

RIGHT CARE RIGHT TIME

EVERY SECOND COUNTS

In 2019, CONFIRE, and San Bernardino Council of Governments (SBCOG) implemented a successful pilot program to serve our community called the Emergency Communication Nurse System (ECNS). ECNS is an innovative program by which dispatch operators work alongside trained Registered Nurses stationed in the County's 9-1-1 call center network to quickly assess the level of response required for medical calls.

Through this program, 9-1-1 dispatchers determine if a traditional response (fire, ambulance, police) is required, or if the caller can be routed to a trained Registered Nurse at the County's 9-1-1 call center. ECNS provides callers with non-life-threatening conditions with services such as local urgent care, all while preserving fire, ambulance, and police assistance for emergencies.

CONFIRE and SBCOG are partnering with jurisdictions throughout San Bernardino County to inform and educate the public about the program and its benefits.

The enclosed toolkit provides each jurisdiction with the tools to share details about the program with their unique constituencies. The toolkit includes:

- Instruction Booklet with how to use each tool in the toolkit
- Project Branding Guide with logos and taglines
- Collateral including a Fact Sheet, FAQ, and Website copy (English and Spanish)
- Social media Posts and Graphics for Facebook, Twitter, and Instagram (English and Spanish)
- Sample Utility Bill Insert (English and Spanish)
- PowerPoint presentation for use with elected officials and local organizations/service clubs (English and Spanish)
- Short Video for use on website and/or social media platforms
- Press release for local publications (English and Spanish)
- :15 and :30 second radio spots for use on local radio such as PSAs (English and Spanish)
- Newspaper ads for local newspapers and jurisdiction/organization newsletters (English and Spanish)
- Bus ads for local transportation within the jurisdiction (English and Spanish)

For more information about the ECNS program, or the toolkit, please contact me at mreza-arellano@gosbcta.com or (909) 884-8276. We look forward to working with you on this project.

Sincerely,



Monique Reza-Arellano
Council of Governments and Equity Programs Manager
San Bernardino Council of Governments