and other outreach opportunities. Mr. Gomez talked about a book that his agency had developed and how it can include information on poison. Public information messages can be disseminated via email to the PET and the NPEF (*National Public Educators Forum*) groups.

TC Recognition – Sandi Issel

Sandy gave a brief overview of how some agencies celebrated TC week.

- Some managers allowed the TCs to wear pajamas
- TCs participated in a crazy hat day.
- Denco sent letters to their chiefs/sheriffs as a friendly reminder of the upcoming week. They also held a picnic and gave out lots of grand prizes including a weekend stay at a hotel, four tickets to the Texas Motor Speedway, and other items. Even after giving out the prizes, the TCs stayed for the duration of the picnic simply because they were appreciated.
- LRGVDC had towels made of Cell Phone Sally riding on a surfboard, provided 9-1-1 caps, and had personalized plaques made.
- Poison Control Center gave out awards for Educator of the Year recognizing their SPIs.

Resource – Robert Gonzalez

Robert stated the need to be resourceful with paper products. Several recommendations had been considered from previous meetings on providing thumb rings targeted at pre-teens with two messages to discourage texting and driving. He will work with a vendor to develop a zigzag brochure that will unfold to a 8 ½" x 11" size with 9-1-1 tips and an image on the front and back.

This will be a lengthy process because he has to have it designed, send out for bids, consider the artwork, etc. It may be 6-9 months before it's available in the catalog.

Cindy thanked the LRGVDC for incorporating the PETS meeting in conjunction with their STNET conference. Cindy talked about the TX-NENA awards and scholarships available. The deadline to submit nominations was June 1, 2011. Further information could be found on the TX-NENA website, www.texasnena.org.

Share Time

Dorina – ordered 9-1-1 caps, a tote bag, a towel, plaques of recognition, flash drives, lapels of Cell Phone Sally and Kid Friendly Keith, and water bottles. Juan bought a sample of the Cell Phone Sally towel created. They ordered 220 for an estimated cost of \$3,200.00. Kenneth stated that for public educators with little or no budget, purchasing Photo Shop was a great investment. You can manipulate the images and create your own paper products.

Bea – For TC week, she gave out Texas 9-1-1 shirts and tote bags. Posters and banners were made for the office with a bowl or goodie bag filled with various trinkets. She visited her PSAPs, took pictures of the TCs, and made a DVD titled, *National 9-1-1 Heroes*.

Claudia gave her TCs totes, t-shirts, black mugs w/gift cards

Maria – Her agency gave out different prizes for each day, such as tote bags, 9-1-1 plaques, portfolios, card holders, pad/pen combos, flashlights. Also each shift manager recognized their group.

Lydia – She held TDD trainings during that week. She gave her TCs 9-1-1 caps and cups. She reordered sewing kits. One of her local police departments recognized their TCs with dinner and having a Mariachi band provide entertainment. Each PSAP had dinner and the officers gave them time off and they answered the call.

Sonya – She's working on doing outreach to the deaf community by making them aware that they can call 9-1-1 for assistance. She's also working with them to test texting issues for NG911. She has a video on her website, distributed bilingual Help Us Help You pamphlets and Cell Phone Sally activity books. She asked her PSAPs to let her know what they were doing for TC week. She's promoting the upcoming Tx-NENA conference in August, encouraging members to like the NENA and TX-NENA Facebook page. Her agency will host a NCMEC training on June 10, 2011, for the Comm center and Train the Trainer. She also passed out flashlights to the PETS.

Alisa - She had a media campaign with partnerships from the City of Dallas, Denco 9-1-1 District, NCTCOG, with the theme, "9-1-1 Needs to Know." The campaign was disseminated in movie theaters, on billboards, radio, TV, cable broadcast, Vietnamese and Hispanic radio/television stations. A news conference was held in mid April to talk about public education month. An 8-year old Fort Worth girl was recognized as a Kid Hero for calling 9-1-1

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to report a diabetic emergency for her mother. The Tarrant County event was a day at the QT ballpark, home of the minor league baseball team, the Grand Prairie Air Hogs. They had bounce houses, food, face painters, caricature artists, and other events. She also gave out flashlights with gift card holders. In March, she finished her annual report. She nominated a couple of people for the E911 institute awards. They received the award from E911 Institute and Congressional Caucus and were recognized in March.

Leticia - She gave out tote bags and provided a list of 10 things about being a TC. A cookout was done by her largest PSAP for three smaller PSAPs. She also had a PSA for a radio commercial.

Pam F – She sent out news releases for her 23 PSAPs and every local newspaper. She ran the PSA created by Cindy on her local radio stations. She had an imitation questionnaire, similar to the Today I verbage, sent out to her PSAPs and received numerous responses and had the information put on a recycled bag and gave to each TC. They enjoyed it. They're going to make posters out of the Today I information and put it in the communications center.

Cindy – She gave out a Star Trek lunch box and a koozie with an NG911 theme. She will order TC gifts for the next year this year, due to budget cuts. She may order flashlights and travel mugs. She's has a coop order consisting of coloring pencils, mood pencils, coffee cup tumblers, flashlights, coloring books, neon pencils, and pens, which will be due on Wednesday, May 18, 2011. She will also place an order for Cell Phone Sally silly bands with a minimum purchase of 25,000 for \$.40 each, 50,000 was \$.38. A discussion was held on the pros and cons of silly bands in the schools because some schools allowed it, while others banned them.

OTHER BUSINESS

The next PETS meeting will be August 21, 2011, in Corpus Christ. The registration cost will be \$45.00.