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EMERGENCY LONG-DISTANCE PHONE SYSTEM FOR IOWA MOTORISTS ON TWO-YEAR TRIAL

A new highway emergency long-distance phone system, which went into effect July 1, will enable motorists on any Iowa highway to request emergency assistance for ambulance, medical, fire department, or automotive repair with a minimum of difficulty and time.

The new program, designated HELP, is a cooperative effort by the Iowa State Highway Commission and the Iowa Department of Public Safety.

The HELP system utilizes a single telephone number that may be called, toll free, from anywhere in the state. The number, 800-362-2200, is answered 24 hours a day by the Iowa Highway Patrol in Des Moines. The patrol personnel on duty then contact the appropriate Iowa police radio dispatcher or emergency service to assist the caller.

The HELP system is to be used only for emergencies, such as illness, accidents, fire, or mechanical breakdowns, and not for road or weather condition reports.



One of the first motorists to use Iowa's new HELP system was Ruth Ann Hash of Lebanon, Missouri.



Signs like this are placed at regular intervals along main highways in the state.

The new system provides a relatively low-cost solution to the need in Iowa, as well as throughout the United States, for an organized means of assisting motorists involved in emergency situations on the highway. Such emergencies may vary from the relatively common matter of an empty gas tank to the urgent need of someone suddenly faced with the responsibility for obtaining prompt assistance for victims of a serious highway accident.

In addition to signs placed along the highway informing motorists of the HELP number to call, the number will be available in all highway-oriented telephone booths, placed on Iowa highway maps, and disseminated to the public in all other appropriate manners.

The new HELP program will operate initially for 2 years on a trial basis beginning sometime this summer. The highway commission will fund approximately \$30,000 for the research project of which \$20,000 is for telephone line charges and \$10,000 for installation of signs and other advertising devices to alert the public of the service. During the research phase of the project, inquiry cards will be sent to people who have utilized the service requesting comments and suggestions to improve the service.

Results Assessed of Ten-Year Program of Massachusetts Roadside Development

The University of Massachusetts, in cooperation with the Federal Highway Administration and the Massachusetts Department of Public Works, has been involved in a 10-year roadside development research program from 1962 until