

# 911 getting a boost across region

BY PATRICK CASEY  
Staff Writer

Seconds can mean the difference between life and death.

In life-threatening situations, dialing 911 is the lifeline to emergency services, with police, fire and ambulance personnel merely a phone call away.

On Tuesday, York Region took a major step toward beefing up its 911 emergency service program, including a new logo that will appear on all fire, ambulance and police vehicles across the region.

The logo will also be part of an extensive 911 public education campaign that will involve school programs, community events, brochures and educational films.

"With 911, it should not just be an emergency number. It's most effective when it has a pub-

lic profile," explained York Regional Police Supt. Bruce Herridge, who managed the force's communications division for the past 12 years.

"After attending a conference in the States, we came to the realization that 911 and its logo must have a profile within the organization. The educational program will help cut down on the number of calls that are inappropriate. It will help free up people who handle the calls coming in."

"We just have to re-commit ourselves to the educational component," he added.

When a 911 emergency call is placed by a York Region resident, it is answered in Ottawa at the Public Service Answering Point (PSAP).

Within seconds, the emergency is defined for fire, ambulance or police response and is downloaded to the appropriate

York Region emergency service. And once emergency details are confirmed, emergency communicators for the York Regional Police, York Region Emergency Medical Services or the fire departments of the nine area municipalities dispatch the respective emergency service to the scene.

Since 1994, 250,000 new residents have moved to York Region, a statistic highlighting the need for improved education in the 911 program.

"That's a whole new generation of school children so we have to start targeting them, as well as senior citizen groups and new Canadians," Brian Hook, the region's manager of emergency services, said.

"It's almost like we take 911 for granted, but there are still

see EMERGENCY page 16.

Markham Little Theatre  
Presents

## Don't Dress for Dinner

*Markham Little Theatre cordially invites you to a farce about Sex, Lies, and French cuisine!*

By: Marc Camoletti (adapted by Robin Hawdon)  
Directed by: Tim Hawco

April 25 to 28, 2001 8:00 P.M.  
Tickets: \$19.00 Students & Seniors \$16.00 on Thursday  
Markham Theatre for Performing Arts  
171 Town Centre Blvd.  
Box Office 905-305-SHOW (7469)  
Produced by special arrangement with Samuel French (Canada) Ltd.

Great seats still available for the Wednesday and Thursday night performances, call now!

**THE ARTHRITIS SOCIETY**

### TOMORROW'S GIFT

Whether it's a bequest, a gift of life insurance or a charitable annuity, you can plan to ensure continuing support for arthritis research. Nearly four million Canadians who have arthritis are counting on you.

For more information about our planned giving program, contact The Arthritis Society.

**GIVE... to give HOPE**

**Richmond Hill**

580-5177

This message brought to you as a community service of The Economist & Sun

## York Region is going Smoke Free

The Regional Municipality of York has a new No-Smoking By-law. For details, attend one of our many Public Information Meetings:

### SPECIALIZED SESSIONS

York Region No-Smoking By-law Information Meetings for Owners/Operators of Recreation Facilities, Restaurants, Bars, Taverns, Bingo Halls, Bowling Alleys, Billiard Halls will be offered:

Location	Date	Time
Richmond Hill Municipal Tower, 225 East Beaver Creek Rd., Richmond Hill	Monday, April 23	8:30 to 10:00 a.m.
Vaughan Police Station, 2700 Rutherford Rd., Vaughan	Tuesday, April 24	8:30 to 10:00 a.m.

  

Location	Date	Time
Richmond Hill Municipal Tower, 255 East Beaver Creek Rd., Richmond Hill	Tuesday, April 24	7:00 to 9:00 p.m.
Georgina Civic Centre, 26557 Civic Centre Rd., Keswick	Wednesday, April 25	1:00 to 3:00 p.m.
Whitchurch-Stouffville Municipal Offices, 37 Sandiford Dr., Stouffville	Wednesday, April 25	7:00 to 9:00 p.m.
Aurora Town Hall, 100 John West Way, Aurora	Thursday, April 26	7:00 to 9:00 p.m.

For more information, contact York Region Health Connection at  
1-800-361-5653 or (905) 895-8004  
or visit our website at [www.region.york.on.ca](http://www.region.york.on.ca)

# Back Stage Hair Design

**North American Hairstyling Awards Finalist**

**VOTED Best Hair Salon 2 years running**

**VOTED Best Hairstylist**

Dedicated, Passionate, Progressive.

137 Main St. North,  
Markham Village

(905) 294-8392

Ample parking at rear

## DON'T PAY THAT TRAFFIC TICKET!!

Traffic Ticket Experts is staffed by ex-police officers who will act as your agent in court defending all traffic tickets (speeding, accidents, careless, impaired, etc.).

Call for **FREE** consultation.

Guaranteed Service **(905) 940-3000** 4418 Hwy. 7 East, Unionville