



SCHOOL OF  
**PUBLIC HEALTH**



**EASA** Center for Excellence

## Text EASA to 61222

- 1) Smart phones with internet capacity and data users will receive a link that users can click to access the EASA website: [www.easacommunity.org](http://www.easacommunity.org)
- 2) Cell phone users that do not have a smart phone or a data plan that will allow internet use will receive the EASA url and the emergency prompt
- 3) ALL users will receive:
  - a. the choice to have texts in English or Spanish
  - b. a text that asks users to content 911 in case of an emergency
  - c. an option to text STOP to discontinue the text communication
  - d. a link to learn more about their privacy rights using the text service (explains that their number is not sold or shared to other companies or organizations OR made available on the dark web)

For sites: The call to action (Text EASA to 61222) can be placed on any marketing materials as frequently as needed.

For ALL websites, CTIA.org requires the following statement:

Standard msg & data rates may apply. Text STOP to opt-out. For end user privacy, terms, and conditions of texting with 61222, go to:

<https://educationalmessageservices.com/policies/>

This should appear one time (per website) typically on the home page or the primary landing page for your website visitors. The single occurrence satisfies all other instances. You can create a hyperlink for <https://educationalmessageservices.com/policies/>

If you have any questions about posting the call to action or strategies used by other agencies, please send you questions to [support@preventionpaystext.com](mailto:support@preventionpaystext.com)