



**9-1-1 Public Educators of Texas (PETS)  
Sunday, August 21, 2011  
Omni Bayfront Hotel – Corpus Christi**

**Call to Order, Welcome, Introductions (Susan Rodriguez)**

The meeting was called to order by Susan Rodriguez. She welcomed and thanked everyone for their attendance at the meeting. The following people were in attendance:

Barrera-Garcia, Virginia	South TX Poison Control Center
Boone, Janet	Brazos Valley Development Council
Boss, Lisa	Midland 9-1-1 District
Bridges, Cindy	Central Texas Council of Governments
Castro, Sergio	Lower Rio Grande Valley Development Council
Chapa, Juan	Lower Rio Grande Valley Development Council
Cole, Kimberley	City of Dallas Police Department
Crittenden, Gail	South Plains Association of Governments
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas Council of Governments
Eskew, Christie	North Central Texas Council of Governments
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
Gilliam, Joanne	McClennan County 9-1-1 District
Gomez, Juan	Lower Rio Grande Valley Development Council
Gonzalez, Robert	Commission on State Emergency Communications
Hanon, Pattie	East Texas Council of Governments
Jimenez, Carmen	South TX Poison Control Center
Madero, Raul	Lower Rio Grande Valley Development Council
Malone, Charlesetta	Deep East Texas Council of Governments
Nino, Orlando	Lower Rio Grande Valley Development Council
Olberts, Jeanna	Ector County 9-1-1 District
Pacheco, Cori	Lower Rio Grande Valley Development Council
Pizana, Maggie	Lower Rio Grande Valley Development Council
Rodriguez, Susan	City of Plano PSC
Truex, Leticia	Potter-Randall 9-1-1 District
Villarreal, Lizzette	South TX Poison Control Center

**Approval of Minutes (Susan Rodriguez)**

Susan asked if there were any changes or comments on the minutes from the May meeting. A spelling change was corrected and an incorrect name was removed. Patti D. made a motion to approve the minutes with the requested changes, and a second was made by Juan. All were in favor and the minutes were approved with the changes corrected.

### **Treasurer's Report**

A copy of the treasurer's report was distributed for review. Christie asked for questions or comments. Janet made a motion to accept the report, seconded by Sergio. All were in favor and the treasurer's report was approved.

### **Website Report (Sandy Issel)**

Susan stated that Sandy Issel was the new PETS Website liaison. She advised the group to contact Sandy ([sissel@denco.org](mailto:sissel@denco.org)) if any issues or problems were encountered with the PETS website.

### **Texas Poison Education (Lizzete Villarreal & Virginia Barrera-Garcia, )**

Ms. Villarreal thanked the group for inviting her organization to attend the meeting. She introduced Virginia Barrera-Garcia and Carmen Jiminez.

The powerpoint presentation provided an educational update of the collaborative efforts that have been done since the Poison Control's initial presentation was made in May 2011. Their purpose is to continue working with the 9-1-1 PETS to educate the public about their services and how our efforts coincide.

She'll send an email to Charlesetta requesting a complete listing of the PETS. She stated that our information can be given to their educators to continue educating students in the schools. The Poison Center Educator will write a report that includes date, type of event, number of attendees, and materials distributed.

Juan asked how far in advance should contact be made prior to conducting a presentation in conjunction with a PET? Virginia stated at least a week's notice. She stated that their educators were beginning to do educational programs in retirement community homes. Juan stated that his agency does not give out any public education materials unless they do a 9-1-1 presentation. Virginia they also provide medication bags to the citizens, especially the elderly to use during evacuations. They've also seen the bags used for transporting their medications to doctor's visits. Take them and include a list of meds and put in freezer.

Lizzette stated that all of the Specialists at the South Texas Center and almost all Specialists in Texas are trained in Advanced HazMat Life Support, can handle calls in English and Spanish; and facilities are equipped to handle TTY users. The Specialist who answers the phone when someone calls are either nurses, pharmacists, nurse practitioners, or medical doctors. Joe stated that he took his daughter to emergency room, waited an extended period of time, and then the emergency room staff called the poison center for information on how to treat his daughter.

Virginia gave an overview of some of the hot topics in the poison center world over the past month, which include:

- Making sure that chemicals and cleaning products purchased are stored in their original containers. They had an incident of a child in Harlingen, 9 years of age drinking Drano

that had been stored in a Gatorade bottle. The child had no idea the drink was poisonous. Another incident occurred of a 5 year old drinking pesticide that was poured in a water bottle.

- The use of AguaMary Cream. It is purchased in Mexico and marketed as safe; however, it has high levels of inorganic mercury.
- HEB Recalled Beef Patties that had metal fragments found on the patties.
- Teenagers from Corpus Christie overdosed on Embalming Fluid

Lizzette played audio of various types of calls that Poison Control Center handles. She also informed the group that whenever they receive a call from a citizen and their Specialist advises them to go to the hospital, then they call the hospital to make them aware of the patient's arrival and information on what has transpired. In addition, any calls they receive, the patient/family receives follow up calls to check on the patient after the call has ended to ensure that the patient has successfully recovered.

Lizzette also stated that they receive numerous calls from healthcare facilities to provide information on drug interactions from a Medical Toxicologist. Other services offered include drug identification for law enforcement and the public. Their agency is limiting public access to drug identification because it has been inappropriately by some involved in questionable activities. Orlando asked how long does it take to identify the type of medicine a caller has? Lizzette responded usually around 30 seconds because they have an extensive database.

Visit their website, [www.texaspoison.com](http://www.texaspoison.com) and the South Texas Poison Center has a Facebook page.

### **Share Time**

**Christie** – She attended the National Legislative Summit in San Antonio and had a booth set up with 9-1-1 educational information. There were legislators from all over the country in attendance. The attendees from numerous organizations were able to converse with the legislators for an extended period of time, as well as exchange business cards with direct contact information. Christie stated that the legislators needed to be educated because some of them thought that you could text 9-1-1. The educational booth was a success and she will be in attendance next year. The National Conference of State Legislators 2012 Legislative Summit will be held August 6-9, 2012, in Chicago, Illinois.

**Susan** – She still has slots available for volunteers to man the PET booth for the conference. She attended the National Public Educator's Forum (NPEF) conference in Fort Worth, August 1-2, 2011. She's gearing up for school presentations and National Night Out on October 2. The Thursday before National Night Out, she visits the Senior Center and participates in the Crime Stoppers Dance. She also participates in the International Festival, visits apartment complexes on Monday, and neighborhood parties on Tuesday.

**Cindy** – She will be focusing on strategic planning for her department, GIS and Database issues, since her public education budget has been eliminated. She cannot travel to do public education presentations.

**Charlesetta** – She attended the NCMEC training for Communication Centers and Train the Trainer; attended the 1<sup>st</sup> Annual NPEF conference in Fort Worth; ordering public education materials and telecommunication appreciation gifts to distribute over the next two years.

**Pattie H.** – The ETCOG region hosted their 1<sup>st</sup> Telecommunicator conference in June. Volunteers spoke on various topics and the conference was a success. She also had vendor participation from APCO, CallWorx, and others in attendance. She's looking for a new public educator for her office. Patty C commented that regional telecommunicator training conferences are becoming a trend and are successful.

**Bea** – Since no funds are available, she will reserve her public education material distribution to those who are actually conducting presentations. She noted that the Public Education Academy was a great resource.

**Kimberley** – She's never had a public education budget in Dallas. She does public education on her own time and produces flyers in various languages on colored paper, copies puzzles and games off of the web.

**Patty C** – She's energized from attending the NPEF conference, participating in the Chamber of Commerce Leadership Program, updated her contact lists; working on fall appreciation events, purchased insulated lunch bags as September 9-1-1 day gifts, continues to chair the NCMEC Education Committee with presentations done to the Sheriff's Association of Texas (SAT), Texas Police Chief's Association, and the Texas Association of Regional Councils (TARC); waiting for schools to promote the 9-1-1 learning unit (all info included). She will also use a free resource – an eye spy activity sent via email through NPEF and the PETS group.

**SPAG** – no monies.

**LRGVDC** – Placing a massive order for public education materials, continuing to make presentations, creating their own coloring books, brochures, and bookmarkers.

**Pam F** – Her remote controlled mascot, Andy the Ambulance, is being revamped to include an MP3 player to play various songs. She's developing a TAG team in her 24 counties to continue to efforts of 9-1-1 public education, as well as implementing a NCMEC plan in her area. APCO scholarship are available for \$500 towards any kind of class/conference. She also has a coloring book that she will download and print in her office for distribution.

**Janet** – She's dropping off supplies to schools. She asked for a copy of Pam's coloring books to distribute as well. Bea asked if there were any issues with copyright infringements? Robert

stated the classroom kit has a cover letter, teacher's guide, and it says to feel free to make photocopies of this material. Susan advised her to ask for permission to use if she was concerned about copyright issues.

**Joanne** – She had her National Night Out program over the summer and received local front newspaper coverage. She's scheduling/conducting school presentations. This is her agency's 25<sup>th</sup> anniversary for 9-1-1 in 2012, so she's in the process of planning a huge event with emergency personnel.

**Lisa** – Her agency will has a Luau scheduled for 9-1-1 day and will provide virgin margarita drinks.

**Jeanna** – She'll begin her second grade presentations using Red E. Fox and Cell Phone Sally. She has Red E Fox Jr. robot that she uses. Her agency will also celebrate its 25<sup>th</sup> anniversary at in 2012. The Chamber of Commerce Leadership Academy will begin in October and will include an emergency communications day.

**Patti D** – She's being creative to come up with training funds to pay for instructor, ordering public education items, and working on the second NPEF conference.

#### **PET Elections (Cindy Bridges)**

She passed around the elections ballot and stated that ballots will be sent out via email for those not present. If you were nominated but don't want to serve, then she'll remove your name.

#### **National Public Educators Forum Update (Patti Davis)**

Patti stated the NPEF conference was really great with 70 attendees from 12 different states who offered great ideas and excellent resources. The committee is in the midst of planning next year's conference. Susan stated that we will need speakers and volunteers. A location has not been determined, but will be based upon cost-effectiveness. Kimberley stated that she sent three people and they had a wonderful time. LRGVDC had five attendees with some doing training sessions during the conference. Some of the sessions at the NPEF conference included educating senior citizens, rural addressing, missing children, special needs, and Cheryl Greathouse of Excel 9-1-1, Inc. provided an overview of the ADA with in-depth details. A wealth of information was provided by top notch speakers.

Robert's been reviewing the surveys and the results were overwhelmingly positive. He requested that if you received a NPEF survey to please fill it out and send back. Christie stated that she was pleased with the setup of the training session. All the sessions were held in one room, which provided for more face-to-face interaction and eliminated having to move from one room to another for a session, and you didn't have to pick and choose which session you wanted to attend. It was a good conference. Kimberley asked if there were other states as organized as Texas. Patti stated that Texas was the most organized with Washington state next. Washington state has a lot of public educators and want to be as organized as Texas. Susan's boss also

stopped by and was very impressed. A newsletter report will be distributed with pictures. Pam F. asked if non-attendees can get a copy of the newsletter? Patti D. stated she will share with the NPEF and PETS.

Juan stated that if conferences are too close together, it can create budgetary problems. Robert stated this was an issue because hotels can give great concessions if conferences are held at certain times of the year. July and August are the hotel industry's slowest months. Christie stated that for 2012, TX-NENA will host a joint conference with APCO in April, instead of August. Patti D. stated that a CD of the sessions will also be made available in the near future.

### **Committee Breakouts/Reports**

#### **TC Recognition – Patty Cross**

- Joanne will deliver gourmet popcorn flavors for the TCs. She's working on her agency's 25<sup>th</sup> anniversary logo. Patty C. suggested to include with your invite to anniversary celebration events, a list of your agency's accomplishments.
- LRGVDC will give their TCs embroidered jackets for April 2012
- Kimberley suggested requesting a sample of items from the vendors prior to ordering.
- Janet is using up her supplies for her 9-1-1 day recognition.
- SPAG gave their TCs tumblers this past April and provided each agency with an Easter basket of goodies. For COGs, TC appreciation gifts are public education expenses, but rather considered an administrative expenditure.
- For the City of Dallas, Shawnda Brandon is the new person for TC appreciation. They will have new uniform pins with the logo, "All Hands on Deck for 9/11/11."
- LRGVDC asked for help on a slogan for a visor. Susan suggested "***Beat the Heat, 9-1-1 is in the seat.***"

#### **Mentoring – Kimberley**

She stated that no new members were in attendance, so she had no report.

#### **Public Information – Susan**

Their group had several conversations, which include:

- The many new applications for smart phones and the need to educate the public on what apps work and which ones don't.
- Hollywood's impact on the PSAPs. The public's expectations of the PSAPs being able to provide the same type/level of service as seen on television's CSI program.
- On a positive note for public education, an episode of Law & Order SVU contained a scene that included a character stating that you can't text 9-1-1. Susan stated that she'll look for that episode/scene so she can include it in her presentations. Christie commented that Zamzoo was a website where you can type in a URL and it converts your file to a .mww, emails it to you, and you have accessibility to download it for 24 hours.
- North Carolina is in its testing phases for texting with Verizon and Intrado. Although we know that you cannot text 9-1-1, the public thinks PSAPs can accept them.

### **Resource – Cindy Bridges**

The thumb ring and the Zig Zag brochure were mentioned at a previous meeting and both items have been included in the public education catalog. Robert will provide the artwork to recreate the finger flappers with new public education messages. No new resource CD's were provided.

### **Public Educator Awards (Cindy Bridges)**

Cindy advised that the TX-NENA board has awards for various categories, including 9-1-1 Public Education Professional of the Year. Awards will be given out during this year's conference and the same awards will be given out during the TX-NENA/APCO Joint conference to be held in April 2012. The awards information will be sent out tentatively in January 2012, so be prepared to submit nominations to recognize your colleagues. The Awards committee did not receive any nominations for Kid Hero. She encouraged the group to submit nominations. Also, the child should be recognized first at the local level. Juan stated that the Kid Hero has a great impact. The child can be recognized by the PSAP or the COG. Susan advised the group to contact your local agencies for calls from kids. She also emphasized the importance being selecting about the type of call made by the child. We don't want to embarrass the family, especially for calls involving domestic violence. The news media does not have to be involved when recognizing the child, but having them makes a positive impact for 9-1-1. Christie has a list of guidelines for honoring her 9-1-1 Kid heroes, along with permission forms that must be signed prior to recognizing the child. For anyone wanting a copy of the guidelines, you can email Christie at [ceskew@nctcog.org](mailto:ceskew@nctcog.org).

Christie Eskew is the conference chair for the 2012 TX-NENA/APCO Joint Conference, so look for requests for speakers to do conference sessions, registration information, hotel information, and other information in the very near future. The 2012 conference will be in six months, April 1-4, 2012 at the Fairmont Hotel in Dallas.

### **Cell Phone Sally Artwork Agreement Update (Robert Gonzalez)**

Robert stated that he had a document signed with the 9-1-1 Alliance for districts on the Guidelines/Use of Artwork for Cell Phone Sally and its characters. Robert advised those who were not with a district, to please contact him with any artwork requests. Also, for those not in the 9-1-1 Alliance, an agreement was not in place. He explained that TARC represented COGs and MEDCA represented home rule cities, so therefore, these agencies would have to contact the Executive Director of CSEC in order to use the Cell Phone Sally artwork. A form will be made available to make requests for use. The signature on the form must come from someone with authority within your respective agency. The PETS serve as a focus group with CSEC collaboration. CSEC will provide an announcement of the availability of this form to make use of characters. Patti D. asked if an MOU has been signed will a form have to be used for each request? Other PETS also asked questions, but Robert advised that he could not provide any additional information and that the agencies would have to contact the Executive Director of CSEC for further in-depth information.

**CSEC Report (Robert Gonzalez)**

Robert's working on putting plans in place to have a rental process for the Cell Phone Sally costume to be checked out on a region wide basis. The shipping costs will be about \$150. The COGs will not receive their annual public education allocation from CSEC. CSEC agreed to participate in the award portion of the 2012 TX NENA/APCO joint conference with the recognition of Silent Heroes only. The call for nominations will be in October 2011 and the deadline for submission will be due in mid-December 2011. The CSEC online catalog is available all the time, with a warehouse filled with public education materials, so you place an order anytime. He has placed a refill order for the slide puzzles and noise makers. He has finalized the online catalog to make it easier to place order. He encouraged everyone to visit the Cell Phone Sally Facebook page. A survey is also available to see how many kids have seen the current Cell Phone Sally DVD. The NPEF Conference committee has gathered everyone's contact information and mailed out a sample kit of public education items to everyone who attended the conference. Send Robert an email requesting a sample of the items to him, [Robert.gonzalez@csec.texas.gov](mailto:Robert.gonzalez@csec.texas.gov)

**Other Business**

Susan asked if there was any other business. There were no comments made and the meeting was adjourned.