

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. **25 07-97-0007**
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DATE 24 January 1997

TO/DEST. Co-ordinator 9-1-1 Management Board

FROM/EXP. Director Mobility Services and Corporate Fleet Services
 Environment and Transportation Department

SUBJECT/OBJET **9-1-1 PUBLIC AWARENESS CAMPAIGN**

DEPARTMENTAL RECOMMENDATION

That the 9-1-1 Management Board and Corporate Services and Economic Development Committee recommend Council approve the draft proposal for a 9-1-1 public awareness campaign on municipal addressing as set out in Annex A.

BACKGROUND

On 4 October 1996, the 9-1-1 Management Board directed staff to bring forward a proposal for a campaign to raise public awareness of the 9-1-1 service provided in Ottawa-Carleton. This proposal was prompted by some discussion on the issue of municipal addressing. The lack of proper addressing is a serious concern for police, fire and ambulance when responding to a call. Some of the problems identified include buildings without a house number, no standard for the location of the house number and inappropriate illumination for house numbers.

DISCUSSION

Following a meeting with the Director of Information and Public Affairs, staff undertook to research some programmes similar in nature around Ontario and meetings were subsequently held with the Manager of 9-1-1 Emergency Services at Bell Canada. The focus of this campaign will be understanding the role of 9-1-1 in the chain of survival and also, more precisely, promoting the importance of proper municipal addressing. The draft Communications Plan describes objectives, target groups and methods of communication as well as a maintenance and evaluation component. It is proposed to begin this spring.

FINANCIAL IMPLICATIONS

The estimated costs for this campaign include a \$5,000 amount for the reprint of the existing 9-1-1 brochure. All other associated costs will be shared with our community partners, including both the media and business sectors

FINANCIAL STATEMENT

Funds are available in Account No. 012-39111-2210.

*Approved by
Doug Brousseau*

FINANCE DEPARTMENT COMMENT

This represents a pre-commitment against the 1997 operating budget and is subject to Council approval.

*Approved by Tom Fedec
on behalf of Finance Commissioner*

SV/js

Attach. (1)

cc: L. Massender, Chair 9-1-1 Advisory Committee
R. Dolan, Director Information and Public Affairs Department
H. Murphy, Manager Emergency Measures Unit

DRAFT PROPOSAL FOR A PUBLIC AWARENESS CAMPAIGN ON MUNICIPAL ADDRESSING

BACKGROUND

Back in October 1996, RMOC Staff were instructed by the 9-1-1 Management Board to meet and discuss with the Director of Information & Public Affairs, a suitable approach to make known the importance of 9-1-1 services in the chain of survival, and increasing awareness especially in the area of municipal addressing.

From this directive, a draft communications plan is outlined below, identifying programme objectives, target groups, launch and timing, communication tools, maintenance and evaluation procedures.

Several municipalities across Ontario, especially rural areas have embraced municipal addressing public awareness programmes. It is important that house numbers be clearly visible to permit emergency vehicles to respond as quickly as possible.

OBJECTIVES

Ambulance, police and fire services require residents to have their addresses visible and clearly lit at night in order to minimize time and efforts in responding to emergency situations.

This plan's main objective will be to promote the role of 9-1-1 and illustrate how and why the residential municipal addressing becomes a key link in the chain of survival.

TARGET GROUPS

The public need to be made aware of the importance of proper addressing. To illustrate this message, a local media personality with an interest in the Community would serve this programme well. The programme begs for many visual opportunities, therefore a media link up with television would be preferred.

A secondary group would be school children. From kindergarten to grade 6, the addressing issue is of great importance. Most children may know their home address, however they must understand the importance of how to communicate their residential address.

LAUNCH AND TIMING OF THE PROGRAMME

For many, improving home addresses to ensure they are properly identified could be somewhat of a challenge during winter months. This type of message is clearly a spring time task well associated with renewal, spring clean-up and odd jobs around the house.

The spring lends itself well to launch new school activities.

This programme offers the opportunity for yearly 9-1-1 campaigns. If the RMOC embarked on an **annual “9-1-1 Week”** with perhaps a different message every year or one year one message that could be repeated the following year with the addition of a new message and so on, the public would be therefore reminded every 12 months, at spring time of what needs to be done to their environment in order to make it safe.

Example of a slogan:

Regional Council along with the 9-1-1 Management Board present in March :

9-1-1 Week-

If we can't find you, how can we help you!

or

9-1-1 Week

Your home address is the key!

Planning such a campaign requires anywhere from 6 to 8 weeks and could last a period of one week of promotional activities. The information however in schools could be used over a longer period of time.

COMMUNICATION TOOLS

Brochure

An existing brochure promotes the 9-1-1 service. It could easily contain the municipal addressing information. (Seek private sector sponsorship.)

Regional Council Meeting and Public Service Announcement

The Chair declares publicly 9-1-1 Week in April at a Council meeting. Public Service Announcement released with an outline of the programme activities and partners.

A media kit is prepared and sent to all media, including community newspapers with canned articles and photos of proper addressing issues.

Private Sector Partnership

All hardware stores are invited to participate in our programme by handing out our brochure and setting up an in-store proper display of residential address numbers. They benefit from additional sales.

MAINTENANCE AND EVALUATION

The supply and demand of the 9-1-1 brochure would clearly indicate the level of interest from participating stores. Private sector sales are also indicators of the programmes success. Feedback from local papers along with schools requests for more information on the programme are all effective evaluation tools. Police, ambulance and fire services will be a ongoing resource in evaluating the effectiveness of the programme.

Media Representative from the Community

A local television media representative adopts the programme and commits for one year to support the 9-1-1 Week message. The station commits to covering the event and furthermore creates 3 or 4 vignette type situations where proper addressing becomes a crucial issue in helping save lives, etc. The media would work closely with police, fire and ambulance to demonstrate how everyone is an important player. The Media rep then takes on a very important projected identity somewhat like William Shatner in the 9-1-1 Emergency TV programmes.