



CALIFORNIA 9-1-1 BRANCH EDUCATION AND AWARENESS PROGRAM

Description

The California 9-1-1 Emergency Communications Branch, working with Ogilvy Public Relations, is developing a statewide education and awareness program. The California 9-1-1 Branch Education and Awareness Program will help California's Public Safety Answering Points (PSAPs) to better educate and inform the public on the purpose and proper use of 9-1-1 and on the changes that will occur as a result of Next Generation 9-1-1.

Program Objectives

- Learn from PSAP best practices and support PSAPs in their 9-1-1 education and outreach efforts
- Collect data about public usage and engagement with 9-1-1 emergency communications
- Provide data-driven educational messages and materials statewide (including those for NG 9-1-1)
- Strengthen relationships with PSAPs, 9-1-1 County Coordinators, and other stakeholders for broader external communication efforts
- Develop consistent 9-1-1 messaging to address knowledge gaps among users

Background

Twenty-six million 9-1-1 calls were placed last year in California -- more than 71,000 calls per day -- and 75% of these calls were from wireless devices. Preliminary research from the California 9-1-1 Branch Education and Awareness Program indicates that up to 35% of the total 9-1-1 calls in California are unintentional or not true emergencies. These non-emergency and unintentional calls to 9-1-1 place a substantial burden on PSAP call takers, and can cause serious delays in response time for true emergencies. The 2010 California 9-1-1 Strategic Plan established nine strategic goals, and Goal 8 pledges to "ensure the public is informed of the Next Generation changes and the proper use of 9-1-1."

Research

In late 2013, initial research was conducted with PSAPs and California consumers to understand current 9-1-1 usage and perceptions, and to establish a baseline for additional surveys in the future.

Next Steps

- Gathering education and outreach materials to build an online 9-1-1 resource library
- Refining key messages and developing creative materials
- Launching a pilot program with a small group of PSAPs
- Launching a comprehensive consumer survey to enhance California 9-1-1 data resources for PSAPs and stakeholders