

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

REPORT  
RAPPORT

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Our File/N/Réf.            03 02-97-0009  
Your File/V/Réf.

DATE                        16 June 1997

TO/DEST.                 9-1-1 Management Board

FROM/EXP.                Co-ordinator, 9-1-1 Management Board

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

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### **REPORT RECOMMENDATION**

**That the 9-1-1 Management Board consider the presentation to be provided by the Communications Co-ordinator with respect to the 9-1-1 Public Awareness Campaign.**

### **BACKGROUND**

On 9 May 97, the Management Board received a detailed update on the public awareness campaign scheduled for the fall 1997. An extract of the Minute of 9 May 97 is appended for ease of reference.

The Communications Co-ordinator will provide a further update at the meeting on 27 June 1997.

*Approved by  
Rosemary Nelson*

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2. 9-1-1 PUBLIC AWARENESS CAMPAIGN - UPDATE  
- Co-ordinator, 9-1-1 Management Board report dated 15 Apr 97

Suzanne Valiquet, Communications Co-ordinator indicated that a sub-committee has been formed whose main goal is to create the public service announcement highlighting the importance of civic addressing. She distributed documentation which contained information about the campaign and the membership of the sub-committee.

Although the original campaign launch date was to be early May, Suzanne indicated it has now been changed to early fall 1997, with the hopes of launching the campaign from the 9-1-1 Communications Centre at 474 Elgin Street. The later launch date is appropriate given the fact summer holidays will be over then and children will be back in school. It was even suggested the Region declare a "9-1-1 Awareness Day" to initiate this campaign. The sub-committee will report back to the Board with a detailed media relations plan, following the press conference in September. Further, Ms. Valiquet indicated that CJOH has agreed to air the public service announcement over the summer (at a minimum cost). There is also a possibility of developing a public service announcement for the radio.

Ms. Valiquet indicated the sub-committee has also made some changes to the 9-1-1 brochure which is produced by the Region, with a view to redesigning it somewhat with information on proper home addressing issue, in addition to the usual statements about what 9-1-1 is, how it works, et cetera. The sub-committee will report back to the Board with a draft text for its review. The brochure will be distributed through Home Hardware stores and fire and police departments through educational visits and at special events. The other targeted audience for the campaign is school children and as part of Bell's Ambassador Program, 6000 copies of the "9-1-1 Activity Booklet" will be distributed to Grade 2 students throughout the Region. A companion booklet is also available for the teachers. She went on to state that they wanted to ask principals of the schools that are interested in doing this and to continue working with them during the fall. The sub-committee has learned that a certain per centage of 9-1-1 calls are not emergencies and it wanted to take this opportunity to emphasize what exactly an emergency is to children.

She indicated that Home Hardware have agreed to donate \$10,000 on the understanding that:

- 1) the 9-1-1 Management Board provide guidelines as to which materials will be purchased in their stores to complement the message, taking into consideration both rural and urban areas;

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- 2) that their logo appear on the brochure and on the public service announcement;  
and,
- 3) that they be given the opportunity to place a discount coupon in the brochure.

The Board was comfortable with the new launch date and Inspector Erfle advised it would not pose any problems to launch the campaign from the ComCentre on Elgin Street. Heather Massender noted the hand-out distributed by S. Valiquet made reference to the brochure being distributed through police and fire and suggested “ambulance” be added as well. The Board concurred with this modification.

In discussing Condition 1 proposed by Home Hardware, Chair Kemp believed the fire prevention/public education people in the fire departments would be the best people to come up with those guidelines. Dave Cranidge, Ottawa Fire Department indicated he and Dave Wilcox of the Nepean Fire Department (both members of the sub-committee) are involved in public education and know their counterparts in the other municipalities and could provide some assistance in this regard.

Councillor Kreling was concerned that the Region might suggest to the public what is appropriate signage for civic addressing, and six months from now, the area municipalities draw up by-laws that may or may not conform to what the Region has promoted. He believed there was some merit in bringing some of those groups together soon to discuss it.

Wayne Perrin responded to the previous comments by stating the emergency service people have always given the same answer with respect to house numbers: that they be lit or reflect light. He suggested the guideline should state the house number be illuminated or ones that reflect light and are visible from the roadway. Inspector Erfle added size and colour also can play a part in civic addressing.

Questions arose on guidelines for signage in the rural areas and S. Valiquet confirmed Home Hardware is aware of the types of signs to be used and will stock accordingly. Chair Kemp suggested the sub-committee might be able to come up with the best guideline for what materials should be stocked.

S. Valiquet indicated this campaign will bring this issue “to light” and people will become more aware of the necessity of proper signage. She emphasized the importance of having a set standard i.e. size, lit or reflective, location of sign, et cetera.

The Board agreed to include the Home Hardware logo on the brochure and the public service announcement and to their request to place a discount coupon in the brochure.

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Ross Maxwell questioned what became of the Board's original intention to use a high-profile individual i.e. a player from the Senators, for the public service announcement. S. Valiquet advised there was a problem of availability for them at this time and when the 9-1-1 Advisory Committee discussed this issue in March, they concluded it might be easier to highlight the three emergency services and use representatives from those agencies for the public service announcement (PSA). She suggested that if the Board decides to do a second campaign, there might be an opportunity then to get one of the players for the advertisement. The main objective right now is to get this campaign "off the ground". R. Maxwell was very disappointed with this news, noting the Senators might be available come September and the coach, Jacques Martin has a high profile in the community. S. Valiquet indicated the sub-committee could look into pursuing his interest if it is the wish of the Board. Chair Kemp advised there are probably a few players who live in Ottawa-Carleton all year and who might be available for the PSA. S. Valiquet indicated she would contact them with a view to determining their availability for a fall campaign.

Councillor Kreling questioned whether staff are familiar with other areas of 9-1-1 where partnership like Home Hardware has been used. S. Valiquet advised this business was the first one they approached and because they were interested, no other businesses were contacted. She reminded members that Home Hardware have worked with some of the rural municipalities for their signs, so they are well aware of the issue. The councillor questioned whether only the brochures distributed through Home Hardware stores will include a coupon and S. Valiquet advised the coupon will be printed on all brochures. In response to further questions, she confirmed the contribution by Home Hardware is only for one year.

Councillor Kreling suggested it was not opposed to the idea of using Home Hardware, but you have to be aware there could be the downside of those things. Home Hardware will get a certain return on that type of public awareness advertisement. The installation could be \$30 and if you can save 10% with the coupon that's great; if you get questions on it you have to be aware its a one year program and that is something that we may get questioned on. R. Maxwell added that we have to be aware that we're creating a standard and are we giving them exclusive first shot on what the standard is through the RMOC. Chair Kemp advised it will be a standard in that it will be a certain size, colour, et cetera.

Gerry Trudel, who attended on behalf of Superintendent Patrick Moyle, suggested other stores such as Beaver Lumber and Cashway might have wanted an opportunity to participate and S. Valiquet advised if those and other stores are interested in purchasing the product they can do that; she emphasized the public doesn't necessarily have to go to Home Hardware to find what they're looking for. It was suggested that before the actual public announcements are made, that stores such as Canadian Tire, Beaver

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Lumber, et cetera are informed the Region intends to create a standard for signs and that they can expect people to come to their stores looking for certain signs. Dave Cranidge indicated the City of Ottawa has set out specific guidelines on how to solicit sponsorship; however, Chair Kemp stated this is a Regional campaign and advised it was not within the Board's purview to set such guidelines. The Solicitor, Geoff Cantello, indicated there is a Regional policy for sponsorship that exists and he agreed they did not have to go exclusively with Home Hardware. The advice to the sub-committee, therefore, was to follow Regional policy with respect to sponsorship.

The Board reviewed the script prepared by D. Cranidge for the public service announcement which features a tiered response to a night-time medical emergency that none of the agencies can find because the house number is not visible. A medical emergency was chosen because all three agencies respond to such calls and the PSA illustrates the importance of having large street numbers that are easily seen at night and the sometimes fatal consequences when they are not. He stressed the message has to be strong in order to have the desired impact on viewers. H. Massender thought something a little more hopeful at the end might be more appropriate, particularly as young children will probably see this announcement. D. Cranidge emphasized that if there is the slightest hope the person can be saved, viewers will not take it as seriously. Some members maintained that if young viewers see the ad, it might have an even greater impact because they will tell their parents to ensure their house number is visible at night.

With respect to the closing statement "Learn more at your local Home Hardware store", G. Cantello indicated it has to be clear who people can contact should they have questions about this campaign. At his suggestion, the Board agreed the logos for both the RMOC and Home Hardware could come up at the same time at the end of the commercial. Specific questions about how to properly sign a home should be directed to the local municipality, and after a brief discussion, the Board agreed that the Region's 24-hour information number should appear as well.

**That the 9-1-1 Management Board receive this verbal update for information.**

RECEIVED