



King County

PUBLIC EDUCATION & TRAINING
STRATEGIC OBJECTIVES
2019-2025

King County
E-911 Program Office



King County E-911 Program Office Public Education & Training 5 Year Strategic Objectives

The Enhanced 9-1-1 (E-911) Program Office administers the emergency 9-1-1 telephone system in King County. In partnership with the twelve call centers in King County, the 911 system helps facilitate quick and professional 9-1-1 service to all of King County.

2019 – 2025

King County E-911 Advisory Committee

The Program Office would like to thank and recognize those who participated in the creation of this living document that will shape the future of the Public Outreach and Training Development for King County 911. The time and effort were substantial.

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MEASURING SUCCESS:

Overall success will be measured based on goals established at the objective level. To do this effectively, the following approach will be followed:

- Establish long term goals for each objective that align with the intended results/outcomes.
- Create an implementation plan for each objective.
- Within the implementation plan, establish milestones that will be used to trigger evaluation of progress towards goals.
- Once goals, implementation plans, and milestones are in place, an information collection and analysis plan will be developed to monitor the key progress indicators (KPIs) that have been outlined in this document.
- It is critical to understand that monitoring KPIs will serve two very important purposes:
 - Measuring success, which answers the question:
 - “Are we on track to achieve our overall goals and, therefore, intended outcomes?”
 - Continual improvement, which answers the questions:
 - “What have we learned about the factors that influence progress?”
 - “How can we use that information to improve our approach for better, faster, higher quality outcomes?”
 - How do we course correct for areas where we are not on track to achieve the goals?”
- To effectively serve both purposes, it is likely that KPIs will be a combination of quantitative metrics and qualitative information.
- Additionally, it will be important to recognize that the plan to monitor KPIs will need to be developed in a way that meets budgetary and other resource constraints.

Objective #1 – A Comprehensive Public Education Plan

Create a Comprehensive and Rolling 5 – Year Public Education Plan for King County. This plan will encompass all aspects of 911 Public Education in multiple languages, to include community outreach and educational outreach to schools, Deaf & Hard of Hearing communities, Domestic Violence victims and advocates, the Elderly, etc. to reflect the diversity of the communities and the Equity and Social Justice goals of King County.

Intended Results / Outcomes

- Short- & long-range preparedness to inform budgets, staffing needs and workload
- Informed and educated communities on how/when to call 911.
- Reduction of inappropriate 911 calls.
- Confidence in the 911 system.
- Callers are aware of the best service for their needs.
- Callers are aware of service advantages, disadvantages and limitations.
- Callers are aware of other resources that are available (non-emergency, TTY, Text).

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #1 include, but are not limited to, the following measures:

- Number of agencies in King County implementing the Public Education Plan with a target of 100%.
- Number of events attended by team members in culturally diverse communities.
- Number of materials distributed in different languages and receptivity by multicultural communities.
- Number of schools and community clubs that are engaged in the training.
- Number of engagement opportunities and individuals reached.
- Quantitative and qualitative indicators of retention.
- Increase in the use of language line and TTY (Teleprinter/Teletype/Teletypewriter), and Relay services during 911 calls.

Initiatives / Priority Projects

- Develop and sustain a 5-year work plan with specific task, timelines, events and engagements
- Create specific, repeatable and scalable education materials.
- Create opportunities and participation in community events.
- Partner with groups with similar learning platforms to engage in events with civic groups and associations.
- Interact with diverse communities, schools, social clubs, neighborhood groups.

Objective #2 – A Diverse Public Educator Team

Have a Public Educator team made up of local public safety partnering agencies and stakeholders, reflective of the diversity in the communities.

Intended Results / Outcomes

- A dynamic and ready team working on deployment and sustainment of the Public Education plan with similar issues and establishing consistent messaging.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #2 include, but are not limited to, the following measures:

- Team participation goals met.
- Teams' collaborative efforts produce messaging that is reflective of the diversity in the community.
- Team members' ethnicity and demography are representative of the diversity in the community.
- Number of annual team engagements with other partner stakeholder groups.

Initiatives / Priority Projects

- Outline specific and comprehensive work for the team.
- Prioritize initiatives for each year and timelines for stronger engagement.

Objective #3 – Participation with Regional and State Committees

PSAP and Program Office participation in Regional and State 911 public education and training workgroups and sub-committees.

Intended Results / Outreach

- Engagement and influence with statewide initiatives.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #3 include, but are not limited to, the following measures:

- PSAP and Program Office participation goals for Regional and State 911 committees are met.
- Each initiative launched has enough funding and support to be maintained.
- Each initiative meets its engagement goals.

Initiatives / Priority Projects

- To be determined by the Regional and State Committees.

Objective #4 – A Community Based Outreach Program

Provide an ongoing external education outreach program connecting the community with 911.

Intended Results / Outreach

- Informed and educated communities on how/when to call 911.
- Reduction of inappropriate 911 calls, hang up calls and misdials.
- 911 system supports access and functional needs for those in vulnerable, culturally diverse, or English as a second language communities with a lens on equity and social justice, deaf and hard of hearing, domestic violence, school age children, young adults, international students and international communities.
- 911 profession is promoted as a career path in all communities.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #4 include, but are not limited to, the following measures:

- The annual goals for team members' participation in events are met.
- The annual goals for participation and engagement by schools and community organizations are met.
- The annual goals for 911 literature distribution, including those in underserved, vulnerable and multicultural communities, are met.
- Touch points through personal interaction or connection are proactively designed and executed to achieve meaningful engagement.
- Retention of information from curriculum improves over time.
- Reduction in the number of inappropriate 911 calls.

Initiatives / Priority Projects

- Foster regional partnerships to share learning on similar platforms (EMS, Fire, Police, Domestic Violence Advocates, Deaf & Hard of Hearing community advocates, etc.)
- Utilize professional organizations and media outlets when necessary.
- Identify what communities, advocates, school leaders, parents want and need in their learning environments.
- Create a broad scheduled approach to in-school learning opportunities.
- Create scheduled and routine events with community based vulnerable and culturally diverse groups.
- Participate in primary school assemblies, classroom and community events.
- Provide age appropriate curriculum, projects and presentations for home, school and community learning opportunities.
- Develop an annual training retention survey.
- Develop a manageable tracking system.
- Engage in events with junior & senior high schools (i.e. Resource fairs, job fairs).

Objective #5 – An Informed and Politically Active Public

Public outreach to emphasize the importance of state and local initiatives and the impacts of legislation changes.

Intended Results / Outreach

- Community political support for 911 initiatives.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #5 include, but are not limited to, the following measures:

- Number of sponsored legislations passed.
- Number of partners and stakeholders who testify in support of King County sponsored legislation or King County's position on legislation.
- Number of outreach materials supporting sponsored legislation provided/distributed by partners and stakeholders.
- Number of partnerships created to deliver the message.
- Partnership collaboration results in increased opportunities for support of 911 initiatives.

Initiatives / Priority Projects

- Create public presentations telling the 911 story.
- Consistent engagement with community, service and civic groups (Kiwanis, Rotary, PTA, associations, etc.).
- Topic specific media campaigns.

Objective #6 – Enhancement of Public Safety Telecommunicator Training

Enhance Public Safety Telecommunicator training and advocate for stronger professional development training for the 911 community. Continue Program Office on-site training supporting relevant professional development and networking.

Intended Results / Outreach

- Increased capacity to develop, foster and sustain a professional workforce.
- Central training location.
- Networking opportunities.
- Larger audience specialized training.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #6 include, but are not limited to, the following measures:

- Participation in training program increases over time.
- Tenure in positions grow over time.
- Information retained from training programs seamlessly integrates to operations in the field.
- Number of staff who promote internally and in the industry.
- Staff satisfaction reflected in the workplace environment.

Initiatives / Priority Projects

- Develop an online training program in conjunction with State 911.
- Provide/share professional development training.
- Provide/share professional behavioral training.
- Consider T1 & T2 training at the Program Office.
- Provide motivational and inspirational presentations.

Objective #7 – A Training Resource for PSAPs

Develop a comprehensive training plan and resource library for PSAPs with a shareable calendar of events and training.

Intended Results / Outreach

- Consistent, relevant and timely training for all King County PSAPs
- Optimizing quality training opportunities for all PSAPs.
- Training that can be viewed or engaged with while remaining in the Comm Center or at a console.
- Onsite training for larger audiences, encouraging networking, training and practical application.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a holistic evaluation of relevant KPIs. KPIs for Objective #7 include, but are not limited to, the following measures:

- An increase in PSAP staff member engagement in the resource over time (engagement includes using and contributing).
- An increase in the number of resources that are available and leveraged in the community.
- Exposure to and retention of information provided through resources increases over time.

Initiatives / Priority Projects

- Identify PSAP needs.
- Create a timeline for production or purchase of materials.
- Determine appropriate location to house materials (i.e. E-logic or something similar).
- Create a shareable training calendar.

911 Education Plan – Using 911

Each age group, community group, member of a vulnerable community has a different need and expectation of 911. This is a comprehensive breakdown of the training and outreach directed at each group individually.

Age Group / Grade

- 3 – 4 years of age
- Pre-School or Day Care Facilities
- Pre-Kindergarten

Tools

- Emery coloring books
- Crayons
- Stickers
- FAQ sheet to parents, teachers and community leaders
 - Key messages: cell phones are not toys, even disconnected ones; know your location, etc.

Objective

- Introduce or reinforce 911 training.
- Children know when, and how to call 911.
- Children know how to answer the question “what is your location”.

Goal

- Ability to identify a:
 - Fire Truck
 - Police Car
 - Ambulance
- Ability to identify what 911 is for.
- Able to provide their full name and the names of their parents or guardians.
- Able to provide the name of their school, day care or housing development and/or address.
- Able to locate a phone and be able to successfully call 911 even if the phone is locked.

Age Group / Grade

- 5 – 6 years of age
- Kindergarten
- First Grade

Tools

- Emery Storybooks for reading time
- Visual tools and videos
- Telephones – either fake or dead cell phones
- FAQ sheet to parents, teachers and community leaders
 - Key messages: cell phones are not toys, even disconnected ones; know your location, etc.

Objective

- Understand appropriate interaction with the 911 Telecommunicator.
- Know why they called 911 and what assistance they need (Police, Fire, or Medical).

Goal

- Children are able to provide their home address.
- Children are able to provide the name of an emergency contact (mom, dad, guardian, grandparents, friends' parents, etc.).
- Children have the confidence to communicate what they are seeing and hearing, and the ability to identify their exact location.
- Ability to call 911 even if the phone is locked.

Age Group / Grade

- 7-9 years of age
- Second Grade
- Third Grade
- Fourth Grade

Tools

- Officer, Firefighter and Paramedic visits
- Visual tools and videos
- Cell phone props, educational materials
- Mascot/costume for presentations, school assemblies, etc.

Objective

- Reduction in the number of inappropriate or false 911 calls.
- Children know how and when to call 911 and what information to provide.
- Discussions on the availability and proper use of text to 911 and "Over the Top" apps.

Goal

- Understand it is not okay to make inappropriate or false calls to 911.
- Able to provide their home address and emergency contacts.
- Know they will not be in trouble if they accidentally call 911, to not hang up but explain the call was accidental.
- Ability to call 911 even if the phone is locked.

Age Group / Grade

- 10 - 11 years of age
- Fifth Grade
- Sixth Grade

Tools

- Parent FAQ handout (good cell phone behavior, importance of knowing location, etc.)
- Visual tools and videos
- Officer, firefighter and 911 visits and discussions
- Address information sheets

Objective

- Reduction of the number of inappropriate or false 911 calls.
- Verify children know why, how, and when to call 911.
- Introduction to good habits while using a cell phone.
- Reinforce good habits when calling 911.

Goal

- Know it is not okay to make inappropriate or false calls to 911.
- Reminder to:
 - Always be aware of their locations
 - Pay attention to where they are
 - Not to walk and look at their cell phones
 - Of personal safety with cell phones
- Know the importance of answering the questions asked by the 911 Telecommunicator.
- Understand the importance of actually calling 911 and not taking a video to post on social media.
- Understand the limitations of 911 services such as videos, special characters in a text, “Over the Top Apps., etc.
- Ability to call 911 even if the phone is locked.

Age Group / Grade

- 11 - 13 years of age
- Seventh Grade
- Eighth Grade

Tools

- Videos
- Activity sheets
- Pop quizzes and small prizes

Objective

- Full understanding of text to 911.
- Reinforce what 911 is, when and how to use it properly.
- Awareness of 911 initiatives (know your location, Call if you can – text if you can't)
- Reminder "Don't let peer pressure deter you from doing the right thing."

Goal

- Able to identify when to call 911.
- Able to build on elementary school basic 911 education.
- Able to identify when to use text to 911, don't use abbreviations
- Understand limitations of current technology (special characters, Emojis, videos).
- Reinforce the importance of actually calling 911 and not taking a video to post on social media.
- Reinforce the limitations of 911 services such as videos, special characters in a text, "Over the Top Apps., etc.
- Ability to call 911 even if the phone is locked.

Age Group / Grade

- 13 - 18 years of age
- Ninth Grade
- Tenth Grade
- Eleventh Grade
- Twelfth Grade

Tools

- Videos
- E-learning courses
- Pop quizzes and small prizes

Objective

- Full understanding of text to 911.
- Reinforce what 911 is, when and how to use it properly.
- Reminder “Don’t let peer pressure deter you from doing the right thing.”
- Ensure good cell phone and 911 habits as the young adult moves into adulthood.

Goal

- The young adult can identify the appropriate emergency use of 911.
- Clear understanding of 911 initiatives (call if you can, text if you can’t, know your location, accidental dial – don’t hang up).
- Understanding of the limitations of technology and the importance of knowing their location.
- Reinforce the importance of not taking video, actually call in an emergency, not using “Over the Top Apps., etc.
- Videos of public safety events are not for social media.
- Ability to call 911 even if the phone is locked.

Intended Group

- Domestic Violence Victims and advocates

Tools

- Addendums to current Domestic Violence brochures.
- Circular/newsletter provided to Domestic Violence advocates and law enforcement agencies.
- Information updated on websites geared towards Domestic Violence victims.

Objective

- Acquaint Domestic Violence victims with reporting resources through systems already in place including literature, advocates and law enforcement contacts.

Goal

- The caller is aware that they can call 911 at any time to report domestic violence without judgement.
- The victim or witness understands the concept of “call if you can, text if you can’t”. With emphasis to ensure their safety when reporting/calling for assistance.
- The victim or witness understand the limits of technology and the importance of knowing their location when calling for help, not using, Over the Top Apps., etc.

Access and Functional Needs Groups

International College Students and Faculty

International Communities

Tools

- Handouts in multiple languages.
- Give the guidance counselors and housing staff at the colleges the tools to be able to answer questions on safety, calling 911 and emergencies.
- Community events where Officers, Firefighters and 911 personnel talk with different international groups providing public safety information.

Objective

- Introduce 911 to International communities and students defining why, how and when to call.
- Assist international communities to feel comfortable with emergency services.

Goal

- Give international community members an overview of personal safety education (i.e. not walking with headphones on, staring at the phone while walking, awareness of surroundings and location, etc.)
- International community members know how, why and when to call or text 911.
- International community members know language services are available for use at no charge.

Deaf and Hard of Hearing

Tools

- Handouts

Objective

- Deaf and Hard of Hearing community engaged in 911 issues and aware of the use of 911 and associated services (text, relay).
- Track the number of interactions with 911.
- Increase number of engagement opportunities and participants.

Goal

- Callers are aware of the best service for their need; aware of service advantages and limitations.
- Aware of the most important information needed.
- Aware of other resources (non-emergency).

General Adult Population

Tools

- Single sheet handouts.
- Magnets
- Grocery bags
- Public safety events and fairs

Objective

- Reinforce what 911 is, when to use it and how to use it correctly.
- Full understanding of text to 911.
- Community members provide exposure to 911 initiatives.

Goal

- Correctly identify when to call 911 and the importance of using 911 instead of the business line for emergencies.
- Identify what an actual emergency is, and not be hesitant to call 911.
- Understand how 911 calls route based on location and potential transfers to another PSAP.
- Understand when it is appropriate to use Text to 911 and impacts of “Over the Top Apps.
- Appropriate use of characters in a text message and technical limitations (Emojis, video, etc.)
- How to articulate important and necessary information in a text (plain English, no abbreviations, etc.).
- Decrease the number of “test” and text 911 calls.
- Impacts of hang-up calls or misdials – stay on the line.

This document was adopted on June 28, 2019.