



**Santa Barbara County
Aware & Prepare Initiative
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PRESS RELEASE

November 1, 2013

Reverse 9-1-1[®]: Make Sure You're Connected!

(Santa Barbara, CA) – Santa Barbara County emergency responders use several methods to communicate to their residents during emergencies. An important communication tool is the emergency telephone notification system; Reverse 9-1-1[®]. The Reverse 9-1-1[®] system is managed by the Santa Barbara County Sheriff's Department. In the event of an emergency, an operator can identify the affected neighborhood or region of the city and record a message that describes the situation. The Reverse 9-1-1 system will automatically call listed and unlisted telephone numbers within the affected area and deliver the recorded message.

While Reverse 9-1-1[®] uses telephone company data to enroll every telephone landline – including voice over Internet phones, residents must register their cellular phones. Residents wishing to register their cell phones and/or e-mail address into the Reverse 9-1-1[®] system, may go to the Sheriff's Department web page at <http://www.sbsheriff.org/reverse911a.html>. There residents will find several frequently asked questions and the ability to link their cell phone with an address.

To remind local residents about registering with Reverse 9-1-1, local emergency managers, cooperating agencies and local community leaders will be adding to their email tag line:



Get Connected, Stay Connected

Register your numbers and learn more at [Reverse 911](#)

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The Aware & Prepare Initiative is a public-private partnership to enhance the capabilities of non-profit organizations and government agencies to mitigate, prepare for, respond to, and recover from emergencies and disasters within the Santa Barbara County Operational Area. The Santa Barbara County Office of Emergency Management manages the Initiative in cooperation with the local emergency management community.

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