



*A Publication of the Emergency
Communications District Board*

WINTER 2013

**WHAT TEACHERS SAY ABOUT
THE RESCUE REX SHOW...**

“Wonderful! Kids loved it!”

*Ali McCain, Pre-K Teacher
Fall-Hamilton School*

**“It was all very good—a very
good educational tool—and the
children appeared very focused
and interested.”**

*Ruby Downs, Counselor
Rosebank Elementary School*

**“The show provides a great
deal of information in such a
fun, interactive, musical way.”**

*Patti Dexler, Pre-K Teacher
St. Edward School*

NASHVILLE 911

IS A PUBLICATION OF THE BOARD
OF DIRECTORS OF THE EMERGENCY
COMMUNICATIONS DISTRICT. ADDRESS
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RESCUE REX SHOW



POPULARITY CONTINUES WITH NASHVILLE STUDENTS

Now in his 18th consecutive season of entertaining and educating Nashville youngsters (ages Pre-K-2nd grade) about the proper use of 9-1-1, that lovable Rescue Rex remains very popular!

Already the singing and dancing dinosaur character, along with his 9-1-1 sidekick host, has or will perform to 9,568 students in Davidson County public and private schools with some 91 shows at 75 schools. With a full semester to go to book additional appearances, that means the show could well match or exceed last year's performance totals of 12,898 students with 116 shows at 89 schools.

“Rescue Rex has always gotten an overwhelmingly positive reaction from its audience of young people ages 4-7 years old,” said Metro 9-1-1 Board Chair Cleo Duckworth. “Now that the program is approaching its second generation of children after nearly 20 years of performing, we are pleased that this outreach effort remains so well received not only among children but their teachers as well.”

If you would like more information about the Rescue Rex program you can go to his web site at www.rescuere.com. At the website, you can also watch a special music video of Rex as well as download the music of some of his songs from the show and a few pages from his special coloring book, which is provided to all youngsters who see Rex's shows (available in both English and Spanish). The Spanish coloring books have proven to be particularly helpful, teachers say, not only for students but for their parents, in particular those who may not speak English well.

You can book the Rescue Rex show on line at the website or you can call the Rescue Rex Hotline at (615) 782-8151.

The Rescue Rex program is a public education effort of the Metropolitan Nashville E-9-1-1 Board. It is provided at no charge to the schools and students of Nashville/Davidson County.

The mission of the Emergency Communications District of Metro Nashville is to provide the resources and oversight necessary to ensure prompt and reliable delivery of 9-1-1 calls to Metro emergency response personnel; and, secondly, to support as fully and in whatever means possible the dedicated men and women whose job it is to respond to a call for emergency help from the citizens of our community.

**DENTIST.
DREADED.
BUT NOT
A 9-1-1
EMERGENCY.**



AWARENESS PROGRAM CONTINUES REMARKABLE STREAK OF LIMITING 9-1-1 CALLS

The public awareness program of the Metro 9-1-1 Board continues a remarkable streak of limiting 9-1-1 calls in Nashville for the past 11 years.

Since the 9-1-1 call volume peaked in 2001 at 499,000 calls, the public campaign including outdoor boards, bus benches and radio spots in both English and Spanish has kept the annual 9-1-1 call numbers to at least 110,000 less each year than the 2001 high. That includes 2012 when the 9-1-1 call volume was 380,625.

Overall since 2001, Metro has seen at least a 1.2 million 9-1-1 call reduction

based on the 2001 peak. Actually in most years, the decline has been even greater than 110,000 with 9-1-1 calls totals as low as 329,325 in 2005.

“While many cities have continued to see their 9-1-1 call volumes rise each year, we are so pleased that Nashvillians continue to understand that 9-1-1 is for life-threatening emergencies only,” said Cleo Duckworth, Metro 9-1-1 Board Chair. “Limiting unneeded 9-1-1 calls helps with response time for those who truly need emergency help.”

To the right are the annual 9-1-1 call numbers since 2001:

Year	Number of Calls
2002	387,641
2003	343,942
2004	332,182
2005	329,325
2006	343,631
2007	361,016
2008	359,526
2009	344,276
2010	365,785
2011	363,032
2012	380,625



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