**TOWN NAME Encourages Use of Smart911 to Protect Vulnerable Populations and Emergency Personnel**

*Public Safety Officials Encourage Residents to Sign Up for Free Service That Provides Emergency Responders with More Information in an Emergency*

**TOWN NAME, DATE** – Public safety officials in TOWN NAME are encouraging members of the community to sign up for Smart911, a free service that allows individuals and families to sign up online to provide key information to 9-1-1 call takers during an emergency. The service is especially critical for at-risk and vulnerable populations, including those who may not be able to verbally communicate with 9-1-1 dispatchers and first-responders.

Smart911 has been proven to help get the information of those in an emergency situation to first responders faster and give first responders the context they need when entering a potentially dangerous situation. The program allows individuals to [create a Safety Profile](https://www.smart911.com/smart911/registration/registrationLanding.action) for their household at [www.smart911.com](http://www.smart911.com) or on the Smart911 App that includes any information they want 9-1-1 and response teams to have in the event of an emergency. When a citizen makes an emergency call, their Safety Profile is automatically displayed to the 9-1-1 call taker, allowing the call-taker to send the right response teams to the right location with the right information.

Smart911 also enables dispatchers to initiative a two-way conversation through a text message to collect information and dispatch appropriate resources. Text messaging allows individuals to communicate silently, while enabling emergency responders to maintain a connection with them and collect actionable intelligence to assist police officers and first responders as they arrive on the scene. The information provided through Smart911 Safety Profiles and the ability to communicate via text is critical to improving emergency response in any situation, and is especially helpful for:

* Those who are deaf or hard of hearing, who may be unable to hear the 9-1-1 dispatcher or first responders upon their arrival on scene
* Survivors of domestic violence, who may be unable to communicate verbally if at home with an abuser
* Individuals who are non-verbal and may need to be approached by first responders in a certain manner based on mental health or behavioral needs
* Anyone with existing medical conditions that may require specialized response

“Smart911 enables us to know more about who needs our help and the nature of the situation we are responding to, which can help us respond faster and more efficiently,” said NAME,TITLE. “We want all our residents in TOWN to feel empowered when reaching out for emergency assistance and Smart911 gives us all the tools we need to make that happen.”

All information included in a Smart911 Safety Profile—from addresses and vehicle details to pets in the home and emergency contacts—is optional, and the citizen has the ability to choose what details they would like to include.

Smart911 is currently available in 40 states and more than 1,500 municipalities across the country, and has been credited with positively impacting emergency outcomes including a missing child in which the girl’s photo and physical description were immediately available to 9-1-1 and responders, as well as a heart attack victim where an address and medical notes allowed responders to be dispatched to his location quickly.

The Smart911 App is available on the Apple Store or Google Play. Individuals are encouraged to create their Safety Profile with Smart911 today to have their information immediately available to 9-1-1 and to receive emergency notifications. Smart911 is private and secure, is only used for emergency responses, and only made available to the 9-1-1 system in the event of an emergency call.