



# Media Release



FOR IMMEDIATE RELEASE

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## Lakeland Public Safety Agencies Team Up to Keep 911 for Emergencies

Lakeland, FL - The Lakeland Fire Department (LFD) and the Lakeland Police Department (LPD) are excited to present a new “Keep 911 for Emergencies” public safety campaign. The campaign features four public service announcements and related print materials aimed at reminding the community that 911 is for emergencies only and that it should be used responsibly.

Both LFD and LPD receive a high number of calls for service (22,515 and 108,657, respectively, in 2015). These calls are managed by the Lakeland Public Safety 911 Communications Center, which dispatched 131,172 calls for service last year.

The Lakeland Fire Department and the Lakeland Police Department joined forces to address these issues of mutual concern in hopes of improving response with their current resources while in the process helping make Lakeland a safer community; a priority for both agencies.

The Lakeland Public Safety 911 Communications Center was consulted when developing this campaign to identify the most common examples of 911 misuse. In Lakeland’s case the leading issues in 911 misuse were: accidental dialing from cell phones by both unknowing adults or children on mobile devices; non-emergency medical calls; and parents calling 911 to threaten disobedient children. Individual public service announcements were created for each of these issues.

The public service announcements are available at:

[www.youtube.com](http://www.youtube.com) > Lakeland Fire

<https://www.facebook.com/LakelandFD>

[www.youtube.com](http://www.youtube.com) > Lakeland PD

<https://www.facebook.com/LakelandPD>

and can be downloaded for redistribution at <https://vimeo.com/cityoflakeland> . They will also be shown on the City of Lakeland’s Public Access Channel, LGN.

Everyone is encouraged to share these messages to promote responsible 911 use. For interviews, filming, and more information please contact:

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