

**Ministry of the Solicitor General  
Office of the Fire Marshal**

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**Ministère du Solliciteur général  
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**MEMORANDUM TO:** All Ontario Fire Chiefs

**FROM:** Jon Pegg  
Ontario Fire Marshal

**DATE:** April 28, 2025

**SUBJECT:** *"When Every Second Counts"* 9-1-1 Campaign

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The Emergency Services Steering Committee (ESSC) is a working group of municipal Chief Administrative Officers (CAOs) and City Managers established in 2005 by the Ontario Big City Mayors and Mayors and Regional Chairs of Ontario to provide advocacy, background information and research on all issues related to emergency service costs in Ontario. Through its work, the committee identified a shared concern for the growing pressures on 9-1-1 services with particular attention to the volume of non-emergency calls and related costs to emergency services across the province.

The ESSC has developed Ontario's first ever province-wide campaign to reduce non-emergency 9-1-1 calls and educate the public about where to find the appropriate help for situations that do not require a 9-1-1 call.

The ***"When Every Second Counts"*** campaign launched on April 30, 2025. As part of the campaign, a toolkit of resources will be distributed to all municipalities to use to promote the campaign across Ontario and raise public awareness of the proper use of 9-1-1.

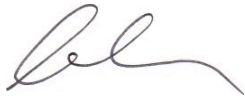
The toolkit includes ready-to-use communication products, such as social media, advertising, and media outreach templates, that municipalities can customize and distribute throughout their communities.

The campaign's website can be accessed by visiting [www.wheneversecondcounts.ca](http://www.wheneversecondcounts.ca). The toolkit can be accessed from the main page by clicking "Toolkit" at the top right of your screen and entering the password **Local#**.

This campaign is an important step towards enhancing community safety across the province. Educating the public on the proper use of 9-1-1 services helps ensure that emergency services are utilized effectively and that Ontarians know the appropriate resources to contact in non-emergency situations.

Thank you in advance for using the toolkit to ensure its important message reaches all Ontarians.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Jon Pegg', with a long, sweeping horizontal line extending to the right.

Jon Pegg  
Ontario Fire Marshal

c: Mario Di Tommaso, O.O.M.  
Deputy Solicitor General, Community Safety