



Sign up today. Because every second counts.



OEMC

CRITICAL CALLER DATA FOR 911 RESPONDERS

SMART911 PROGRAM OVERVIEW

Purpose

- ❑ OEMC has scheduled a launch date of mid-to-late September to begin utilizing Smart911 software.
- ❑ On this date, the profiles of those enrolled in Smart 911 will be available to our call takers, and the information will be used by dispatchers and ultimately CPD and CFD during an emergency.
- ❑ As we build up to launch date, OEMC is conducting a public awareness campaign with the goal of enrolling thousands of Chicago residents who can benefit immediately upon the system “going live”.
- ❑ Smart911’s services will only be effective to first responders if we have a critical mass of individuals enrolled.

SMART911 OUTREACH + EDUCATION PROCESS

- OEMC has begun process of educating about program and enrolling residents in Smart911 at events
- Comprehensive outreach plan includes partnering with all relevant City agencies, Aldermanic offices, public information outlets to increase awareness
- As part of strategy, OEMC has identified points of support within the below communities to act as force multipliers, as well as upcoming community events, to spread awareness within these communities with specifically tailored messaging:
 - ▣ People with Disabilities
 - ▣ Mental Health
 - ▣ Autism
 - ▣ Parents/Youth
 - ▣ Medical Community
 - ▣ First Responders
 - ▣ Domestic Violence
 - ▣ Pet Owners
 - ▣ Multilingual Communities

WHAT IS SMART911?

- ❑ A free online app that allows you to create a custom 9-1-1 Safety Profile for you and your family.
- ❑ The Safety Profile for residents can include as little or as much information as needed about themselves and their family members.
- ❑ The profile can be linked to any number of addresses you may frequent (home, work, etc.) as well as any phone numbers you wish to add.
- ❑ The profile will be shown to 9-1-1 call takers ONLY when you call 9-1-1; pertinent information will be shared with first responders for the response as usual.



WHY USE SMART911?

- As a call is made from a phone registered with Smart911, **any city or state** that has Smart911 will recognize the phone number and will display the information that was provided by the registered caller.
- 32 million people use Smart911 for personal and family preparedness in over 1,000 communities. This includes statewide implementations in Michigan, Delaware, and Arkansas. Locally, DuPage County has been using Smart911 since 2010, Naperville since 2013 and Cook County Sheriff's Office since 2015. Chicago will become the nation's largest single user of Smart911.
- Over 10% of 9-1-1 calls nationally are processed through Smart911.
- Approximately 75% of 9-1-1 calls are made using cellular phones that lack detailed location information.

What Can My Smart911 Safety Profile Include?



Family

Include all members of your household, including their photos. You can also add all landlines and mobile numbers and who they belong to.



Address Details

Let responders know how to access your home, bedrooms, utility shut offs, and if you live in a multi-unit building.



Medical Information

EMS can be aware of medical conditions, medications, and if special equipment will be needed in an emergency.



Animals

Add your pets, service animals, and livestock, including their names and vet information so responders are aware of them if they need to enter your home.



Vehicles

Add details such as make, model, and license plate number in the event of an accident.



Emergency Contacts

Include family members, friends, or neighbors who should be contacted in the event of an emergency.



SMART911 IS SECURE

- Call takers and emergency response personnel can only see a Smart911 profile when the resident makes a 9-1-1 call
- The information is only made available when it has been verified through Smart911 on each call
- Highest levels of security certifications
- In 7 years, government agencies have not experienced any security breaches
- All data collected is encrypted at every level and is not searchable by call takers



© 2014 Pearson Education, Inc. or its affiliate(s). All rights reserved. Pearson Education, Inc., publishing as Pearson Benjamin Cummings, 101 Philip Drive, Assinippi Park, New York, NY 10984-2135. Pearson Education, Inc., publishing as Pearson Education, Inc., 501 Boylston Street, Boston, MA 02116-5093. Pearson Education, Inc., publishing as Pearson Education, Inc., 100 Brook Hill Drive, Essex, NJ 07020-5828. Pearson Education, Inc., publishing as Pearson Education, Inc., 3501 Market Street, Philadelphia, PA 19104-2899. Pearson Education, Inc., publishing as Pearson Education, Inc., 595 University Avenue, New York, NY 10017-2398. Pearson Education, Inc., publishing as Pearson Education, Inc., 800 University Avenue, San Francisco, CA 94133-9800. Pearson Education, Inc., publishing as Pearson Education, Inc., 3501 Market Street, Philadelphia, PA 19104-2899. Pearson Education, Inc., publishing as Pearson Education, Inc., 595 University Avenue, New York, NY 10017-2398. Pearson Education, Inc., publishing as Pearson Education, Inc., 800 University Avenue, San Francisco, CA 94133-9800.

[illegible]

CHICAGO SMART911 FOCUS AREAS:

Disability Community

- Deaf/hard of hearing individuals, individuals with mobility disabilities, blindness/visual impairment, intellectual disabilities, non-apparent disabilities, e.g. epilepsy, diabetes

Helps People with Disabilities:

- Establishing individual and/or family Safety Profiles that include medical information/history, home layout and communication preference for call taker to initiate text capability saves time during an emergency with the goal of saving lives.

Targeted Community Outreach:

- MOPD, Access Living, disability advocacy organizations
- Special Olympics 50th Anniversary event/ongoing program participants



<https://www.ravemobilesafety.com/video-resources/smart911-psa-arkansas-association-deaf>

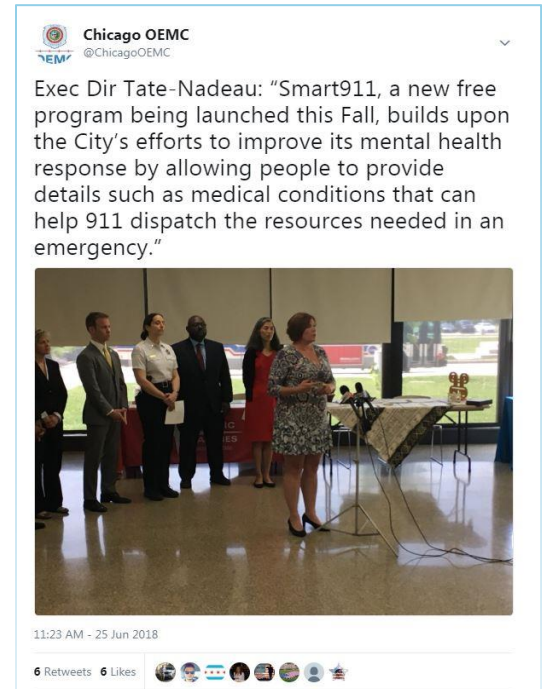
CHICAGO SMART911 FOCUS AREAS:

Mental Health Community

- ❑ ***Recommendation of Police Accountability Task Force as mechanism to improve City's Mental Health response,*** building on collaborative citywide initiatives across City. Currently in 2018, OEMC is on track to identify over 36,000 CIT events – a **537%** increase over 2015.
- ❑ Critical personal and family details provided in Safety Profiles such as disabilities, behavioral and medical notes, and possible mental health triggers so first responders will have more information to better assess emergency situations and mental health crises.

Targeted Community Outreach Partners:

- Mental Health Steering Committee members – NAMI Chicago, The Kennedy Forum, CPD, CDPH, CFD, UIC, among others
- Roseland - Southside Outreach Project
- Jesse Brown VA Hospital Suicide Prevention Program



CHICAGO SMART911 FOCUS AREAS:

Domestic Violence

Helps Victims:

- Offers a way to safely and securely pre-identify their situation to emergency personnel – quicker dispatch for faster response
- Creates connection, allows victims to relay information non-verbally to call takers during incidents.
- Safety Profiles provide additional info: medical conditions, medications, other residents of home, home layout, etc.



Faster Help For Domestic Violence Victims

With Smart911, you can alert 9-1-1 and first responders that you're at risk of abuse so they can better help you in an emergency. Smart911 is free, private, secure, and protects over 22 million people nationwide.



Personal Details
You can tell if someone is at risk of domestic violence and their history of domestic violence.



Medical
First responders can help you faster when you provide your address, access codes, and other details about your home's layout.



Home
First responders can help you faster when you provide your address, access codes, and other details about your home's layout.



Emergency Contacts
List the emergency contacts you want to be notified if you need to call 9-1-1.

 **Smart911.com™**

Because every second counts. Sign up today.

Improves Scene, First Responder Safety:

- Provides critical information to improve officer safety and enable a more effective response.

Targeted Community Outreach:

- CPD Domestic Violence Liaison Officers
- Community advocacy organizations

SMS CHAT FEATURE FOR CALLERS UNABLE TO COMMUNICATE

- ❑ Available for any mobile call. No registration required by community member.
- ❑ **ONLY** call takers can initiate 2-way SMS Chat conversations with mobile callers.
- ❑ **Caller cannot text to 9-1-1 first.**
- ❑ SMS Chat is optimized for use by callers with hearing or speech impairments.
- ❑ A deaf/hard of hearing person can indicate in their Smart911 profile that they are deaf/hard of hearing and prefer to communicate through SMS Chat. When they dial 9-1-1, the 9-1-1 call taker will receive a notification to communicate via text.
- ❑ If an emergency caller is non-verbal, disconnected or has poor coverage, a call taker can contact them to send help or verify accidental calls. (Other examples include incidents where the offender is in vicinity, domestic disputes.)
- ❑ Two-way SMS chat messages in such incidents provide additional information to safely send to first responders before incidents escalate further.

CHICAGO SMART911 FOCUS AREAS:

Autism Community

- 1 in 68 children have autism according to the CDC
- Individuals with autism often wander and are attracted to water (submit up-to-date photos and physical descriptions)
- Individuals with autism often can appear intoxicated and not respond to law enforcement's verbal commands
- Sirens and flashing lights can often be sensory overload for these individuals

Targeted Community Outreach:

- Mayoral Task Force on Autism members
- Advocacy organizations



Plan For Any Emergency

In an emergency, seconds count. Now you can save seconds with Smart911, a free service provided by your community. Sign up today to provide information to 9-1-1 and first responders before an emergency happens, so they can better help you during one.

You can provide 9-1-1 key details such as:



A photo and description



Medical conditions and medications



Address and home details

 **Smart911.com™**

Because every second counts. Sign up today.

CHICAGO SMART911 FOCUS AREAS:

Families, Students of All Ages

- Multi-layered approach to enroll youth/young adults through Back to School campaigns
 - Encourage parents to set up family profiles to keep kids safe – young children and teens
 - Community college student enrollment
 - Chicago's University system student enrollment
- Distribute targeted messaging utilizing email listservs, newsletters, social media platforms and information packets provided to parents



Targeted Community Outreach Partners:

- CPS, Archdiocese of Chicago Catholic Schools, Public Safety Departments
- City Colleges of Chicago, Universities
- Public Private Task Force
- Aldermen: Back to School events



CHICAGO SMART911 FOCUS AREAS:

Senior Community

- Safety Profiles can include:
 - Medications, medical history/conditions, etc.
 - List of known addresses
 - Behaviors associated with conditions, e.g. prone to wandering (submit up-to-date photos); can appear intoxicated during diabetic incident
- Benefits multi-generational families



Targeted Community Outreach:

- DFSS Senior Center Network
- Faith-based organizations

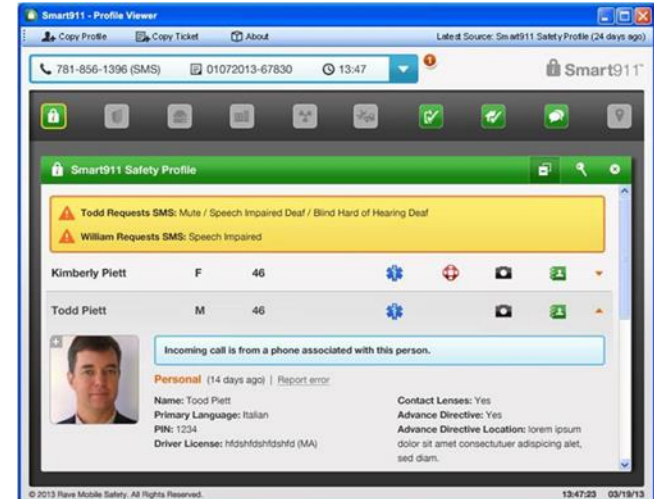
CHICAGO SMART911 FOCUS AREAS:

Multilingual Residents

- Automated translation of registration process in 100+ languages.
- When a user changes the language on the registration site, it only alters what the end user (community member) sees during registration process.
- Someone can indicate they have difficulty communicating in English. If that box is checked, they can then select their primary language.
- A language flag will be shown to the call takers within the Smart911 profile. Call takers will always see information in English.

Targeted Community Outreach:

- Mayor's Office: Public Engagement and New Americans
- Hispanic Caucus, State officials, Office of the City Clerk
- Various ethnic community organizations/leaders, chambers of commerce

A screenshot of the registration form fields. It includes a 'Driver License #' field, an 'Issuing State' dropdown menu set to 'Massachusetts', a checkbox for 'This person has difficulty communicating in English' which is checked, a 'Primary Language' dropdown menu set to 'Spanish', a 'PIN' field, and a checkbox for 'This person is at risk of domestic violence' which is unchecked.



Sign up today. Because every second counts.

SMARTSAVES



OEMC

Plan For Any Emergency

Smart911 is a trusted national service allowing residents to give 9-1-1 and first responders any information they would want them to know in an emergency, **before** any emergency occurs.



Sign up today. Because every second counts.

SMARTSAVE: MEDICAL HISTORY

- **Orange County, VA – July 2, 2016**
- 9-1-1 call to report severe chest pain.
- Smart911 profile had been created and provided 9-1-1 details about the victim's address and medical history.
- Medical history was shared with responding paramedics and critical time was saved in preparation and response.
- Just seconds after leaving in an ambulance, the victim's heart stopped. He was resuscitated twice inside the ambulance. The hospital was immediately able to prep for surgery, and the victim's life was saved.
- Authorities estimate that Smart911 shaved 7 minutes off of the response time.

CHICAGO SMART911 SERVICE ENHANCEMENTS

❑ **Location accuracy**

- ❑ Over 75% of 9-1-1 calls come from cell phones
- ❑ No exact location available
- ❑ Location given to call takers in ranges
- ❑ Register any frequented address(es) you wish to help first responders easily locate you during an emergency (home, work).

SMARTSAVE: UNABLE TO COMMUNICATE

- **Grand Traverse County, MI – November 16, 2014**
- Dispatcher received a call from an uncommunicative caller, but then heard a cough.
- The call was coming from a mobile phone, and because of the caller's location, near Grand Traverse Bay in Lake Michigan, the dispatcher was unable to receive any location information from the phone. The man on the other end of the line continued to cough every few seconds but did not respond to any of the dispatcher's questions.
- Smart911 profile had been created and provided the home address of the caller. Smart911 cut an estimated 11 minutes off of the response.

SMARTSAVE:

UNRESPONSIVE GRANDMOTHER

- **Hancock County, IN – May 1, 2018**
- A woman was watching her grandson at her home when she collapsed and became unresponsive. The 7-year-old grandson called 9-1-1 from a cellular phone, stating “My grandma's dead and I'm the only one home.”
- What the boy didn't remember, like many other kids his age, was his address. He just moved there a few months ago.
- Smart911 profile had been created and provided the home address of the caller.
- "By the time we answered that call, we already knew where we were going."
– Hancock County dispatch.

SMARTSAVE: HOSTAGE INCIDENT

- **New Providence, NJ – June 29, 2017**
- A call to 9-1-1 from a female asking them to “send the news”. The cryptic request prompted the dispatcher to ask if she needed emergency services, to which the caller responded “yes”. When asked if the caller was able to speak freely, the response was “no”.
- The dispatcher then asked if the caller was able to respond to text messages and the caller said she could. The dispatcher initiated a chat session and learned that there was a male subject at her location threatening the lives of all people present as well as any incoming police.
- Through this text conversation, the caller was able to provide both an accurate location and description of the male subject. Emergency response units located the subject and safely removed the caller and others from the area. Response units took the subject into custody and resolved the situation without anyone getting hurt or injured.

CREATE AN ACCOUNT

- ❑ Go to the website “Smart911.com”
- ❑ Click on the “Sign Up Today” button in the middle of the screen
- ❑ Fill in the required information and click “Create Account”

Sign Up Now

Plan Ahead For Any Emergency

Once you've signed up for Smart911, first responders will be aware of important information you have provided that will help Police, Fire, and EMS locate and help you in an emergency.

* = required field

First Name *

Last Name *

Receiving Assistance

☐ Someone is assisting me in setting up my account ?

Email Address

User ID *

We recommend using your email address for your User ID.

Password *

Confirm Password *

Password Requirements

- 8 or more characters
- at least 1 lower case letter
- at least 1 upper case letter
- at least 1 number
- at least 1 special character or symbol

Phone number *

Phone type *

☐ Mobile ☐ Other (Land Line, VOIP, Cable)

Receive profile update reminders on this phone? *

☒ Yes ☐ No ?

Group Code (OPTIONAL):

☐ * I agree to the [Terms of Use](#).

CREATE ACCOUNT

MAINTAINING ACTIVE SMART911 PROFILE



Smart911 is a free, new service available in your community to help you when you call 9-1-1. Once you've signed up, first responders will be aware of important information you have provided that will help them address your emergency. This information – including medical issues, current location and even pets – can help Police, Fire and EMS locate and help you.



A free service – Provided by your community



Private and secure – You control your information



Saves time in an emergency – When seconds count



Smart911.com™

Because every second counts. Sign up today.

- ❑ A caller's information will remain in Smart911 until the account is deleted.
- ❑ However a caller's Safety Profile is only active and available to 9-1-1 for 6 months after an account is logged in.
- ❑ If an account does not show activity by way of logging in for a period of over 6 months, the Safety Profile will be suspended and no information would be delivered to 9-1-1.
- ❑ A caller's account would need to be reactivated, and can be done by simply logging back into the Smart911 account.
- ❑ Call takers can only view a profile for a limited time when 9-1-1 is dialed.
- ❑ Smart911 users will be reminded via call/text/email to confirmed their information if their profile becomes inactive.

PARTNER WITH OEMC TO KEEP YOUR COMMUNITY MEMBERS SAFE

Contact OEMC's 9-1-1 Training and Education Division to schedule Smart911 staff trainings, enrollment events/outreach opportunities and ward meetings:

PCOII MICHAEL TRACY | 312-746-9374 | Michael.tracy@cityofchicago.org

For marketing materials and social media graphics, contact OEMC's Communications and News Affairs Office:

MELISSA STRATTON | 312-746-9454 | Melissa.Stratton@chicagopolice.org
THERESE KORDELEWSKI | 312-743-1772 | Therese.Kordelewski@cityofchicago.org
<https://cityofchicago.org/city/en/depts/oem/provdrs/Smart911.html>

Smart911 – Questions



 **Smart911.com™**

Sign up today. Because every second counts.