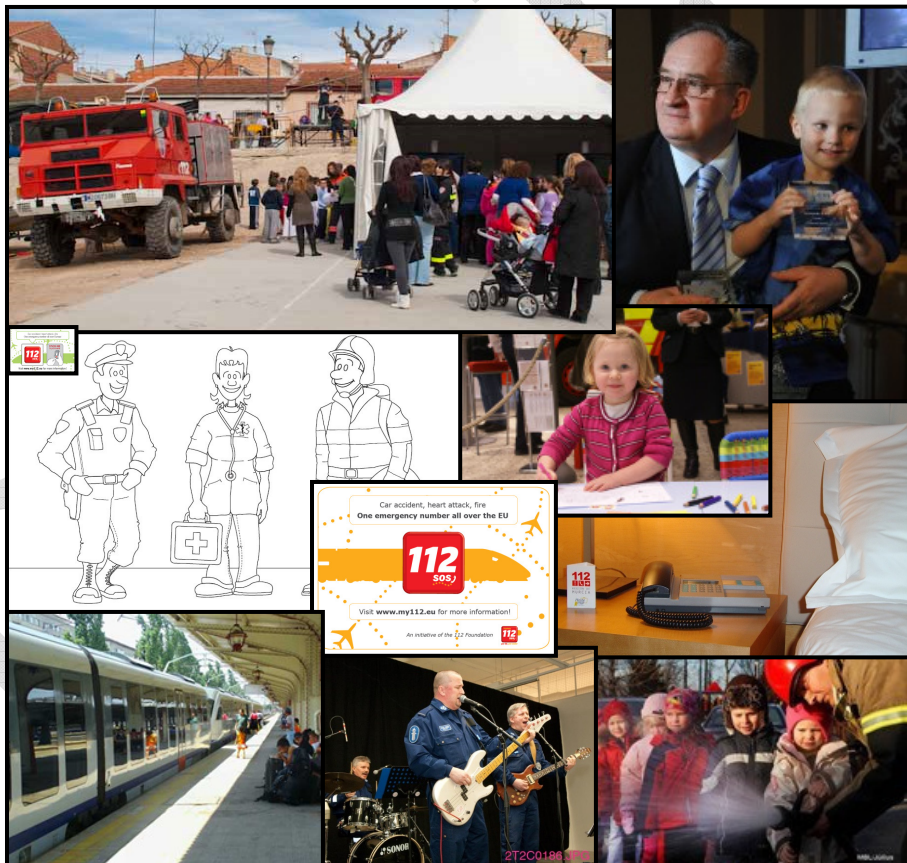


# Integrated Annual Plan for National and Regional Authorities Promotion of the European Emergency number 112





## Table of content

<b>Introduction .....</b>	<b>3</b>
<b>Part 1: Objectives .....</b>	<b>4</b>
<b>1. Primary objectives.....</b>	<b>4</b>
➤ <i>Save lives and properties .....</i>	<i>4</i>
➤ <i>Reduce hoax calls and improve cost efficiency of emergency services.....</i>	<i>4</i>
<b>2. Secondary objectives.....</b>	<b>4</b>
➤ <i>Tourism attraction.....</i>	<i>4</i>
➤ <i>Political dimension .....</i>	<i>5</i>
➤ <i>Improve the consolidation of emergency services.....</i>	<i>5</i>
<b>Part 2: Target groups.....</b>	<b>5</b>
<b>1. Travellers .....</b>	<b>5</b>
<b>2. General public, children in particular .....</b>	<b>5</b>
<b>Part 3: Channels of promotion and events .....</b>	<b>6</b>
<b>1. General public and children .....</b>	<b>6</b>
➤ <i>Organise your national or regional 112 Day [Yearly].....</i>	<i>6</i>
➤ <i>Teach 112 at school [All year long + European 112 Day] .....</i>	<i>7</i>
➤ <i>Nominate a 112 Ambassador [All Year long + European 112 Day].....</i>	<i>8</i>
➤ <i>Organise a 112 Awards event [Yearly] .....</i>	<i>9</i>
➤ <i>Broadcast TV and Radio spots [All year long].....</i>	<i>10</i>
<b>2. Travellers .....</b>	<b>10</b>
➤ <i>Provide information on public websites [All year long].....</i>	<i>10</i>
➤ <i>Use tourist offices and tourist attractions [Summer holidays].....</i>	<i>10</i>
➤ <i>Get hotels / hostels / camping sites involved [Summer holidays] .....</i>	<i>11</i>
➤ <i>Organise Airports / train stations campaigns [Summer holidays].....</i>	<i>12</i>
<b>3. Summary of the Integrated Annual Plan.....</b>	<b>14</b>



## Introduction

This document has been prepared by the 112 Foundation, a Brussels-based foundation dedicated to promoting the knowledge and efficient use of the European emergency number 112. It has been reviewed by the European Emergency Number Association (EENA) and the national and regional experts gathered within the "112 Education Committee" from all around Europe.

While there are dozens of emergency numbers in the European Union, 112 is the only emergency number that can be used to reach emergency services (ambulance, fire-fighters and police) in any EU country. It can be called from fixed phones, including payphones, or mobile phones and is always free of charge. Launched in 1991 by the Council of the European Union, it was progressively implemented in all the EU Members States. Since 2008, you can dial 112 everywhere in the EU.

While 95% of Europeans agree that the existence of a common European emergency number is useful, still three out of four are **unaware of the three digits** that can give them access to rescue services and as a consequence, a **large number of hoax and false calls** hamper emergency services from focusing on the "priority one" calls.

This integrated plan will help national and regional authorities better understand the issue and the existing solutions to improve the knowledge of 112 and reduce the percentage of hoax calls. While independent and uncoordinated promotional actions are helpful, countries' experience shows that only an integrated plan structuring the promotion of 112 to core target groups via defined channels in a dedicated time frame will help reach the objectives.

The present plan contains several practical examples of information activities that have been successfully implemented by authorities responsible for 112 in the Member States. It can be used as a template by emergency services at national and regional level to establish their own Integrated Annual Information and Communication plan according to their own special needs and possibilities. The 112 Foundation is available to provide support and advice as needed.

## The 112 Foundation

The 112 Foundation was created to **save lives by promoting the knowledge and appropriate use of the European emergency number 112**. The 112 Foundation was proposed and established by EENA - the European Emergency Number Association in 2009. Its main objective is to offer information materials and guidelines for campaigns to all citizens and organisations willing to inform and educate on 112.



## Part 1: Objectives

### 1. Primary objectives

#### ➤ **Save lives and properties**

Only 25% of European citizens are able to identify 112 as the European emergency number. The lack of awareness on 112 also correlates with the lack of information provided by authorities to citizens. As reported in the Eurobarometer, only 22% of Europeans received information on 112 in 2009. Even in countries where 112 is the unique number in place and where more than 95% of citizens would use 112 for an emergency in their country, the level of awareness about 112 being the European emergency number does not exceed 50% (e.g. in the Netherlands, Sweden, Denmark and Finland, 96% of citizens know 112 as the national emergency number whereas only 45%, 40%, 27% and 50% know it as the European emergency number<sup>1</sup>). It is obvious that a lack of knowledge of the emergency number may hamper citizens from reaching Public Safety Answering Points (PSAPs) or delay the warning of emergency services and thus the intervention time. The consequences are well-known: delay may cause more time at hospital or death, handicap and destruction of properties. Although figures are not available at EU level, it is obvious that **intervention times have human and financial consequences.**

In countries where 112 co-exists with other national emergency numbers and is often largely unknown, authorities are faced with two options. They can maintain the status quo, take the risk that their citizens going abroad will not be able to reach emergency services and accept to receive in their country a large number of hoax calls. They could also engage the necessary processes to inform citizens on 112 and how to use it, and therefore contribute to saving lives and reduce the share of hoax calls.

This integrated plan will help authorities to promote 112 so that citizens will have no hesitation about using 112 when needed.

#### ➤ **Reduce hoax calls and improve cost efficiency of emergency services**

The level of awareness of 112 also has an impact on every country's emergency services systems. With the introduction of 112, it has been made clear that there is a close relation between the level of awareness of 112 and the **level of hoax calls.**

These calls have been highlighted by many emergency services leaders as one of the most important issue:

- They delay the response to real emergency calls and therefore increase the intervention times
- They are a source of costs for authorities that have to employ a large number of call-takers to manage these calls while less call-takers could focus on real calls only.
- They are a source of stress for call-takers who may spend most of their shift informing callers that they have reached an emergency centre rather than any other information service (e.g. for information about addresses).

### 2. Secondary objectives

#### ➤ **Tourism attraction**

Citizens tend to feel less safe when travelling to other countries. This is why some regions such as the Canary Islands have decided to invest in the promotion of 112 to prove that visitors can consider being in a safe place (see encadré below). Information about 112 for incoming tourists will therefore reinforce the feeling of safety in your country.

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<sup>1</sup> Flash Eurobarometer 285, European Commission, February 2010 - [http://www.eena.org/ressource/static/files/survey10\\_full\\_report.pdf](http://www.eena.org/ressource/static/files/survey10_full_report.pdf)



➤ **Political dimension**

112 is a sign of “positive safety” - a number dedicated to citizens’ protection. Elected politicians could simply use it to show how much they care for the real protection of citizens, not only at home but also abroad. They can also use any increase of the knowledge about 112 as a success of the integration of the European Union.

➤ **Improve the consolidation of emergency services**

Emergency Medical Services, Fire Brigades and Police typically have different cultures and collaboration between these services is sometimes not optimised. The promotion of 112 and several actions described in this action plan will contribute to the improvement of the collaboration between them.

## **Part 2: Target groups**

### **1. Travellers**

Every year, more than 150 million Europeans travel between EU Member States for business or leisure. While a majority of Europeans feel less safe when they are in another EU country, only 25% are aware of 112 as the number to call for emergency services anywhere in the European Union. It is obvious that citizens are unable to know all emergency numbers available in the EU when travelling and thus 112 should be the number taught to ensure access to emergency services. Informing incoming and outgoing travellers that a simple 3-digit number can be dialled everywhere in the EU to reach all emergency services will help save more lives and properties.

### **2. General public, children in particular**

While 75% of Europeans do not know 112, about 3 out of 5 citizens did not receive information about 112 in 2009. However 95% of Europeans think that the existence of 112 is useful<sup>2</sup>. Meanwhile, large scale information campaigns should focus on children since they are a main source of false and hoax calls. They should be informed and educated on how to use 112 and why they should call 112 only in case of real emergency. Investing on children’s education will improve today and tomorrow’s emergency response. Children also have the ability to inform their families about emergency numbers: families are therefore indirectly targeted. In addition, media pay special attention to promotional actions involving children as well as lives saved thanks to the action of children, as demonstrated by the case of Krystian Drozdek, a 3-year old Polish child who saved his mother by dialing 112 in 2007<sup>3</sup>.

#### **Promotion of 112 focused on children in Nordic countries**

For many years, Finland and Sweden focus 112 education on children and teenagers. Nowadays, they get benefits of high levels of awareness.

#### Knowledge of 112 as the European emergency number:

- Finland: 50% (96% as the number to call in the event of emergencies in one’s own country)
- Sweden: 40% (96%)
- European Average: 25% (47%)

<sup>2</sup> Flash Eurobarometer 285, European Commission, February 2010 - [http://www.eena.org/ressource/static/files/survey10\\_full\\_report.pdf](http://www.eena.org/ressource/static/files/survey10_full_report.pdf)  
<sup>3</sup> <http://www.youtube.com/watch?v=ZoGaPvGC3JU>

### Part 3: Channels of promotion and events

In order to raise awareness on 112, target groups should be addressed with an annual integrated action plan defining the channels of promotion as well as the time-frame.

#### 1. General public and children

##### ➤ Organise your national or regional 112 Day [Yearly]

Since 2009, 11 February (11/2) has been established by the European Union as the European 112 Day. This day is dedicated to provide a platform for authorities to inform and educate citizens on 112 and is a great opportunity to tell your constituents about the number that can save their lives!

In 2010, during the European 112 Day<sup>4</sup>, it was shown that well-thought low-cost actions to promote 112 were successful<sup>5</sup>. Although countries and regions are invited to organise their own promotional events, there are some key elements for success.

Children are fascinated by fire, EMS and police vehicles and personnel. An easy and inexpensive action is to place the **vehicles and staff in the streets** or main squares of relevant cities, drawing the attention of the media (especially if the vehicles are equipped with "112" signs on their sides). Schools can organise visits to the place of promotion so that pupils can be taught about what 112 is and how it should be used. Emergency rescue demonstration, first-aid workshops, simulation of emergency calls can also be organised in order to maximise the impact of the action. Organisation of visits to emergency call centres can also prove to be valuable, in particular since the media cover the event.

#### European 112 Day 2010

Astonishing events and dissemination activities promoting the knowledge and good use of 112 were held at EU and national level, from Portugal to Finland and from Iceland to Romania. 19 years after the creation of 112 but only a year after the establishment of the European 112 Day, it was actively celebrated in 15 countries, with large press coverage in 28 nations. A press conference was also organised with two Vice-Presidents and two Members of the European Parliament.

In addition, relevant authorities are also invited to organise **a press conference** related to the European 112 Day's events to ensure appropriate coverage and dissemination to a large part of the population.

The organisation of the European 112 day will demonstrate the positive action of governments, reinforce the collaboration of emergency services, and give attention and recognition to emergency personnel.



<sup>4</sup> [http://www.eena.org/view/en/112events/112\\_day/2010\\_day/2010Daysum.html](http://www.eena.org/view/en/112events/112_day/2010_day/2010Daysum.html)

<sup>5</sup> [http://www.eena.org/view/en/Media/newsletter/issue\\_29.html](http://www.eena.org/view/en/Media/newsletter/issue_29.html)

**Emergency services' street fair: you can do it with your own resources only!**

Murcia, Spain – March 2010: Exhibition of emergency services' resources to citizens and especially to groups of pupils: 112 vehicles, helicopter, police cars, rescue dogs, sanitary resources, ambulances, civil protection units...

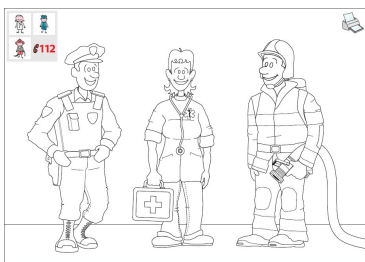
More pictures: <http://www.112jornadas.com/fotos3.asp>



Action	Who?	When?	Partners	How much?
Organise your national or regional 112 Day	- General public	- Yearly: 11 February (11/2)	National / Regional authorities	Own material and human resources

*NB: All other actions detailed below can also be used for the European 112 Day.*

➤ *Teach 112 at school [All year long + European 112 Day]*



Emergency services regularly visit schools and welcome pupils in emergency call centres. However they usually provide a general presentation of their activities and do not mention the importance of how to call emergency numbers or the existence of the European emergency number 112. In order to make pupils associate 112 and emergency services, children should always be addressed with a standard explanation about the use of emergency numbers, including 112. Pupils should be fully aware that the inappropriate use of 112 (or any other emergency number) can hamper the handling of a real emergency call and this can imply troubles for other citizens. Expected result of this action will be a better knowledge on how to

use emergency numbers, and therefore a decrease of hoax calls.

Before meeting fire-fighters or policemen, teachers are invited to provide children with basic information on 112 so that they will be more receptive to the emergency services' speech. A 112 teaching package<sup>6</sup> can be provided to teachers, with key information and a set of tools to enable teachers to teach 112 to their pupils.

<sup>6</sup> See Annex 1

### **Sweden's experience**

"An essential issue in the majority of activities was to involve teachers. It was very valuable to listen to their point of view on the children and young people's campaign. Schools were encouraged to carry out the activity on SOS Alarm's young people's website and via letters directly to teachers. Together with the National Agency for Education and the Swedish Schoolnet, SOS Alarm produced teaching material for children and young people in years 3-7 covering the questions "112 What?", "What is an emergency situation?" and "When should you call?"

Over 4 000 schools, equivalent to 15 000 classes and 350 000 pupils, received information materials, including stickers, a pocket folder and the video "112 What?" A nation-wide survey, conducted among 300 children and young people (2003), shows that almost 72% of children received information concerning SOS Alarm and/or the emergency number 112.

Amongst other activities organised in the schools up to today, there were also two poster competitions where school classes were invited to illustrate why 112 should only be called when it is needed. Like most of the activities, this was also run on SOS Alarm's young people's website which was the hub for the information campaign."

*A. Klarström, SOS Alarm*

<b>Action</b>	<b>Who?</b>	<b>When?</b>	<b>Partners</b>	<b>How much?</b>
Teach 112 at school	Children	- All year long - European 112 Day	- National / regional authorities - Emergency services - Schools	No costs

*NB: The electronic version of the teaching package is available upon request at the 112 Foundation*

#### ➤ *Nominate a 112 Ambassador [All Year long + European 112 Day]*

In each EU member state, the 112 Foundation invites national and regional authorities in charge of 112 to nominate at least one 112 Ambassador who would rather be very well-known (in a positive and non-controversial way) at the national level. Thanks to this major visibility, the 112 Ambassador will use his/her talents and fame to promote 112 in his/her country in the best possible way and as (s)he sees fit. Regarding the target group (general public), the selection can be especially adapted to someone particularly famous among children. Citizens will better remember 112 if they associate it with someone they admire.

### **Monica Anghel, the Romanian 112 Ambassador**



In Romania, the Special Telecommunications Service considered many public personalities (sportsmen, actors, journalists and singers) and a selection based on the reputation and good public image was made. STS took in consideration their acceptance, willingness to undertake voluntary actions in order to promote the European emergency number 112 and their desire to engage in activities to inform citizens. At the end, the notorious Romanian pop singer and actress, Monica Anghel, was selected.

During her morning show at "FM Europe", a national coverage station, in press interviews and in radio and TV shows, she frequently speaks about the 112 number and explains the necessity to use it in the right and appropriate way. Monica Anghel also participates in actions conducted in Romania on the occasion of the European 112 Day and in various activities in schools and extra-curricular clubs for pupils. The Romanian 112 song performed by Monica has a music video which is promoted on the main television channels.

Romanian 112 song: <http://www.youtube.com/watch?v=QNmZZkEKOcw>



Your life, your number



**Sweden cooperates with the artist Markoolio for seven years**

The artist Markoolio, who is very popular within Swedish children and young people, was chosen as the front figure to promote 112: he fascinates young people and they don't just listen to his music but also to his messages. Children and young people's campaign has reached almost a million children and young people between 9-16 years old during a three-year period.

Action	Who?	When?	Partners	How much?
Nominate a 112 ambassador	General public	- All year long - European 112 Day	- National / Regional authorities - A very well known person at national level	No costs

➤ Organise a 112 Awards event [Yearly]

National or regional authorities are invited to organise a 112 Awards event: it can be a ceremony at the Ministry in charge of 112 with the Minister. Awardees can also be rewarded at the occasion of a conference dealing with emergency services issues. The event will intend to foster promotion and improvement of 112 in the whole country by rewarding best practices and exemplary behaviours. Every individual and organisation showing evidence of extraordinary behaviour and/or results and/or achievements in categories such as Outstanding Citizen, Outstanding Education on 112, Outstanding Emergency Call Centre, Outstanding PSAP Initiative, REACH112 (accessibility) could submit a testimony and apply for a 112 Award. Each year, categories are defined by the 112 Foundation and the European Emergency Number Association (EENA) which organise the European 112 Awards Ceremony since 2007. A national round of 112 awards would foster promotion of 112 via national media, especially if a national award is then rewarded at the European level.



**European 112 Awards Ceremony**

Outstanding Citizen Award 2008: 3 years old Krystian Drozdek saved his mum's life by calling for help thanks to 112. His mother, diabetic, has fallen into an insulin coma. Krystian dialled the emergency number 112 to inform about the accident. Even though he could not pronounce the name of the street, the operator sent the ambulance to the appropriate address. This help saved her life.

View the video: <http://www.youtube.com/watch?v=ZoGaPvGC3JU>

View video of the ceremony at the European level (February 2009): <http://www.youtube.com/watch?v=HXVMXDGY6yM>

Action	Who?	When?	Partners	How much?
Organise a 112 Awards event	General public	- Yearly	- National / Regional authorities	No costs



➤ *Broadcast TV and Radio spots [All year long]*

National and regional authorities are invited to negotiate a partnership with publicly owned mass media (TV & radio). Promotion of 112 toward citizens can be introduced as a part of their public service obligations. Regular broadcast of video/audio spots on radio and TV will contribute to inform citizens about 112 at a very large scale, with limited costs. Publicly owned mass media could also relay news related to actions previously presented (European 112 Day, 112 at school, 112 Ambassador, 112 Awards). This also will help create a feeling of safety for citizens who will also be more familiar and confident with the appropriate use of emergency number(s).

For instance, a partnership was signed in 2010 between the Special Telecommunications Service of Romania and the radio national public channel - Radio Romania, to inform citizens about 112 during summer holidays (audio spots in Romanian as well as in English, French, German, Russian and Italian).

Action	Who?	When?	Partners	How much?
Broadcast TV and Radio spots	General public	- All year long - European 112 Day	- National / Regional authorities - Public channels	Limited costs

## 2. Travellers

Actions towards travellers should especially be held during tourist seasons such as summer holidays. A majority of travellers will get the message if information is provided in strategic places such as tourist attractions, accommodations and airports/train stations.

➤ *Provide information on public websites [All year long]*

Authorities in charge of 112 can cooperate with other agencies to promote 112 via their websites. For instance, the Ministry of Foreign Affairs' websites is usually very consulted by travellers who want to get crucial information about the country they are going to. The Ministry of Foreign Affairs could provide information on 112 in its section related to advices for citizens going abroad.

Action	Who?	When?	Partners	How much?
Provide information on public websites	General public	- All year long	- National / Regional authorities - Public institutions' websites	No costs

➤ *Use tourist offices and tourist attractions [Summer holidays]*

Strategic areas such as tourist offices and touristic sites could provide travellers with information on the existence of 112.



### Romania's care for tourists

In 2010, the Special Telecommunications Service signed a partnership agreement with the Ministry of Tourism to provide thousands of posters and leaflets (in Romanian, English, French and German) that were distributed in tourist areas. In order to display posters in public areas, they collaborated with local authorities.

Action	Who?	When?	Partners	How much?
Use tourist offices and tourist attractions	Tourists	- All year long in very touristic areas - During holidays in other touristic areas	- National / Regional authorities - Ministry of tourism - local authorities - Tourism offices	Limited costs

➤ *Get hotels / hostels / camping sites involved [Summer holidays]*

National or regional authorities are also invited to consider travellers' accommodation: hotels among main touristic sites as well as hostels and camping sites.

**Inform travellers in hostels and camping sites**

Information on 112 can be easily provided to travellers in hostels and camping sites which can display posters in common rooms as well as in welcome offices. National and regional authorities are invited to cooperate with national federations of hostels and camping sites. They could also request contribution of the Ministry of Tourism.

The 112 Foundation provides a free electronic poster ready to be printed. Hostels and camping sites can download<sup>7</sup> the poster from the website and print it on their own.



Action	Who?	When?	Partners	How much?
Inform travellers in camping sites and hostels	Travellers, especially tourists	- Summer holidays	- National / Regional authorities - National federations of hostels and camping sites - Ministry of tourism	No costs

**Inform travellers in hotels**

**Card provided to hotels by 112 Murcia (Murcia, Spain)**



National and regional authorities could work in cooperation with hotels located in main touristic areas. The action could be introduced to these entities as an additional service provided, for free, to their customers. Each customer would find information on 112 in his room. Travellers are more receptive to information provided in their room, especially if it can contribute to make their stay safer. In the Canary Islands, for instance, it was negotiated with hotel groups to inform tourists about 112 on TV... everyday!

National and regional authorities are invited to build partnerships with hotels chains.

<sup>7</sup> [http://www.112foundation.eu/view/en/vertical/campaign\\_materials/posters.html](http://www.112foundation.eu/view/en/vertical/campaign_materials/posters.html)



### **Summer holidays 2010**

Special Telecommunications Service of Romania has signed a partnership agreement with the Ministry of Tourism, with which they produced 10.000 cards with stickers including the 112 logo, along with information regarding the European Emergency Number. Stickers are used in hotels and accommodation places in mountain and seaside areas.

The General Directorate for Emergency Services in the Canary Islands produced leaflets to hand out in hotels with recommendations for a safe summer and information about the emergency number 112.

<b>Action</b>	<b>Who?</b>	<b>When?</b>	<b>Partners</b>	<b>How much?</b>
Inform travellers in hotels	Travellers	- All year long - Summer holidays	- National and regional authorities - Hotels	Limited costs

➤ *Organise Airports / train stations campaigns [Summer holidays]*

During summer holidays, many Europeans travel by train and plane. Informing citizens in airports and main train stations will ensure the information of almost only potential users of 112. The 112 Foundation invites national and regional authorities to closely cooperate with airports and train stations authorities which should enjoy to provide, for free, an additional service to their customers.

### **Case study in Brussels Airport – European 112 Day 2008**

*Active promotion in airports (one-to-one)*

Hostesses informed travellers on 112 and took pictures of them. They received flyers in a branded frame which included a 112 sticker and information on 112 as well as a website's address where all pictures were available. With only a few seconds contact with hostesses, travellers received vital information.

*Viral diffusion on the web (users get users)*

Travellers could find their picture on a dedicated website and send eCards with their picture to their friends and family.

View the campaign organised during the European 112 Day 2008:

<http://www.youtube.com/watch?v=1izEVrQQXy8>





**Romania and Canary Islands' experience**

In September 2010, Romania launched a campaign in airports and train stations where they displayed posters and disseminated flyers. Using the audio systems of airports and train stations, information about 112 was also broadcasted.

Canary Islands greeted and educated travellers arriving in airports about 112.

<b>Action</b>	<b>Who?</b>	<b>When?</b>	<b>Partners</b>	<b>How much?</b>
Organise airports / train stations campaigns	Travellers	- Summer holidays - European 112 Day	- National / Regional authorities - Airports / Train stations - Sponsors	To be defined

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### 3. Summary of the Integrated Annual Plan

<b>Action</b>	<b>Who?</b>	<b>When?</b>	<b>Partners?</b>	<b>How much?</b>
<b>Organise your national or regional 112 Day</b>	General public	- Yearly: 11 February (11/2)	- National / Regional authorities	Own material and human resources
<b>Teach 112 at school</b>	Children	- All year long - European 112 Day	- National / regional authorities - Emergency services - Schools	No costs
<b>Nominate a 112 ambassador</b>	General public	- All year long - European 112 Day	- National / Regional authorities - A very well known person at national level	No costs
<b>Organise a 112 Awards event</b>	General public	- Yearly	- National / Regional authorities	No costs
<b>Broadcast TV &amp; Radio spots</b>	General public	- All year long - European 112 Day	- National / Regional authorities - Public channels	Limited costs
<b>Provide information on public websites</b>	General public	- All year long	- National / Regional authorities - Public institutions' websites	No costs
<b>Use tourist offices and tourist attractions</b>	Tourists	- All year long in very touristic areas - During holidays in other touristic areas	- National / Regional authorities - Ministry of tourism - local authorities - Tourism offices	Limited costs
<b>Inform travellers in camping sites and hostels</b>	Tourists	- Summer holidays	- National / Regional authorities - National federations of hostels and camping sites - Ministry of tourism	No costs
<b>Inform travellers in hotels</b>	Travellers	- All year long - Summer holidays	- National and regional authorities - Hotels	Limited costs
<b>Organise airports / train stations campaigns</b>	Travellers	- Summer holidays - European 112 Day	- National / Regional authorities - Airports / Train stations - Sponsors	To be defined



Your life, your number

### **The 112 Foundation**

The 112 Foundation was created to save lives by promoting the knowledge and appropriate use of the European emergency number 112. The 112 Foundation was proposed and established by EENA - the European Emergency Number Association in 2009. Its main objective is to offer information materials and guidelines for campaigns to all citizens and organisations willing to inform and educate on 112.

The 112 Foundation stays at your disposal if you need any further information. Please notice that the annual integrated plan can be adapted to each country's needs.

#### **Further information:**

**Jerome Paris**  
112 Foundation  
[jp@112foundation.eu](mailto:jp@112foundation.eu)  
+32 (0)2 644 06 08

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## **Annex 1 – Teach 112 at school**

### **Teaching package**

#### **Part 1 - Presentation of the European emergency number - 112**

Discussion on 112 using the questionnaire, different exercises and emergency cases involving the use of 112

Introduction to the European emergency number 112

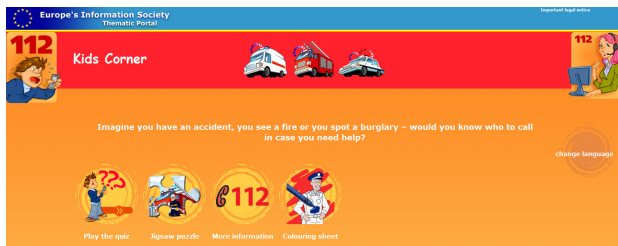
When to call 112? When not to call 112?

How to call 112?

Information to know by heart and to provide to 112 operators in case of emergency

#### **Part 2 - Educational and artistic activities about the European emergency number 112**

*Teaching package provided by the 112 Foundation on demand*



### **Kids Corner of the European Commission**

Online multilingual set of tools

[http://ec.europa.eu/information\\_society/activities/112/kids/index\\_en.htm](http://ec.europa.eu/information_society/activities/112/kids/index_en.htm)