

The Who, What and When of

# CITIZEN ENGAGEMENT AND COMMUNITY SAFETY

Keeping residents, visitors and others up-to-date and informed is essential for your community's safety.

Understanding who lives in your community, where they reside, and what extra resources they may need will help you prepare for, respond to and recover from an adverse event faster.

## Who's Part of Your Community

About  
**52**  
Million

Americans are  
age 65 and older

**23**  
Million

Americans, ages  
16-64, have access  
and functional needs

**1 in 5**



U.S. adults struggle with mental health issues, such as depression and bipolar disorder

9-1-1 teams, law enforcement officers, firefighters and other first responders are on the front lines to safeguard your community, yet they're experiencing various issues that may hamper their jobs.

## What Are Some of the Challenges

As **public health officials** grapple with the coronavirus pandemic, many communities are contending with **high unemployment and food insecurity**.

False news stories are **70% more likely** to be retweeted on Twitter than true stories, complicating where community members must go for accurate information.

**Over 10,000** lives can be saved each year by having the specific location of a mobile phone caller when they contact 9-1-1 — information that's not always available during these calls.

So when does communication come into play when it comes to community safety? Communication and information needs to be constantly flowing between agencies as situations develop, requiring coordination between emergency personnel, local government officials and others.

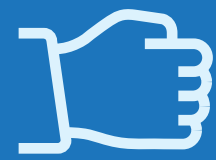
## When Citizen Engagement Is Critical



The U.S. now averages **13** major weather disasters every year, jumping up from six before 2014



About **130** people in the U.S. die every day from opioid overdose



Over **10 million** people a year experience some type of domestic violence

Discover how you can overcome these challenges and strengthen communication and collaboration across other agencies to effectively respond to any critical event.

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