Shelby County Fire Department
Headquarters
1075 Mullins Station Rd. Bldg. "C", 2nd floor
Memphis, TN 38134

February 19, 2015

******* MEDIA EVENT NOTIFICATION *******

Event Date: Friday February 20th, 2015
Time: 1 p.m. at SCFD Headquarters (address above)

Shelby County Fire Department Launches New Initiative to Improve Language Barriers During Emergency Medical Calls

Because your emergency is Our Priority

Introducing the newest member of the Shelby County Fire Department

"ELSA" (Enabling Language Service Anywhere). "It's like having 180 translators aboard each apparatus!"

Each year, emergency responders everywhere encounter more and more language barriers while on a scene and trying to provide patient care. Realizing this, the Shelby County Fire Dept. has initiated a new program to improve language barriers during emergency medical calls.

"On average, about every 45 minutes, we are sending emergency crews to a critical event. Every one of those calls has the potential of involving a language barrier where a patient cannot accurately tell our paramedics and EMTs how we can help. This product will save lives," said Shelby County Fire Department Fire Chief Alvin D. Benson.

ELSA™ is a light weight, hands free device worn by a first responder. First responders press a button and through RTT Network Operating Center the call is connected to a live, bilingual interpreter within seconds.

"We are so pleased this technology can be used by the Shelby County Fire Dept. This is something that emergency responders have needed for some time," said Shelby County Mayor Mark H. Luttrell, Jr.

A demonstration of the equipment will be conducted during a news conference on Friday, February 20, 1 p.m., at the Fire Alarm / Dispatch office of the Shelby County Fire Department, 1075 Mullins Station Road, Building "C", 1st Floor.

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