

# Bureau of Emergency Communications

## 9-1-1 Press Release

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For Immediate Release

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## **KNOW YOUR NON-NUMBER**

### **Greater Metropolitan Portland Emergency Communication Agencies Kick-off a New Public Education Campaign**

Since 1968, when 9-1-1 was adopted as the nation's number to dial to report an emergency, communication centers have struggled with the number of non-emergency calls received on the line. 9-1-1 centers have lived by the creed, "Educate the public about 9-1-1 and the problem will go away." Unfortunately, it hasn't. In fact, despite all of our public education efforts, non-emergency calls that are received on 9-1-1 continue to far out-number the emergency calls and, as Washington County 9-1-1 can attest, it may be getting worse. Remember January's power outage? WCCCA handled over 400 9-1-1 calls from residents reporting the non-emergency situation. Obviously, what the public needs most is education on how to report a non-emergency. After all, how many of you reading this now, off the top of your head, **know** your **non-emergency number**?

Portland's Greater Metropolitan 9-1-1 Communication Agencies are changing their public education focus and have spearheaded a campaign called **Know Your Non-Number**. The **Know Your Non-Number** campaign is not meant to discourage the public from calling 9-1-1 to report an emergency. Our goal is to increase the public's knowledge of how to contact us if general information or non-emergency assistance is needed. Correct use of the 9-1-1 system allows us to provide speedier assistance to those in need and can actually save lives!

The **Know Your Non-Number** education campaign has available for public distribution free phone stickers, informational posters for public buildings and businesses and an easy to carry area map that can be kept in a car, wallet or purse or simply placed as a bookmark in residential phonebooks that show our non-emergency numbers and boundaries.

A joint education effort by area agencies has never been tried before, and we're expecting great results! To assist us in getting this information to the public we are inviting members of the media to join us on **Wednesday, June 22nd, 9:00am, at the Soth Center (WCCCA), 17911 NW Evergreen Pkwy in Beaverton** for a press briefing. We will have representatives from area communication agencies available as well as posters, stickers, information cards and audio call samples available on tape or via MPEG files that can be sent directly to your e-mail address. Please contact Susan Koch to RSVP or for additional information.

Call 9-1-1 to - Save a Life - Stop a Crime - Report a Fire

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### YOUR PARTICIPATING PORTLAND-METRO COMMUNICATIONS AGENCIES

## KNOW YOUR NON-NUMBER



Bureau of Emergency Communications / Portland  
**503.823.3333**  
Contact: Todd DeWeese



Washington County 9-1-1  
**503.629.0111**  
Contact: Susan Koch



Clackamas County Communications  
**503.655.8211**  
Contact: Mark Spross



Yamhill County Communications  
**503.434.6500**  
Contact: Janis Cameron



Columbia County Communications  
**503.397.1521**  
Contact: Sally Jones



Lake Oswego Communications  
**503.635.0238**  
Contact: Kathy Alford



Newberg-Dundee Communications  
**503.538.8321**  
Contact: Mary Newel

With special thanks to:



Oregon Office of Emergency Management

Ken Keim, Section Director

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