

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Board of Supervisors

BOARD AGENDA# *A-2b

Urgent _____ Routine X

AGENDA DATE September 18, 2001

CEO Concurs with Recommendation YES X NO _____
(Information Attached)

4/5 Vote Required YES _____ NO X

SUBJECT:

APPROVAL TO PROCLAIM SEPTEMBER 11, 2001 AS NATIONAL 9-1-1 DAY IN
STANISLAUS COUNTY

STAFF RECOMMENDATIONS:

1. PROCLAIM SEPTEMBER 11, 2001 AS NATIONAL 9-1-1 DAY IN STANISLAUS
COUNTY

FISCAL IMPACT:

NONE

BOARD ACTION AS FOLLOWS:

No. 2001-668

On motion of Supervisor Simon, Seconded by Supervisor Caruso
and approved by the following vote,

Ayes: Supervisors: Blom, Simon, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: Mayfield

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

MOTION:

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

By: Deputy

Christine Ferraro

File No.



Effective Public Relations, Marketing
Communications & Advertising

BOARD OF SUPERVISORS
2001 AUG 30 P 12:45

Facsimile Cover Sheet

Pages: 3

TO:	Paul Caroso Caruso	FROM:	Diana de Lamadrid
COMPANY:	AMR	COMPANY:	Christie Communications
PHONE:	209-525-4470	PHONE:	805-969-3744
FAX:	209-525-4410	FAX:	805-969-3697

August 30, 2001

Dear Mr. ^{Caruso}Caroso:

At the request of Cindy Woolston, I am sending you our most recent press release for your review. The release is titled *Local Ambulance Service in Stanislaus County Prepares to Join in Recognizing "National 9-1-1 Day."* Cindy thought that you would like to be kept up to date on our production.

Please feel free to contact me with any questions or comments. I would be happy to assist you.

Kind Regards,

Diana de Lamadrid

Diana de Lamadrid
Account Executive



Effective Public Relations, Marketing
Communications & Advertising

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Diana deLamadrid
Christie Communications
(805) 969-3744

Cindy Woolston
American Medical Response
(800) 913-9142

August 29, 2001

2 pages

Local Ambulance Service in Stanislaus County Prepares to Join in Recognizing “National 9-1-1 Day”

*American Medical Response Participating in
National Program to Honor Emergency Workers*

(Modesto, CA) It may not be the most well-known date on calendars across the country, but it's certainly one of the most important. And it's coming up soon.

“National 9-1-1 Day” has indeed been on the books since 1987, when President Reagan signed a proclamation honoring those who “enhance the welfare and safety of our citizens.”

It's celebrated on September 11th -- also known as 9-11. And local emergency management teams are planning on acknowledging its significance.

“I'd hope everyone would recognize and support the emergency services that are available to them, and to their families,” says Cindy Woolston, Director of Operations for American Medical Response (AMR) in Stanislaus County. AMR is the nation's leading private ambulance service, and locally it's been designated by the county to provide services here.

"The 911 staff in our area do an excellent job," Ms. Woolston says. "I know the people in this county would want to thank them for the job they do, because they provide such an important service."

Ms. Woolston says dispatchers, emergency medical technicians, and support staff (from administration to high-tech maintenance teams to vehicle mechanics, and other team members) all share in the effort.

Public awareness is key. If people don't know about local 911 service, critical seconds are lost in emergency situations. At the same time, if people overuse the system -- calling for information or in non-emergency situations -- lines may be blocked when an actual life-threatening emergency occurs.

To further aid public awareness, AMR encourages groups to contact the National Emergency Number Association (NENA) -- which provides numerous resources. There's a 9-1-1 for Kids Classroom Kit (ages 4-7), which includes a video, handouts, and a lovable character named Red E. Fox. There's a simulated calling program for kids, co-sponsored with State Farm Insurance, called the "Good Neighbear" program. And NENA also offers classroom-sized "9-1-1: How it's Done" books for early elementary school students. NENA's Communications Manager, Sonya Carius, may be reached at 1-800-332-3911. NENA was the catalyst for the 1987 National 9-1-1 Day Proclamation.

AMR Stanislaus County covers Modesto, Ceres, Turlock, Empire, Salida, and other small communities. In the 2000 fiscal year, AMR of Stanislaus County responded to 37,819 requests for ambulance and/or emergency medical services and transported 31,624 patients. AMR is truly "*Saving Lives Everyday*" in Northern California.

AMR is the nation's largest provider of private ambulance and emergency medical services. Forced in 1992, AMR now operates in 39 states and employs nearly 21,000 personnel. Last year alone, AMR helped nearly six million people.

The AMR Stanislaus County office is located at 212 Campus Way (P.O. Box 4397), Modesto, CA 95352. They can be contacted at (800) 913-9142. In addition, you can visit AMR on the internet at www.amr-inc.com.

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