



## **TIFF – To Inform Families First**

### **A Voluntary Emergency Contact System that Saves Lives**

#### **OUR MISSION**

**TIFF** was created to strengthen the communication channels between emergency responders and families by adding emergency contact information to driver's licenses and state-issued IDs.

#### **TIFF INITIATIVE**

**TIFF (To Inform Families First)** is a groundbreaking initiative designed to save lives by ensuring first responders can access emergency contact information directly from a person's driver's license or state ID. By embedding emergency contacts into DMV records, TIFF drastically reduces the time it takes for families to be notified during critical emergencies.

#### **FOUNDER'S BRIEF STORY**



In **2005**, Christine Olson tragically lost her daughter, Tiffany, in a car accident. Christine wasn't notified for over 6 hours, a devastating delay that led her to create **TIFF**, a program that ensures no family endures the same pain.



**October 2, 2006** marked a pivotal moment when Christine became the first person to ever register her emergency contact information through the Florida DMV, thus launching TIFF. This historic act is the foundation of TIFF, which has since expanded to 17 states, with plans for national implementation.

#### **FOUNDER'S MESSAGE:**

***"I cannot change what happened to me, but with TIFF, I know I'm making a difference. This program saves lives."***

— Christine Olson

#### **THE URGENCY**

##### **NATIONAL AVERAGE:**

It takes 6 hours for law enforcement to contact next of kin in an emergency.

##### **TIFF'S IMPACT:**

By enabling emergency contact info to be instantly accessed via DMV records, TIFF reduces this critical notification window to mere minutes.

##### **WHY TIFF IS A NO-BRAINER:**

Every minute counts when it comes to saving lives. TIFF is an easy, life-saving tool that offers a simple solution to a national crisis. It's time for every state to implement it.



# IS YOUR STATE READY TO IMPLEMENT TIFF?

## FLORIDA CASE STUDY

**22 M**  
Floridians have registered their emergency contacts.

**95%**  
Opt-in rate, facilitated by state-supported promotions and outreach

**RECOGNIZED**  
as a Model Program for its effectiveness and efficiency.

### ESTIMATED TIFF REGISTRANTS BY STATE (BASED ON DRIVER-TO-POPULATION PROXY)

STATE	POPULATION (2024 EST.)	ESTIMATED REGISTRANTS
Florida	22.6M	22,000,000 (actual)
Alabama	5.1M	~4.96M
Arkansas	3.1M	~3.02M
Colorado	6.1M	~5.94M
Delaware	1.0M	~974K
Illinois	12.6M	~12.28M
Indiana	6.9M	~6.72M
Kentucky	4.5M	~4.38M
Minnesota	5.8M	~5.65M
New Jersey	9.3M	~9.06M
North Dakota	780K	~760K
Ohio	11.7M	~11.39M
Pennsylvania	12.9M	~12.57M
South Carolina	5.4M	~5.26M
Tennessee	7.1M	~6.91M
Texas	30.5M	~29.7M
Virginia	8.7M	~8.47M
Wisconsin	5.9M	~5.74M



On **December 7, 2023**, Wisconsin Governor Tony Evers signed Senate Bill 35 to bring TIFF's initiative to Wisconsin.

The bill was spearheaded by State Representative Pronschinske and Senator Jesse James, who recognized the importance of including emergency contact information on driver's licenses and state-issued IDs.



In **March 2025**, North Dakota updated its driver system to allow residents to add emergency contact information to their driver's license or state-issued ID records.

**22,000 drivers** enrolled in the new system within the first month alone.

**TIFF has already saved lives in Florida. Together, we can make TIFF a national standard and ensure that families are always just a few minutes away from being informed in times of emergency.**



# WHO THIS PAGE SPEAKS TO

## DMV DIRECTORS

**TIFF** is a life-saving initiative, and implementing it in your state can help improve emergency response times. **As a DMV director**, you can be a part of the solution by integrating emergency contact information into driver's licenses or state IDs.

## STATE LEGISLATORS & PUBLIC SAFETY OFFICIALS

**TIFF** needs strong legislative support for it to become a statewide initiative. **State officials** can sponsor bills, advocate for the program in their communities, and champion the cause for public safety.

## LAW ENFORCEMENT & FIRST RESPONDERS

**First responders** play a vital role in emergency situations. By supporting TIFF, you can enhance your ability to contact family members quickly, ensuring families are notified without unnecessary delays during critical moments.

## COMMUNITY LEADERS & SOCIAL MEDIA INFLUENCERS

You have the power to spread the word to large audiences. Whether you are part of a local organization, faith community, or have a strong presence on social media, you can help raise awareness about TIFF's life-saving capabilities.

# ADVOCATE FOR TIFF IN YOUR STATE

## FOR STATES NOT IMPLEMENTED

Contact your state legislators and urge them to introduce TIFF legislation. Use our template to make it easy!

## FOR STATES IMPLEMENTED

Help spread the word and encourage residents to register their emergency contact information through the DMV.

## Christine Olson's Contact Info:

 Christine@HelpTiff.org  
 (941) 538-8394



## Scan to Register or Learn More

Scan the QR Code to access the TIFF registration page, download advocacy templates, or view PSA videos about TIFF's impact.

## Contact Information & Resources

**TIFF Website:** [www.toinformfamiliesfirst.org](http://www.toinformfamiliesfirst.org)

**Follow us on Social Media for updates and success stories!**

 @ToInformFamiliesFirst  @toinformfamiliesfirst8008  @ToInformFamiliesFirst