



9-1-1 Public Educators of Texas (PETS)

Quarterly Meeting

August 23, 2009

Call to Order, Welcome, Introductions (Patti Davis)

The meeting was called to order by Patti Davis. She thanked everyone for coming. She gave special recognition to Caryn DeMarco with Will County 9-1-1, Illinois for attending the PETS meeting.

Boone, Janet
Borunda, Armida
Bridges, Cindy
Brown, Michelle
Carrillo, Mary
Chavarria, Connie
Clark, Kim
Clauson, Sonya
Cross, Patty
Davis, Patti
DeMarco, Caryn
Ebel, Pat
Eskew, Christie
Gaza, Sergio
Gill, Terri
Gilliam, Joanne
Grahmann, Jamie
Frisk, Pamela
Gonzales, Robert
Hanon, Pattie
Howell, Heather
Jones, Kevin
Mack, Darla
Malone, Charlesetta
Martin, Mandi
Olberts, Jeanna
Pacheco, Cori
Rodriguez, Susan
Sciba, Leslie
Shelley, Peggy
Simmons, Alisa
Truez, Leticia
Tunis, Willima

Brazos Valley Council of Governments
Rio Grande Council of Governments
Central Texas Council of Governments
Friendswood PD
Lower Rio Grande Valley Development Council
City of Laredo
East Texas Council of Governments
Greater Harris County 9-1-1 Emergency Network
Denco Area 9-1-1 District
West Central Texas Council of Governments
Will County 9-1-1 (Joliet, Illinois)
Henderson County 9-1-1 Communications District
North Central Texas Council of Governments
Lower Rio Grande Valley Development Council
Montgomery County 9-1-1 District
McLennan County 9-1-1 District
Golden Crescent Regional Planning Commission
Panhandle Regional Planning Commission
Commission on State Emergency Communication
East Texas Council of Governments
Texoma Council of Governments
Ector County 9-1-1 District
East Texas Council of Governments
Deep East Texas Council of Governments
Midland 9-1-1 Emergency Communications District
Ector County 9-1-1 Communications District
Lower Rio Grande Valley Development Council
City of Plano Safety Communications
Golden Crescent Regional Planning Commission
Texoma Council of Governments
Tarrant County 9-1-1 District
Potter Randall County 9-1-1 District
City of Dallas

Beth English moved to Hailey, Idaho and is doing well. She received a PET wristwatch and a card signed by all of the members present from the last meeting.

Approval of Minutes (Patti Davis)

Patti D. asked if there were changes, comments, or questions regarding the minutes from the meeting held on Tuesday, May 19, 2009. Susan made a motion to accept the minutes, seconded by Patty C. All were in favor and the minutes were approved.

Treasurer's Report (Pat Ebel)

Pat E. distributed a copy of the treasurer's report for the group. She asked if there were any questions or comments. Patti D. stated that Western States Communications (WSC, Inc.) made a donation of \$500 to the PETs for the National NENA Conference and Texas NENA/CSEC Conference. Lapel stickers were purchased with the funds and they will be distributed during the conference. The PETs had a positive balance in the account, which can be seen on the attached treasurer's report.

Committee Break-Outs and Reports (Committee Chairs)

TC Recognition – Chaired by Patty Cross

Patty gave a brief synopsis of various activities to recognize telecommunicators for 9-1-1 day, (September 11th) or past 9-1-1 appreciation events by some of the PETs, they include:

- **McLennan County** stated that during their local board retreat, it was noted that the board or its citizens can never do enough for telecommunicator appreciation and recognition, and raised the ante on their budget. They send donation letters, follow-up cards, etc. to obtain funding, gifts, and more for their telecommunicators.
- **Potter-Randall 9-1-1 District** gathered a variety of different shaped rocks, took them to an afterschool program, and had the kids paint/decorate on them for the telecommunicators. The theme was "TCs rock".
- **Golden Crescent RPC**, due to a lack of funding, distributed an order form for TC's to purchase a shirt. The TC's were overwhelmingly glad to buy their own shirts. Also, TC's received a cookie bouquet.
- **Ector County** purchased windbreakers and duffle bags.
- **West Central Texas COG** purchased t-shirts and lifesavers candy, with the theme – "TC's are the real lifesavers". (WCTCOG did purchase t-shirts, but incorrect organization on the lifesavers)
- The **Lower Rio Grande Valley Development Council** purchased backpacks and the local bakery donated cookies for their 4th of July festivities.
- **Houston-Galveston Area Council** will have a going to the ball game night for 9-1-1 day. The new Cell Phone Sally will be unveiled at the game. The TC's will also eat buffet style at the event.
- Michelle Brown, with **Friendswood PD**, cooked dinner for her TC's at prior recognition events, and this year, others have stepped in to cook for the TCs. Also, various donations have been made.
- Pam Frisk of **Panhandle Regional Planning Commission** sent out media packets to all 26 newspapers in her region two weeks prior to National TC week. As a result, four of the newspapers provided full color front page print that included the Governor's proclamation, the job of a telecommunicator, and information on National Telecommunicator's Week.
- **Midland 9-1-1 District** will provide TCs with little backpacks that are miniature golf bags and distribute M&M with them. The theme is Putt Putt Golf.
- **Denco Area 9-1-1 District** will host their 9-1-1 Appreciation event at the Dallas World Aquarium on September 12th from 8pm – 11pm. A jungle-themed, sound enriched email invitation was sent to all the PSAPs encouraging their participation in this event. Patty C. also commented that the various t-shirts purchased can be used as walking billboards for 9-1-1 public education.

Mentoring – Sonya Clauson

Sonya stated that any new public educators can contact her and she will pair them up with a seasoned, veteran public educator in their specific region.

Resource – Cindy Bridges

Cindy stated that because of the numerous requests for slogans, she went through the PETS Resource Manual and compiled a list of the various slogans used over the past few years. She distributed the new list to those present and a copy will also be included with the minutes. She also prompted PETs to keep the copyright information included, if available.

Suggestions were made to include the following in the Fall CSEC Catalog or future catalogs for 9-1-1 public education materials:

- Products for elderly citizens
- Glow-in-the dark phone stickers
- Eyeglass lanyards
- Wrist bracelet for Alzheimer patients
- Shaped pop-up sponge – the kind in which you just add water to make it expand
- Revamp senior citizens brochure. Robert stated that he needed an electronic version of the words to include in the brochure. If anyone has the text in digital format please forward to Robert via email at Robert.Gonzales@csec.state.tx.us.
- The newly developed Cell Phone Sally beanie baby will be available by Spring 2010.

Public Information – Willima Tunis

Willima stated that her group discussed various 9-1-1 issues that were sent out via email to the group. She encouraged everyone to continue sharing 9-1-1 related articles with the group.

Elections for 2010-2011 PET Officers (Susan Rodriguez)

Susan stated that it was time to elect officer positions for 2010 and 2011. As the President-Elect, she has the task associated with the election of officers. The members voted in for the various positions will begin their term in January 2010 and will serve until the end of December 2011. She distributed the election ballots and informed the group that the results will be revealed at the November PET meeting. She reviewed the various positions. She also stated that it was important to have a Historian position, so historical information could be provided for those interested in past PET activities.

PET Conference Booth Report (Susan Rodriguez)

Susan passed around a form seeking volunteers to man the PET booth during the conference. She asked the volunteers to include a contact number (hotel, mobile, room number).

Special Guest (Cell Phone Sally)

Robert introduced the newly designed Cell Phone Sally costume. He stated that a few people have already committed to purchasing the costume. He gave an overview of the functionality of the costume and demonstrated how the user gets in and out of the costume.

- A harness is used to slip it on
- A battery-operated fan is placed in the upper corner to allow for cooler air and easier breathing
- The costume comes with tights/leggings for the user to put on over their clothes

- The costume's hands are removed easily
- The user's height requirements are 5'6" to 5'9"
- The shoes can accommodate sizes up to an 11 ½
- The ponytails are removable for storage purposes
- A cool pack vest is available
- A special case was made by the manufacturer for the storage of the costume
- Additional tights/leggings and sleeves are available for purchase

Alisa asked how the costume would be transported? Robert stated freight forward and Cell Phone Sally would be placed in a large bag that will cover her during the transit.

Patty C. asked if the costume can be cleaned? Robert stated that her walls are made of foam and that cleaning instructions would be provided with the purchase of the costume.

Robert stated that the current price of the costume is \$6,000, but the pricing may be reduced based on the quantity ordered. The costume can be purchased now, but won't be available for 4 to 6 weeks. You can pay in advance, put a deposit down, or wait until later for a cooperative purchase to lower the price.

The PETS took a group picture with Cell Phone Sally. Robert also thanked Mary for wearing the costume. He advised that Cell Phone Sally would be in attendance during the conference's Red E. Fox breakfast on Wednesday morning.



CSEC Report and Cell Phone Sally DVD Update (Robert Gonzalez)

Robert stated that he was trying to complete various projects ahead of schedule. He stated that certain things needed to take place in order for the Cell Phone Sally DVD to be readily available in the next few months. The production company has already started working on the DVD. Although it's in the early stages, he will probably have good sketches of the remaining characters presented by the end of October. Cell Phone Sally will be joined by a cast of other characters, Victor VoIP, driver of the car who gets in an accident, a calltaker, two children characters – boy and girl, Kid-friendly Keith, and maybe others. There will be minor changes that can be incorporated into the script.

Robert reported that the Cell Phone Sally DVD will include a catchy song that will reinforce what children have learned in the video.

Alisa asked will the other characters address texting, since it is a widely used technology and will be a part of Next Generation 9-1-1? She was concerned that if texting was not included in the final product that the DVD would be outdated before it's ever released for our use. Robert stated that adding a line or two to the script dialogue shouldn't be difficult.

Patty C. asked if the VoIP phone could possibly be a hybrid? Robert stated that at this time no, but he will make note of this for future reproductions of the DVD in the next four to five years. He's already trying to set up future planning costs for a new DVD. He emphasized that we don't want a 14-year old video like we currently have with Red E. Fox. The DVD should be completed by March 2010.

Robert stated that classroom kits will not be available for this year's fall order. The monies for the kits will be invested into a newly designed classroom kit to incorporate Cell Phone Sally for 2010 and it should be available as early as next Spring.

Robert has bid specifications for vendors such as Weekly Reader and Scholastic. The classroom kits will provide dialogue and content that is classroom ready and easy for the teacher to use. Robert tried to work with Texas Education Agency (TEA) as a partner, but he had no cooperation or assistance in helping to provide the developmental content. The TEA advised him to use a Regional Services Specialist.

Patty C. stated that we need to know the objectives for each subject (math, reading, etc.) at each grade level to incorporate into the kit's curriculum. Robert stated that the kits will incorporate the TEA curriculum, in which students will meet the objectives – for example, number recognition. Susan stated that Bettie Grimes, formerly with Frisco Fire Safety Town, incorporated the TEA curriculum in all of their presentations. Robert stated that he invested in a curriculum specialist in the development of the Red E. Fox video and classroom kit and he will use a specialist again for the Cell Phone Sally DVD and revised classroom kits. Currently, his focus was on the production of the Cell Phone Sally DVD.

Robert also stated that the information provided will also serve as a mechanism for evaluation measures. The teacher will assess and send the forms to the PET, designated presenter, or Robert. These forms should provide a means to see what impact the video has on our educational outreach efforts. Patti D. asked if a pre- and post-test would be included in the classroom kit? Robert stated that he will work with the committee to include both, as well as relying on the vendor to create this as well. This was their specialty.

Robert thanked the group for their diligent efforts in sending out the information to the PSAPs for and encouraging them to nominate telecommunicators for the various recognition awards. Overall, there were 69 Silent Heroes, 13 members of the 9-1- Team Merit award, and 9 Telecommunicator of the Year awards.

Using Social Media for 9-1-1 PETs (Cindy Bridges)

Cindy reported on the various social media websites (Twitter, Facebook, MySpace, LinkedIn, and others) available for our use. She attended a session earlier in the year and was interested in learning more about these websites. As a result, she set up a Facebook page for the PETs.

She has been working with Sonya to figure out if these social media websites can benefit the PETs and other 9-1-1 and governmental agencies. They are not experts in this particular matter, but they've put together a research sheet on a few articles on social media related to government and public safety. Cindy stated that cities and fire departments are taking advantage of these websites, especially Twitter, to keep their cities updated on various events taking place throughout the day. She stated that from a PSAP perspective, it could possibly be used for emergency notifications, such as Reverse 9-1-1. The social media websites also serve as a great networking tool and a resource mechanism for sharing information and ideas.

Robert suggested that maybe Twitter could be used to disseminate 9-1-1 public education messages in the future. The message would not be just limited to the state of Texas, but can be sent out across the nation and seen by many.

Sonya stated that when we use these various websites, we need to watch what we say and be aware of the various short acronyms used to communicate. The world is watching. Another issue of concern was security. She stated that some people are hesitant about using these sites, while others are embracing them. A conference session on the use of these sites will be held on Tuesday morning. She encouraged the PETs to attend and provide their input.

NENA Pub Ed Update (Sonya Clauson)

Sonya worked on a public education campaign in her area that was launched in April at various movie theaters. Her theme was "Know How to Use the Phone You Own." She created bookmarks with a quick, short message. She ran radio spots, made numerous presentations, the message was displayed at concession stands, taxi cab signs, billboards, and participated in various community-wide events. She wants to use more outside volunteers to man these events.

Sonya is tracking how many hits to their website. The main message was when calling 9-1-1, know your location. She also has tapes and CDs for digital clips to use in our respective areas. To view and video and materials, visit the Greater Harris County 9-1-1 Emergency Network website at www.911.org.

Sonya briefly mentioned an email that was sent out regarding Emergency Officials and AT&T Urge Families to Establish a 'Home Base' for Dialing 9-1-1. She stated that the NENA group would try to continue to work with the various phone providers in the planning stages of public education messages to ensure that the public is properly informed. Also, the *Call 9-1-1* show was still requesting more stories to reenact for their show on the Investigative Discovery (ID) channel.

Robert stated that the ID channel was great and was a benefit to us. He stated his concern for sending funny or stupid 9-1-1 calls to Jay Leno. He was curious as to how our focus and purpose coincided with what Jay Leno was doing. He felt that it has the potential to hurt us and may increase prank calls. We may need to consider to what extent we want to contribute to Jay Leno's show. Alisa stated that he needs to watch the segment - Jay Leno makes people look really stupid. Tina thinks that there was a reason for increased food prank calls. For example, APCO has a PSA that shows a lady at home calling 9-1-1 and needing to know how to cook a turkey. As a result of her call, the fire department is dispatched. To Tina, this PSA makes a mockery of what we're doing.

Susan stated that it has its positive and negatives, but that it did incite conversation about 9-1-1 at the water cooler and in break areas. Sonya stated that Jay Leno could also make the message two-fold about knowing

how to use the phone you own and to only call 9-1-1 for emergencies. She also stated that if we submitted a funny story, that we could also include a tagline to promote 9-1-1 from a positive aspect. Pam stated that people also needed to know that they can be arrested abusing 9-1-1 with prank calls.

On another note, Patty C. stated that as a test, she had a class in which she started having her younger groups text 9-1-1 using their cell phones. The phone's message displayed that the message was sent. The participants believed that the message was sent and received by 9-1-1 because they did not receive an error message. This was of grave concern to her because you can't text 9-1-1 at this time. She emphasized the importance of contacting the wireless service providers and strongly encouraging them to display an error message indicating that this feature is not available, if someone attempts to text 9-1-1 for emergencies. This is a major liability issue for those carriers who confirm saying that the message was sent.

Pam stated that a PSAP in Perryton, Texas received a text message. Patty C. asked her to please follow-up with the PETS on this information. Was the text received on a 9-1-1 trunk or an administrative line? Technology is available to receive text via a landline phone, but not through 9-1-1, in spite of the test 9-1-1 text call that was made during the national NENA conference. The test call made was for one small PSAP in Iowa using only one local wireless service provider.

Sonya stated that we need to start providing info for National 9-1-1 Public Education month for April 2010. Earlier this year, NENA posted a lengthy brochure on their website. The information provided was great, but the message needs to be shorter, more vocabulary friendly – not use the word device, but rather cell phone. She asked the PETs to review the brochure and send comments/changes/additions to her or Caryn. The NENA website is www.nena.org. Finally, she stated that a video blog will be created for 9-1-1 public education tips for people with disabilities.

Share Time

- **Patti D.** ordered t-shirts for 9-1-1 day and passed them around for the group to look at. She will be doing a cooperative purchase order for those interested.
- **Susan** – working on measurable objectives to continue her 9-1-1 public education program. While working on this, she had two 9-1-1 kids heroes recognized. A 13 year old girl was home alone and someone broke in. She called 9-1-1 and was on the phone 8 ½ minutes – a pretty long 9-1-1 call. The other call, received in April, was from a 10-year boy who called 9-1-1 to report that his mom fell and hit her head while taking pizza that was just delivered into the kitchen. The 9-1-1 call resulted in the mother finding out that she had two lesions on her brain. Both kid heroes will be recognized in September. On another note, she was happy to still be employed and focusing her energy back into public education. She will be working with 2nd graders and working with businesses to inform them of the importance of keeping their employees informed on the importance of 9-1-1 and its proper use. Kevin asked Susan if she found out from her kid heroes where they learned to call 9-1-1. Susan responded that the 13 year old girl learned from her parents, and the 10-year old boy learned from school at Centennial Elementary in Plano.
- **Alisa** was ordering last minute items before her budget year ends. She's continuing her efforts with NCTCOG, Denco Area 9-1-1 District, and the City of Dallas on the baby billboard campaign. She's also submitted request for bids to do research (\$20,000) on what people know about 9-1-1, what they don't know, what their impressions are about 9-1-1 service, where their kids learned about 9-1-1, etc.. The COG is also collaborating with her on the project. She, Christy Williams, and Christie Eskew will

select a vendor once the bid process is complete. The results of the research project will be shared with the PETS group.

- **Sonya** was moving to new headquarters. She's ordered duffle bags and hosting the 3rd baseball game for telecommunicators for 9-1-1 day. She also noted that two of the Telecommunicator of the Year Award recipients were from Harris County SO. She encouraged members to join the NENA public education and training committee. NENA has released their first online course, so visit the website for further information, www.nena.org. She's also working on sending out information to the various school districts in her area.
- **Cori** has a new transit bus in her area. They are going to build a Cell Phone Sally robot, which could be ready by summer 2010. She'll keep the group updated.
- **Mary** visited the Boys and Girls clubs and distributed materials. Bags were given to call takers for the 4th of July festivities.
- **Jamie** has selected shirts for her telecommunicators to buy. The response was great and the TCs were glad to purchase their own shirts.
- **Pam** was focused on new equipment and training. She purchased a robot, Andy the Ambulance, where you can hear and talk to the kids. It has a "Bad Boys" music theme.
- **Caryn** – Joliet (Will Co.) Illinois, Pop. 800,000: She's doing "The 9-1-1 Drive" as part of the local driver's education program. She distributes a five question pre- and post test with true/false answers. Some of the questions asked are:
 - You own a cell phone currently or will own one once you get your driver's license
 - You can call 9-1-1 using a cell phone
 - You can text 9-1-1 using your cell phone
 - 9-1-1 can determine your exact location through cell phone technology

The results included 20 students answered "TRUE" to you can text 9-1-1, 40 percent say they (PSAPs) know where you're at. Robert asked if she could share the results from other presentations, as well as a copy of the pre-test? Caryn said yes.

- **Cindy** purchased the new Cell Phone Sally costume. She will be doing some coop purchases, but was not looking to order new products at this time. Some of the coop purchases included tattoo books, pens, coloring pencils, magnifying cards – credit card size to fit into a wallet, craft bags, pencil sharpeners with feet. She will also order shirts with Patti D. She ordered duffle bags as part of Sonya's order. Her planned theme for April 2010 National Public Education Month will be dealing with first aid. A survey was received from dispatchers and they advised Cindy that they had to have CPR mask, and it was require of them to have those masks with them at all times.
- **Armida** ordered duffle bags.
- **Tina** will visit the Iowa PSAP to see text messaging live. A demonstration of the 9-1-1 text message was revealed at the NENA conference back in June 2009. **Iwireless**, was the only carrier that has this feature available. Robert asked what their level of public education was in Iowa? Tina stated that she didn't know, but would try and find out during her visit.
- **Patty C.** sent letters out to the various schools promoting the use of the District's 9-1-1 learning unit consisting of a video and simulator. The unit will be delivered on Mondays and it's use results in 5,000 to 7,000 children being reached with 9-1-1 public education. In October, she will send an email to fire and police department public educators encouraging them to add 9-1-1 awareness to their program, along with providing educational materials. She's also ordering slap bracelets and reflective stickers to place on bicycles. She also stated that as part of her training budget, she includes the Texas

NENA/CSEC conference telecommunicator award winners and nominees. This is a great selling tool when presenting her budget to the board.

- **Mandy** was focused on activities for 9-1-1 day, which included a golf theme.
- **Jeanna** ordered windbreaker jackets, duffle bags, had cakes made for the PSAPs, and requested second grade students write letters to the telecommunicators for 9-1-1 day.
- **Kevin** stated that text messages can be blocked while driving. At the APCO conference in Las Vegas, a website was available where parents can visit and load the program on their cell phone and when you get ready to drive it's activated. It also notifies the sender of the message that the feature has been activated. He also advised the group of the new Texas state law, no cell phone use in a school zone. The law becomes effective September 1st. Kevin also provided information he picked up during the APCO conference:

Intranet Campus from the training program at Valley Emergency Communications Center.

WWW.CLAROLINE.NET - Free software to develop your training program.

www.mediawiki.org – create your own Wikipedia

www.camstudio.org – capture screen images

www.wavepad.en.softonic.com – editing software for video/audio

www.moodle.com

ccoggle@gmail.com - She has permission from APCO to use their materials and also act as a resource pool.

<http://911trainingspot.blogspot.com> – share your training program

- **Michelle** was conducting in-house training for TCs. She also works with Sonya doing public education programs.
- **Willima** partnering with North Central Texas COG and Tarrant County on baby billboard campaign.
- **Janet** purchased tote bags and included various items to distribute to her PSAPs. In October, she will also deliver materials to the schools.
- **Connie** attended and presented 9-1-1 awareness programs to various community groups including: Operation Lone Star with the Army, community college, Boys and Girls club, schools, Operation Backpack, and others. She will host a TC Appreciation luncheon. A suggestion was made to create a TAG team to help in her public education efforts.
- **Terri** has a new Director, who realizes the importance of 9-1-1 public education. The Montgomery County Fair rodeo was coming up with the potential to reach 40,000 or more people. She's also doing a public education campaign for the Code Red notification system.
- **Darla** has implemented the first Kids Recognition program at ETCOG, called "Angels in Action." She has done press release packets in her region to recognize their life-saving efforts. The ETCOG is also revamping their new website. In addition, she also conducting training at the PSAPs.
- **Christie** ordered shirts from Patti D. for 9-1-1 day. Christie designed a shirt with the slogan of "Even Angels Have Wings – Know Your Location" that may be used in a future order. A 9-year old from Forney called 9-1-1 because the mom was struck by lightning. The child was not only recognized locally, but a series of television programs also recognized and reviewed the incident including the Discovery Health Channel, The Weather Channel, and Good Morning America. The NCTCOG has developed a 9-1-1 Pub Ed Academy and asked Alisa, Susan, Patty C. and Willima to conduct a 3-day course to educate supervisors and/or decision-makers on the various aspects of 9-1-1 public education and the responsibilities of the educator. The hope is that the course will not inform upper management about 9-1-1, but also help in the decision-making process of retaining a public education position. Sometimes, those who hold positions in upper management think that public education positions are not important and are "fluff" positions. A 4-hour course will also be held to help educate the PETs about their position and the importance of 9-1-1 awareness. Christie is also working with

Alisa on a research RFP. She has 220 school districts in her COG region, and will distribute 9-1-1 education folders to 2nd and 3rd graders. She will also send letters to the principals to let them know that they are available to do a 9-1-1 program. Robert emphasized the importance of finding out from the recognized Kid Heroes, where they learned about 9-1-1, so it can be used as a tool to measure 9-1-1 public education efforts.

Other Business

Patti D. stated the next meeting would be held on November 17th in Dallas at the Frontiers of Flight Museum. She asked if there was any other business, comments, or issues that needed to be addressed. No comments were made and the meeting was adjourned.