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Nevada First Lady Promotes “Text First. Talk Second.”™

*First Lady Kathleen Sandoval and the Safe America Foundation stress
use of text messaging during emergencies*

CARSON CITY, NV – First Lady Kathleen Sandoval of Nevada joined the [Safe America Foundation](#) today to encourage Nevadans to “[Text First. Talk Second.](#)”™ when letting those closest to them know they are okay after a disaster. This is the second year Nevada’s First Lady has given her support to this emergency preparedness campaign.

“We cannot prevent emergencies or disasters, but we can educate ourselves and our loved ones on the importance of having an established plan in place for safety. The moments after an emergency or disaster can be critical to prevent potential injury and damage. “Text First. Talk Second” is a simple and smart way to communicate with our families without overloading the phone lines during a time of crisis. I encourage all Nevadans to let your friends and family know about this important campaign and why we should always “Text First. Talk Second.” said First Lady Kathleen Sandoval.

During and after weather-related or man-caused emergencies, SMS text message will go through before a call. Mobile call volume simply overwhelmed provider capacity during these incidents. Preparedness experts universally agree that during an emergency and its immediate aftermath, communicating via SMS text messaging should be your first choice. This is because non-essential calls often shutdown wireless phone service and prevent 911 calls from getting through and emergency personnel being unable to communicate with each other. In fact, just a single one-minute phone call takes up the same bandwidth as 800 short SMS text messages.

“We are proud that First Lady Sandoval is leading our campaign in Nevada. We believe that if Nevadans take the time to heed her advice, they will be better prepared to survive any emergency, earthquake or otherwise”, said Safe America President and CEO, Len Pagano.

First Lady Kathleen Sandoval’s work in raising awareness on this issue is part of the Safe America Foundation’s [First Spouses Campaign](#) – an effort to engage all First Spouses in emergency preparedness activities. Championed initially in 2010 by former First Lady of West Virginia Gayle Manchin, the Campaign has since generated support from First Spouses in various states/territories, currently: Alabama, Arkansas, Delaware, Nebraska, Nevada, New Jersey, North Carolina, Puerto Rico, Rhode Island, South Carolina, Texas, West Virginia, Wisconsin and Wyoming.

About the Safe America Foundation

The Safe America Foundation is a 501(c)(3) non-profit licensed by the state of Georgia. The foundation partners with corporate, governmental, public and private sector organizations, and other nonprofits to improve the safety awareness and preparedness of Americans nationwide.

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