

## **The Citizens of the Gothenburg Area Benefit From 911 Center Being The First In Nebraska To Offer Smart911 To Citizens**

*City Officials Urge Citizens to Create a Safety Profile Providing Emergency Responders with Critical Information that Can Save Time and Lives*

On December 11, 2012 the North Platte 911 Center, who provides all emergency communications for the Gothenburg area, announced that Smart911 is now available to all citizens for free to enhance 9-1-1 emergency services. Smart 911 enables citizens to create a Safety Profile online that can include any information about their household that they want 9-1-1 to have in an emergency. When an emergency call is made, their profile is immediately delivered to the 9-1-1 call taker, resulting in far greater emergency response effectiveness and saved lives.

“Currently when we receive an incoming 9-1-1 call, we have limited information. That is especially true for calls from mobile phones,” said Mary Ann Agler, Telecommunications Supervisor for the North Platte 911 Center. “Having more information to better understand the situation is an immeasurable benefit to our call takers.” Information from a profile can also be passed on to responders in the field. “Knowing what kind of situation we are walking in to can help us to better plan our response to save time, and ultimately lives,” said Lt. Steve Reeves, North Platte Police Department. “Knowing vehicle information can assist us in locating an accident, or knowing there are pets on the property can help us provide a safe response for the citizen and our officers”

Gothenburg Police Chief Randy Olson agrees with them. “This type of information the citizens provide in their Safety Profile, will be invaluable to Emergency Responders. We have never had the ability to have this type of information available as we respond to Emergencies. It is amazing that when the communications center receives a 911 call the Safety Profile is displayed immediately to the dispatchers all without having to say a word. And this is at no additional cost to the Gothenburg Area Citizens.”

Smart911 is a nation-wide service that is entirely private and secure. Citizens can create a Safety Profile at [www.Smart911.com](http://www.Smart911.com), entering any information they want made available about themselves and family members, a residence, even pets. This can include data on medical conditions, disabilities and/or special needs, children’s photos, home addresses of mobile phone callers, home utility details and emergency contacts.

“Knowing special needs, bedroom locations, how many people are in a home, and such can make a significant difference in a house fire or other type of Emergencies,” said Gothenburg Volunteer Fire Department Chief Mark Ballmer. “Anytime we can gain information while responding to an incident helps us determine what equipment and how we are going to approach the problem in advance”

Smart911 is currently available in 26 states and over 300 municipalities. Having a Safety Profile has positively impacted emergencies across the country, including a missing child call during which a girl’s photo and physical description was distributed to deputies while the mother was still on the phone with 9-1-1. The girl was recovered safely soon after the call was placed and law enforcement was far ahead of the normal timeframe when responding to the call.

“By deploying Smart911 and urging citizens to create a Safety Profile, North Platte is demonstrating their commitment to delivering the most effective emergency services possible to area citizens,” said Tom Axbey, president and CEO, Rave Mobile Safety. “Municipalities are realizing how detailed information can dramatically improve emergency outcomes, and as this public/private partnership expands, we can look forward to increased public safety across the entire country.”

### **About Rave Mobile Safety**

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