



County of Marquette

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For Immediate Release

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Marquette County Enhances 9-1-1 Services and Emergency Notification With Smart911

Public Safety Officials Encourage Residents to Sign Up For the Free Service That Provides Emergency Responders with More Information in the Event of an Emergency

Negaunee Township - February 28, 2018, – Public safety officials in Marquette County announced today that Smart911 is now available to all individuals. Smart911 is a free service that allows individuals and families to sign up online to provide key information to 9-1-1 dispatchers during an emergency.

Smart911 allows citizens to [create a Safety Profile](http://www.smart911.com) at www.smart911.com for their household that includes any information they want 9-1-1 and response teams to have in the event of an emergency. All information is optional and the citizen has the ability to choose what details they would like to include. *"Smart911 saves critical time in an emergency and has proven to save lives nationwide,"* said Gary Johnson, Central Dispatch Manager. *"When a citizen makes an emergency call, their Safety Profile will automatically be displayed to the 9-1-1 dispatcher, allowing them to send the right response teams to the right location with the right information,"* Johnson added.

With Smart911, citizens can link both home and work addresses to mobile phones, which can be passed on to responders in the field for a more detailed, rapid response. *"The information provided in a Smart911 Safety Profile enables us to know exactly where we are going and who we are looking for in a house fire or at the scene of a vehicle accident, those details can help us respond faster and more efficiently,"* said Sheriff Greg Zyburt.

Additional information including pets in the home, vehicle details in the event of an accident, and even emergency contacts can all be included in a Safety Profile. *"Citizens can also opt in to receive alerts regarding weather, road closures, shelters, evacuations and other information in the event of a disaster,"* said Teresa Schwalbach, Marquette County Emergency Management Coordinator. *"Citizens that create a Safety Profile will be better prepared in all towns and counties across the country that support Smart911,"* Schwalbach added. The Safety Profile travels with you and the additional information provided allows dispatchers to send the right response teams faster. Smart911 is currently available in 40 states and more than 1,500 municipalities across the country, and has been credited with positively impacting emergency outcomes; including a missing child in which the girl's photo and physical description were immediately available to 9-1-1 and responders, as well as a heart attack victim where an address and medical notes allowed responders to be dispatched to his location quickly.

"The benefits of this information on a 9-1-1 call from a cell phone are immeasurable," said Paul Gravadoni, Chair of the Marquette County Central Dispatch Policy Board, *"Mobile phones do not provide an address to the 9-1-1 dispatcher. Only GPS coordinates are received. These emergency situations are often the worse of a person's life and the Safety Profile can speak for you when you might not be able to."*

Citizens are encouraged to create their Safety Profile with Smart911 today at www.smart911.com to have their information immediately available to 9-1-1 and to receive emergency notifications. Smart911 is private and secure, is only used for emergency responses, and only made available to the 9-1-1 system in the event of an emergency call.