

Public Safety

Bluetooth Systems work by sending out specific messages to members of the public in a particular area via their mobile phones, and their use has proved to be very useful in improving the dissemination of important Public Safety messages to the public. They do this in a number of different ways.



- ⊗ **Location.** The *Bluetooth* activity can be set up in locations deemed to be most relevant for the particular Public Safety message. So, for example, Campaign for Responsible Drinking could be set up in an area where there are a number of clubs and bars.
- ⊗ **Tailored to target audience.** The style, language, etc. can be different, depending on the target audience. For example, a message in Urdu will probably get a better response than the same message in English in an ethnic area where that language is spoken. Also, people not speaking that language will not understand the message. It is possible to use animated messages to get the attention of a younger audience.
- ⊗ **Flexibility.** The *Bluetooth* activity can be set up in diverse locations so it can assist the Police in sending important Public Safety messages at events such as football matches, public demonstrations, carnivals etc. It is possible to set up multiple systems to cover a large area, whilst managing them as a single system. Events such as these tend to be noisy affairs, so messages that can be read are particularly effective.
- ⊗ **Redistribution.** The recipient can send on the message (and therefore the useful information contained therein) to their friends who they think might be interested, thus expanding the audience dramatically, especially if the message is in an interesting format. This is made possible as the message by the message being stored in their mobile phone.
- ⊗ **Responsive.** For threats such as Counter Terrorism, the *Bluetooth* system can be set up very quickly as the equipment is portable and the operators do not necessarily need to organise mains power as it can run off other power sources. By the use of standard content templates (supplied by Jibajaba Limited) the specific message can be created very quickly.
- ⊗ **Consistency.** The *Bluetooth* message can fit in with major Public Safety initiatives, by modifying artwork already in use. This helps to reinforce the same message from multiple sources.