

# FEMMA

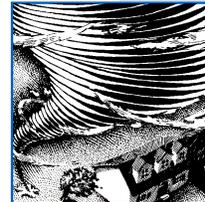
## Good Ideas Book

- ▶ How people and communities are preparing for disaster



Ideas for

- Partnerships
- Media Relations
- Special Events
- Special Populations Outreach



Community  
and Family  
Preparedness

# THE GOOD IDEAS BOOK

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## HOW TO USE THIS “GOOD IDEAS BOOK”

This “Good Ideas Book” was designed for program organizers -- emergency managers, leaders of citizen groups and voluntary agencies, individual volunteers and others who promote disaster preparedness. At the February 1995 Family Disaster Preparedness Conference held in Emmitsburg, Maryland, attendees expressed the need for an organizer’s guide complete with outreach ideas, resources and materials. This book was developed to fill that need.

Inside you will find ideas, materials and “how to” steps for a variety of outreach activities -- some simple for the first-time organizer, and some more complex for those able to spend the time to develop multi-faceted outreach efforts.

**ready-to-use artwork** that can be adapted easily to include your own disaster preparedness messages and your group’s or sponsor’s logo, and **resources** to help you create a unique program. Finally, we have included phone numbers of organizations that have provided the “good ideas” in this book. You may wish to contact these organizations for more information, but please understand that the contact names may change over time.

This book is intended to be a “living document,” which will be supplemented periodically with additional ideas and information. Throughout, you will see terms such as “campaign” and “program.” These terms refer to any effort to help people learn about threats and prepare for disasters of all types. It could be a one-time event or an ongoing program. Remember, any level of effort that helps to promote disaster preparedness in your community is a welcome one, no matter the scope.

Feel free to adapt anything you see here to meet your own objectives -- and the needs of your community. If you are new at this kind of effort, start with one idea and then build your campaign from there. Whatever you can do will make a big difference in how well those around you respond to disaster. And, please use the enclosed response form (supplied in Section F) to let us know what you’re doing -- and how you’re doing it -- so we can share your ideas with others in the emergency management community.

## ORGANIZING A SUCCESSFUL PUBLIC PREPAREDNESS CAMPAIGN

An organized approach is crucial to making an impact. You probably already know that. But how do you start? This section provides some tips and helpful hints on organizing your campaign from the beginning.

**Define your program's goals.** While the overall purpose of a preparedness program may be to raise public awareness, the specific objective will probably vary depending on the nature of the group you target.

- What do you want the audience to understand, or understand better, than they did?
- What action do you want them to take?

**Identify your audience.** You can't reach everyone in your community at once so you should conduct some research about the people in your community to help you prioritize your audiences. Determine which groups in your community are at greatest risk from a natural disaster or other emergency. Determine if there are segments of the population that would have special needs in an emergency. These groups might include schoolchildren, older adults, physically or mentally impaired individuals, people with limited literacy skills, or non-English-speaking children and adults. Ask yourself some tough questions like:

- What kinds of people make up this group? Are they children? Adults? Senior citizens? Are they students? Homemakers? Business executives? Blue collar workers? Singles? Single parent families?
- What social or cultural issues are of greatest concern to this group?
- What portion of the community does this group represent?
- What does the group already know about the hazards in their community?
- From what sources does the group typically get information? Newspapers? Television? Radio? Direct mail? Town meetings? Word-of-mouth?

- Who are the most influential voices to the group? Are there other people in the community this group listens to and respects?
- Does the group have special concerns or needs in an emergency? If so, what are they? (For example, hearing-impaired individuals may be unable to hear warning sirens and need to be warned in other ways. Mobility-impaired people may be unable to evacuate their homes without help.)
- Do they have attitudes and concerns that could affect whether and how they respond to emergency warnings? If so, what are they? Fatalism? Bravado? Enjoy getting in the middle of risky situations? “Can’t happen here?” “Can’t happen to me?”
- What do they know and how do they feel about the community’s emergency preparedness plans? About warnings and situation reports from local officials?
- What do they know about you and your role in the community?

The answers to these questions can be obtained from a variety of sources. These include local social service agencies; schools, including those serving non-English-speaking students; neighborhood and community groups; churches; the local fire department; local newspapers and radio and television stations; the emergency management agency in the community; and your local American Red Cross chapter.

**Personalize the messages.** Each target audience will be more receptive to your campaign if you tailor your messages to suit their perspective. Keep your messages simple.

- What are the main facts the people in this target group need to know about the hazards in the community?
- What specific actions should they take to prepare for emergencies involving these hazards? What specific actions should they take in the event of an emergency? (These should be formulated based on the information you have about the group’s special needs.)
- What should they do *after* the emergency?

**Choose the best way to present your messages.** Each target audience will respond differently to various presentations and methods of information dissemination.

- Use your research to choose the most effective means of reaching your target audience (e.g., presentation, poster, disaster preparedness fair). Do not rely on one format, however. Use all the means at your disposal but locate and aim each to get the most needed results where it matters most.
- Make sure visuals depict people from your target audience in an accurate and culturally sensitive way.
- If there are individuals who are influential within one target audience, obtain their permission to use their pictures or to quote them in the material you prepare for that audience.
- Test the effectiveness and acceptability of the material you prepare before you finalize it. Ask a few individuals from the target audience to review the material and use their feedback to make final adjustments.

**Work with the media to reach your target audience.** By cultivating cooperative relationships with members of the media in your community, you can develop strong allies for disseminating your public preparedness message to a wider audience. It is especially helpful when disaster strikes if your relationship with the media is already established. (More detail on working with the media is provided in Section A.)

**Form a committee.** An extensive campaign may necessitate the formation of a public preparedness committee. If this is the case, a chairperson must first be designated to coordinate all campaign activities and to serve as a bridge between the committee, the media and other publics.

Depending on the scope of your campaign, your committee may include the following additional roles:

*Respected Elected Official* -- To enhance the credibility of your campaign and your access to other decision makers.

*Editorial Coordinator* -- To coordinate writing, production and distribution of all campaign materials.

*Media Liaison* -- To establish contact with the local media; handle news releases and media materials; monitor local and national news outlets; and stay informed on current events in order to identify ways to increase public preparedness.

*Representative of Local Media* -- To offer media expertise, as well as assist your media liaison in contacting other media personnel in your community.

*Special Events and Program Leader* -- To coordinate all special activities and to arrange the proper time, location and equipment for each event.

*Community Relations Leader* -- To act as a liaison with community groups and businesses.

The individuals filling these roles need not be emergency management professionals. Volunteers from the community, local business leaders and members of the local media can be recruited to serve on your preparedness campaign committee. The important thing is to staff your committee with enthusiastic supporters of your effort to spread the preparedness message.

**Evaluate your efforts.** After a special event or at an appropriate point in your overall campaign, evaluate your efforts to assess their effectiveness at attaining your goals. (A more comprehensive discussion of campaign evaluation methods is provided in Section F.)

**Share your ideas.** Using the enclosed response form (provided in Section F) let us know what you're doing -- and how it's working -- so we can share your ideas with other emergency managers around the country. Feel free to include examples of materials you've created or media clips on your campaign.

SECTION A  
PARTNERSHIPS

## **PARTNERSHIPS**

You can reach a great number of people with your disaster preparedness messages if you work with other organizations within your community. This section explains how to reach out to various community organizations and involve them in your preparedness and mitigation program.

Businesses, corporations, foundations, community and voluntary organizations and the media can help disseminate information, sponsor an event, provide space for an upcoming activity, underwrite the production of materials, or provide other much-needed resources.

It is crucial, however, that any community partnerships you form not detract from the message you are trying to communicate. If you are unsure of a prospective business's or organization's credibility with your target audience, take the time to find out. An upstanding, credible community leader can greatly improve the visibility and viability of your campaign.

It is also important to remember that all partnerships are two-way affairs. Be sure to include partners from the beginning in planning programs and special events and follow through with any promises you made to partners while you were recruiting them -- such as a promise of public recognition of their efforts.

### **Making Your Pitch**

When approaching a local business, voluntary organization or media outlet, you should be well prepared to specifically discuss what you need from them and how they can help you with your preparedness campaign. Be straightforward, and don't be afraid to ask for what you want. Potential partners need to have a clear idea of what you're asking for before they can commit. You may want to prepare a draft partnership agreement that you can bring with you to discuss each party's responsibilities -- but be careful, you don't want to appear too presumptuous.

Remember, you are selling your preparedness campaign, and each private partner candidate will want to know up-front what benefits his or her organization will receive from assisting in this effort. Here are some incentives that may apply to candidates in your community:

- Partners will receive increased positive media coverage, credibility and visibility.
- Partners have an opportunity to contribute to the well-being of the community.
- The campaign can create positive program opportunities for other community organizations, thus placing partners at the forefront of the awareness movement in your community.

## **Partnering with Local Corporations**

All organizations have a vested interest in protecting their employees and facilities in a disaster. To secure their investments, insurance agencies, banks and other financial institutions are commonly involved in disaster planning, preparedness and mitigation. In many communities across the country, telecommunications companies are taking the lead in disseminating disaster preparedness information to their customers. In addition, other local businesses and industries may be interested in distributing information to protect employees and customers and, as a result, reduce potential liabilities. Finally, companies recognize that employees who are prepared for disasters at home will be less likely to be absent from work following a disaster -- when companies may need them most.

Corporations and businesses with larger public affairs and community relations budgets can often be a tremendous resource in sharing some of the responsibility of community disaster preparedness. Look for "in kind" contributions of time, expertise, facilities or equipment in ways that reflect the corporate partner's interests and commitment to the community. A corporate partner can also help with the costs of printing materials or underwriting a special event, but don't limit your thinking to monetary contributions.

Following are some ideas that have been used successfully by emergency managers around the country in partnering with local corporations and businesses:

- Encourage local utilities (telephone, water, electric, gas) to include periodic emergency preparedness and mitigation information in customer bills or newsletters.
- Encourage a local corporation to distribute family disaster preparedness information to employees and hold a “family disaster preparedness” workshop for all employees.
- Organize a promotion with a local store -- such as a sale on disaster supplies -- to encourage participation in disaster preparedness activities.
- Develop materials for special audiences, such as people with disabilities, non-English-speaking minorities, senior citizens or children.
- Using the enclosed camera-ready materials, ask a local business to print a supply of fact sheets to distribute to your community.
- Ask a local supermarket to include disaster preparedness and mitigation messages on its shopping bags.

## Partnering with Community Organizations

Community organizations -- including schools, local government and local voluntary organizations -- can be valuable partners in a public outreach program.

While community organizations often have more constraints on financial resources than corporations, they can provide an equally important resource -- people. Members of volunteer groups **want to become involved** in helping their community in a variety of ways; local government officials **want to be responsive** to their community's needs; and students of all ages **want to be a part of things and make an impact** on their community.

These groups often have a more elaborate infrastructure that will allow you to extend the reach of your emergency preparedness and mitigation messages. Many of these groups have a large membership base which can be used to distribute campaign materials. Other groups have access to large rooms or halls that can be used for special events or meeting space.

A good starting place in your search for community partners is your local chapter of the **American Red Cross**, an organization highly recognized and trusted by the general public. FEMA's Family Preparedness Program has partnership agreements on a national level with the American Red Cross, as well as the **Boy Scouts of America**, **AFL-CIO**, **National Sheriffs' Association** and **National Association for Search and Rescue**. New partners with which FEMA is currently working on a formal agreement include the **Franchise Emergency Action Team (FEAT)** and **Camp Fire Boys and Girls**. All of these groups were approached because they have organized memberships at the local level and have an interest in promoting disaster preparedness.

We encourage you to tap into this existing network of partnerships. Statements of Understanding that describe these agreements are included in Section G. FEMA's Family Preparedness Program is constantly looking for new national partners and will send recipients of this Good Ideas Book copies of newly signed Statements of Understanding as they are received.

The following is a sample list of other community organizations which you may want to approach for assistance:

- 4-H clubs
- Amateur radio clubs
- American Association of Retired Persons
- Association of Contingency Planners groups
- Boy Scouts
- Camp Fire Boys and Girls
- Chambers of commerce and other business organizations
- Civic and business groups
- Community colleges and universities
- Crime watch groups
- Fire departments
- Girl Scouts
- Home, condominium or apartment associations
- Law enforcement organizations
- League of Women Voters
- National Safety Council chapters
- PTA and other school groups
- Religious organizations
- Sierra Club
- Structural engineering societies

In addition to these groups, a network of Voluntary Action Centers, coordinating this type of outreach, is in place in most cities and states. If you have trouble locating this group in your area, contact the national headquarters in Washington, D.C. (National Center for Voluntary Action, 1214 Sixteenth Street, N.W., Washington D.C., 20036).

Following are some ideas that have been used successfully by emergency managers around the country in partnering with local community organizations:

- Work with local PTA chapters to incorporate a disaster preparedness workshop at one of their meetings.
- Work with local school teachers to incorporate disaster preparedness in their lesson plans.
- Sponsor a kids' poster contest highlighting the steps to take in the event of a specific emergency or disaster.
- Ask local community organizations to distribute brochures and information to their members.
- Work with local community organizations to present a disaster preparedness and mitigation workshop at a meeting.
- Organize a community fair on disaster preparedness.
- Distribute preparedness information at a special event organized by a community organization.



## **Partnering with the Media**

The media are reliable, credible sources of information for the public -- both in terms of preparedness and response/recovery. Team up! Partnering with the media can take two forms, both of which can be beneficial:

- bringing a local media outlet on board as an official campaign partner to help direct the campaign activities; or
- building personal relationships and working effectively with all local media outlets to disseminate preparedness and mitigation messages.

As mentioned earlier, partnerships are two-way affairs. This is especially true with the media. FEMA is viewed by the media as a credible source of disaster information. In times of disaster, or potential disaster, the media will need vital information from you. Make yourself -- and preparedness information -- available to the media. Let them tell you what they need and provide it quickly. Remember, helping the media will help you get your messages out.

### **Official Partners**

As an official campaign partner, local media outlets bring a well-recognized name onto your campaign team and can also provide valuable public service advertising and editorial space for your campaign messages. The various outlets (television, radio and print) will naturally want to inform the public of their involvement in this community safety program -- resulting in additional publicity for your campaign and the accompanying information.

To pursue a local media campaign partner, contact the community service representative at each of your local media outlets, and highlight the numerous advantages of participation. Be prepared to show how disseminating emergency preparedness information will benefit their audiences.

### **Relationship Partners**

In addition to co-sponsoring the campaign or a specific event, the media is an important conduit for reaching other audiences with

your messages -- whether through editorial coverage or donated advertising space.

Working with your local media outlets to “place” a story about disaster preparation should be thought of as building a relationship. The sooner you begin to cultivate a personal relationship with your local media, the better off you’ll be when you need them to help you disseminate information, whether about a specific upcoming event or in response to an actual emergency.

## **News**

While it is impractical to expect you’ll be able to develop personal relationships with every reporter and news director in your area, by compiling and consistently updating a listing of local media organizations and reporters, you can ensure that any press releases, brochures or other materials produced by your campaign reach every news outlet in your area.

You can easily compile such a media list by using sources such as state media advisories, local phone directories, the *Editor and Publisher Yearbook*, *Working Press of the Nation*, *Bacon’s Media Directory* and *N.W. Ayer Directory*. A good media list should include daily and weekly newspapers, local and special-interest

publications, city or regional magazines and television and radio stations (including local cable outlets).

## **Advertising**

There are two basic types of advertising -- paid advertising and public service advertising. If your budget can support paid advertising, it is a certain way to get your preparedness messages out to the people in your community.

However, public service advertising (advertisements are run as a public service at no charge) may be more practical. The vast majority of local media outlets -- television stations, radio stations and newspapers -- are receptive to public service advertising. Contact the public service director well in advance to determine their requirements. Then, develop your advertisements accordingly. Consider asking a media outlet to work with you in developing the advertisements. Not only will this allow you to share costs, you can also involve your partner in the planning stages which will be greatly appreciated.

Some sample print advertisements and television and radio scripts are provided in Section E. You may use them as they are, or adapt them for your local community.

Here are just a few examples of the many ways to draw attention to your campaign's awareness efforts:

**Hold a briefing.** In the event of a natural or technological disaster, it will be important for all media to be familiar with your community's emergency preparedness plans. A media briefing provides a unique opportunity to educate the community not only about their crucial role during times of emergency, but also about actions that could be taken to better prepare for future disasters.

**Time the release of your materials.** If a disaster or threat of a disaster elsewhere in the nation has attracted the public's attention, the media are likely to be more receptive to your materials than at other times. Keeping an eye on the news and providing related materials to your local media can greatly increase the coverage your campaign receives.

**Provide camera-ready materials.** Camera-ready materials or ads with an address to write to for additional materials are often well received by newspaper editors. Camera-ready materials, including slides provided to local television weather persons (if the hazard is weather-related) for use during their regular weather broadcasts, are also an effective means to reach a wide audience. A script or descriptive text should accompany each slide. (Sample print PSAs are provided in Section E.)

As mentioned above, television and radio stations welcome public service announcements. If you are attempting to educate your community about a seasonal hazard, try to time the submission of your PSA appropriately. If you submit recorded spots, a written script should accompany each one. When writing your PSAs, remember to use short sentences, tell how the information provided can help the listeners, ask for action on the part of the listeners and tell them whom to contact for additional information. (Sample radio and television PSA scripts are provided in Section E.)

**Have a spokesperson available for live and taped interviews.** Interviews provide an excellent forum for presenting emergency preparedness information to the general public. If you have cultivated a personal rapport with the media outlet you are targeting, you greatly increase the likelihood of your spokesperson being interviewed. Make sure that your spokesperson has all the facts and information regarding emergency preparedness. You may also want to provide interviewers with an information sheet in advance to assist them in asking relevant questions.

Below are some ideas that have been used successfully by emergency managers around the country in partnering with local media organizations:

- Offer to go on the air with local television and radio stations in times of emergency to provide instructions to the public.
- Ask local radio stations to promote and broadcast a presentation or special event live.
- Work with a local television meteorologist to hold a school assembly on disaster preparedness.



## **Partnering with Government Departments and Agencies**

In addition to corporations, community organizations and the media, government departments and agencies can provide valuable assistance for your preparedness and mitigation campaign.

## **GOOD IDEAS FOR POTENTIAL LOCAL PARTNERS**

4-H Clubs	Improvement Stores
AFL-CIO Organizations	Hospitals, HMOs
Amateur Radio Clubs	Home, Condominium or
American Association of Retired Persons Chapters	Apartment Associations
American Legion Organizations	Hospitals
American Red Cross Chapters	Insurance Companies
Area Agencies on Aging	Knights of Columbus
Association of Contingency Planners Groups	Law Enforcement Organizations
Boy Scout Troops	League of Women Voters Groups
Boys and Girls Clubs	National Association for Search and Rescue Organizations
Broadcasters' Associations	National Safety Council Chapters
Cable Television Stations	National Weather Service Agencies
Camp Fire Boys and Girls Organizations	Newspapers
Chambers of Commerce	Neighborhood Watch Organizations
Civic and Business Organizations	Printing Companies
Community Action Agencies	PTAs
Community Colleges and Universities	Radio Stations
Crime Watch Groups	Religious Organizations
Disaster Preparedness Supplies Companies	Retired and Senior Volunteer Programs
Explorer Scout Troops	Salvation Army Offices
Federal Retirees Associations	Schools -- Pre-School, Elementary and Secondary
Fire Departments	Senior Companion Programs
Foster Grandparents Programs	Sierra Club
Girl Scouts	Structural Engineering Societies
Graphic Design Companies	Telecommunications Companies
Grocery Stores	Television Stations
Hardware or Home	United Way Agencies

Utility Companies  
U.S. Department of  
Agriculture Extension  
Services  
Offices  
Women's Clubs

## SECTION B

### PLANNING AND PROMOTING SPECIAL EVENTS

## **PLANNING AND PROMOTING SPECIAL EVENTS**

Special events -- the proclamation of a special hazard awareness day or week or month; a contest; an award ceremony; a demonstration, exhibit or open house -- provide opportunities for face-to-face contact with the people in your community and can help involve more people in your emergency preparedness campaign. If you give yourself time, plan ahead, and approach others for assistance, you can conduct effective outreach to many segments of your community through special events.

After you hold an event, take a moment to look back. What worked? What didn't? This will make planning your next event even easier.

The National Weather Service, as well as some State and local emergency management offices, declare severe weather awareness weeks and months. Check with them first so you don't establish a

“week” or “month” by yourself and accidentally confuse the public.

## **Planning and Promoting Special Events**

**Determine the type of event.** Based on the needs of your community, decide on a few main messages you need to get across. Next, decide on the audience you wish to reach, whether it is apartment dwellers, urban dwellers or the members of your local 4-H Club. Tailor your messages to meet the needs of that audience, and think about what type of event is likely to attract those people (and partners).

**Time the event to maximize audience potential.** Start making arrangements well in advance. This will allow you time to promote your event to your entire community, invite speakers and make sure that everything goes smoothly.

Set a time and place that encourages attendance by your target audience, and is convenient for the officials you invite to participate. Avoid planning events near holidays or other special events like the World Series. Check the schedules of potential speakers. You may want to hold the event in conjunction with Natural Disaster Awareness Day (the second Wednesday of each October), Fire Prevention Week (the week of October 9), or another special hazard awareness activity. This gives you an opportunity to capitalize on increased public receptivity to your messages.

**Invite public leaders to participate.** Depending on the size and audience for your event, you may wish to invite a local opinion leader. Find out whom your target audience respects and listens to. This may be the mayor, a city council member, religious leader or a local business leader -- maybe one of your partners. Invite them well in advance of the event, as their schedule may fill up quickly.

**Piggyback with other events.** Your activities don't always have to be at events you plan yourself. Look for opportunities in your area where your target audiences might be. For example, local festivals, county fairs, town meetings and business leaders conventions pose excellent opportunities for you to reach different segments of your audience. Ask the organizers of these events if you can make a presentation, set up a table where you can distribute information, or print something in a program or newsletter.

If possible, provide the media with statistics that are compelling and back your claim that disaster preparedness is crucial. For example, a local organizer in South Carolina may tell the media that when Hurricane Hugo hit the Carolinas in 1989, over \$8 billion in damage was done. The residents and businesses of South Carolina **MUST** be prepared in order to minimize future loss of property to hurricanes.

See Section A for ideas on partnering with the media for your special event. You may wish to have your event published in calendars of events, ask the media to run PSAs in conjunction with your event, and/or broadcast your event live! (A sample media “pitch” letter and news release are provided in Section E.)

## **Natural Disaster Awareness Day**

Natural Disaster Awareness Day is the second Wednesday of each October. A working group made up of members from FEMA, the American Red Cross, the U.S. Geological Survey and other national organizations plans and carries out awareness activities on a national level annually.

## **Annual Events**

In individual states and communities, days, weeks and even months are set aside recognizing the need for disaster awareness, often focusing on a specific disaster such as a flood, tornado or hurricane. This provides a great opportunity for you to plan activities to focus your community's attention on preparedness. Your state may also recognize certain times as a way of increasing awareness. This provides an opportunity for local officials to get involved. Contact your state emergency management agency or National Weather Service Office for information on statewide annual events.

## **Seasonal Disaster Activities**

Some disasters have recognized "seasons" when the likelihood of occurrence of that disaster is greatest. For example, June 1st is considered the beginning of hurricane season for the Atlantic coast. Other disasters like tornadoes and wildfires are also more likely during certain times of the year. You may wish to focus attention on preparing for the possibility of a disaster at the beginning of the disaster "season."

## **Post Disaster Activities**

Public awareness of a disaster is heightened following a disaster -- even if the disaster did not occur in your community. For example, all of America watched as floods washed across the Midwest in 1993. Following a well-publicized disaster, recognize that people are more receptive to disaster information and seize the opportunity to share preparedness messages with your area so if you are faced with a similar disaster, your citizens will be prepared.

## **Other Ideas...**

- Get your mayor to declare a Disaster Preparedness Day. Plan local events, and ask the mayor to speak.
- Hold a poster contest for local students to design posters with preparedness messages. Invite a local business leader, an elected official and a member of the media to act as judges. Sponsor a ceremony announcing the winner to provide an opportunity to promote your messages to a wider audience.
- Hold an “Expo” in a local mall at the beginning of a specific hazard awareness day. Invite local celebrities to be involved.
- Ask a local hardware store to distribute preparedness and mitigation materials with smoke detectors, hurricane shutters, bottled water and other preparedness items. The store may even help defray printing costs.

## **Good Ideas for Information Dissemination**

1-800 Number for Phone-In Requests  
Billboards  
Cable Television Programs  
Centers for Widows and Orphans  
Presentations  
Chamber of Commerce Newsletters  
Church Bulletins and Newsletters  
Convention Booths  
Community Disaster Drills  
Community Town Meetings  
Corporate Safety Meetings  
County and State Fair Booths  
Day Care Center Programs  
Disaster Preparedness Expos  
Home Shows  
Library Displays

Museum Exhibits  
Neighborhood Association Meetings  
Neighborhood Watch Meetings  
Newspaper/Newsletter Columns  
Nursing Home Presentations  
Parades  
Poster Contests  
PTA Meeting Presentations  
Public Service Announcements  
Resident Mailbox Stuffers  
Restaurant Placemats and Table  
Tents  
Senior Center Presentations  
School Presentations -- Pre-School,

Elementary and Secondary  
Table-Top Exercises  
Telephone Directory Inserts  
Television Programs  
Traveling Disaster  
Presentations/Caravans  
Utility Bill Stuffers

## SECTION C

### WORKING WITH SPECIAL POPULATIONS

## WORKING WITH SPECIAL POPULATIONS

Disaster preparedness program organizers need to be aware of the unique challenges facing special populations when it comes to disaster preparedness. In this section, “special populations” refers to older people, mentally or physically disabled people, and children. In most cases these people have more acute needs than those of the general population; they depend even more on others for assistance. Furthermore, these groups are not always able to ask for help -- they may be too young, too disoriented or too feeble.

Remember to take steps to ensure that in an emergency or disaster these individuals are prepared, that there are others also watching out for them, and that emergency managers are prepared to support their evacuation, shelter and care if necessary, and help them reestablish their independent lives as feasible.

When working with special populations:

- Treat them normally, with awareness of special needs
- Talk on their level
- Be patient

As with all your disaster preparedness planning, back up plans are critical. Be sure to think everything through carefully. One way to back up your resources is to encourage the disabled and the elderly to register with your agency.

## **Working With Older People**

People over the age of 65 are generally considered senior citizens -- currently there are over 33.5 million seniors living in the U.S. Their mental and physical capabilities vary widely as do their reaction times, skills and knowledge of disaster preparedness.

Approximately 5% of older people live in nursing homes, while the vast majority live independently in their own homes. As part of any preparedness program for seniors, it is very important to assist nursing homes in preparing for emergencies. Special considerations should be made for transferring patients in an evacuation. See Section G for guidelines from the *Administration on Aging* on how to minimize transfer trauma.

### **Physical and Mental Considerations**

As we age, our bodies and minds often slow down. Frequently older people's sense of smell, touch, vision and hearing may be less acute than our own. Chronic illness also affects a greater number of older people -- arthritis is one example. Plus, older people may not have the ability to use automobiles or have access to private or public transportation, which can be further complicated by physical impairments that limit mobility.

Be prepared for a delayed response from older people to preparedness as well as an actual disaster -- this does not necessarily mean that they do not understand a situation, they simply may not react as quickly as younger people. However, in some cases a delayed response may mean denial. Older people are sometimes slow to realize or accept the dangers of an emergency situation and the importance of preparedness. You may need to enlist the help of seniors' family or trusted friends to convince them of the importance of preparedness.

Memory loss is another real and potential problem when dealing with older people. Be aware that environmental factors or chronic diseases may affect their ability to remember information or to act appropriately.

### **Emotional Considerations**

For some elderly people, emotional or physical loss over a lifetime may be compounded by the crisis at hand, sometimes called a “multiple loss effect.” Disasters can deal a final blow thereby making recovery particularly difficult for older people. Multiple loss phenomena may manifest itself as an inappropriate attachment to specific items of property.

Older people may fear that they will lose their independence if they ask for assistance. The fear of being placed in a nursing home may be a barrier to asking for help.

Also, older people are generally much more susceptible to the effects of heat and cold and, thus, should keep sweaters, blankets or fans readily available. Also suggest that they arrange for back-up power supplies or generators to keep air conditioning or heating operational.

### **Generational Factors**

Our attitudes are generally shaped by the societal norms and values of the era in which we came of age. Why is this important to understand? As service providers, disaster preparedness program organizers need to be aware that people from different generations will have different values and expectations.

While everyone is different, a good rule of thumb is to treat seniors with courtesy and respect. Remember that older people have led full lives -- they should not be patronized simply because they may move or process information more slowly than others.

### **Application Process**

When encouraging seniors living at home to prepare for natural disasters or other emergencies, register with emergency services or receive post-disaster assistance and benefits, you may encounter the following hurdles:

- Reluctance to use services perceived as “welfare”
- Mistaken belief that accepting assistance will prevent someone else from receiving help
- Difficulty writing out applications or understanding directions
- Limited experience working through a bureaucratic system (especially women)
- Mistaken belief that they cannot help themselves in a disaster
- Lack of knowledge of benefits

Make the application process as easy to understand as possible. Listen to questions and concerns carefully. Be sure to explain why it is important for seniors to register with emergency services and what they can expect.

### **Language Barriers Among Older People**

Older people with a limited command of English are especially vulnerable to the effects of disasters. To ensure effective communication and increase the comfort level of such people, it is important for emergency management agencies to have bilingual staff, volunteers or partners to assist with preparedness education.

### **Older People with Disabilities**

Older people with disabilities require close attention as physical and mental limitations associated with aging may be compounded by other disabilities.

### **Preparing Older People for Emergencies**

- Distribute checklists
- Hold presentations at senior centers, nursing homes, church groups
- Work with nursing homes to plan for emergency transfers
- Develop back-up plans
- Develop back-up plans for back-up plans (Back-up plans can be disrupted by disasters too!)

## **Working With Disabled People**

While persons with disabilities are a unique group with their own special needs, disaster preparedness program organizers can compare their behavior and/or physical impairments to those of older people.

Some similarities:

- Limited mobility
- Loss of vision, hearing
- Special medication/equipment necessary
- Memory loss or confusion

Remember that people identified with disabilities will vary greatly in their understanding and appreciation of the importance of disaster preparedness. It will be important for program organizers to tactfully determine the mental and/or emotional capacity of a disabled person. For example, a person with a muscular-skeletal disorder, like MS, may be in control of their mind and can easily grasp the urgency of a disaster situation, while a physically “normal” looking person may have severe mental deficiencies and will not understand how to prepare or what to do in an emergency.

Also, keep in mind that people with epilepsy, Parkinson’s disease, severe emphysema and other conditions often have individualized medication programs that cannot be interrupted without serious consequences.

## **Common Disabilities and Disasters**

### **Vision Impairment**

Those who are blind or visually impaired, especially older people, may be extremely reluctant to leave familiar surroundings when the

evacuation order/offer for assistance comes from a stranger. Guide dogs are allowed by law, in most states, to stay with their owners in emergency shelters. Be sure to communicate this to visually impaired residents in your community to help them create their disaster plan.

Know where they live and work, and be sure someone will check to assure they know when warnings and emergency instructions are issued.

### **Limited Mobility**

Many disabilities include limited mobility -- paralysis, loss of limb, Multiple Sclerosis, etc. These people may move slowly or may not be able to move on their own at all. Since people with impaired mobility are often concerned with being dropped when being lifted or carried, find out the proper way to transfer or move someone in a wheelchair and what exit routes from the building will be best.

### **Mental Retardation**

Some mentally retarded people may be unable to understand a crisis situation and could become disoriented or confused about the proper way to react. Be patient and talk to these people on their level, using words they can understand.

### **Special Situation: Children with Disabilities**

As with other children, reactions will depend on age and emotional maturity -- remember that disabled children may feel even more alone and fearful. Make special efforts to keep parents or guardians nearby and continually reassure the child. See the following section for more on working with children.

## **Working With Children**

In a disaster situation, children need extra-special attention. Unlike a competent senior citizen or physically disabled adult, children are frequently too young to grasp the “hows” and “whys” of a disaster. Emotionally immature, children respond in a wide variety of ways to a disaster -- from screaming to crying to complete silence, while some may not appear upset at all.

According to the American Red Cross, after a disaster children fear:

- Recurrence or continuation of the disaster
- Injury or death
- Separation from family
- Being left alone

## **Points for Parents**

- Keep the family together after a crisis. Families are the main source of security for children, so keep everyone close. Don't leave children with friends or neighbors to inspect the damage after a crisis -- take them with you.
- Answer questions truthfully. Explain the facts using words children can understand and talk about how the family has been affected.
- Give children a chance to talk about the disaster. Encourage them to discuss their fears or express their anger, grief or sadness.
- Do not focus on your child's immature behavior.
- Reassure and comfort children. Physically hold your child and try to spend more time together.

- Include children in recovery activities. Simple, useful chores like cleaning up the house after a tornado helps children reestablish familiar routines and feel they are making a contribution.

## **Handling Children**

Emergency managers and volunteers should always be patient with children. Talk to them honestly about what has happened -- encourage questions and discussion. Remember that a child's age will roughly determine their capacity to understand death and disaster:

- Infants (0-2) -- very sensitive to loss or separation from parent
- Toddlers and preschoolers (3-6) -- will cry and ask for parents, will have difficulty grasping nature of disaster
- School-aged (6-12) -- greater understanding of disaster and death
- Adolescents (12+) -- may act like an adults, but are fearful and insecure inside

## **Preparing Children for Emergencies**

Children will respond positively to learning about what they can do to be prepared for disasters. The best way is to get them involved!

- Show kids how to develop and practice a family disaster plan. For a homework project, have them create a plan and checklist with colored pens/pencils and paper.
- Teach children how to recognize danger signals. Use recordings of different sirens, fire alarms and smoke alarms.
- Explain how to call for help. All children can be taught how and when to dial 911. For older children, show them where to look in the phone book for emergency numbers. Have kids create signs with important numbers to put by the phone at home.
- Encourage kids to memorize important family information. Names, addresses, and phone numbers are good to know. For

younger children provide a small index card with emergency information to the child's day care center or school and be sure to update it regularly.

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CASE STUDIES

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## CASE STUDIES

### **Public Education and Preparedness Programs**

## **Family Emergency Action Plan Workbook**

**Sterling Heights, MI / Public Education and Preparedness**

**Agency designed and distributed workbooks to every resident, group and organization in the city, featuring detailed information on preparing for disasters. Also worked with police and fire departments to improve current resident preparedness presentations given through the Police Crime Prevention Bureau.**

*J. Robert Johnson, Coordinator, City of Sterling Heights Office of Emergency Management, 810-726-7000 (ext. 136)*

### The Challenge

To create a public education program based on the understanding that residents must share the responsibility for their own protection.

### The Program

The Office of Emergency Management determined the need to increase the awareness level of its more than 120,000 residents to prepare and protect themselves and neighbors prior to, during and after major emergencies.

The agency designed a "Family Emergency Action Plan Workbook" to be distributed to each resident, group and organization throughout the city. The book features details on how to prepare for disasters that would require a family to stay at home for several days, and includes checklists of items that would increase a family's chances for survival.

The program seeks to place meaning in the emergency disaster planning process at the community level. Objectives include encouraging families to:

- learn what local hazards are;
- hold family meetings and discuss and then develop emergency plans;
- maintain and practice the Family Emergency Plan often.

The police and fire departments played important roles in the emergency management program within the city. Both worked to improve resident preparedness by participating in the one-hour presentations given to the Neighborhood Watch Groups through the Police Crime Prevention Bureau.

Additional presentations were provided to several other organizations including the Federal Emergency Management Institute in Maryland; the Michigan State Police Emergency Management Division Spring Conference; and the Michigan Manufactured Home Association.

### The Results

Nearly 2,000 residents have attended a local presentation or received a workbook. More than 300 books have been sent to new residents within the city, and the one-hour safety presentations have been well received.

## **Severe Summer Weather Awareness Campaign** **Bismarck, ND / Public Education and Preparedness**

Through a partnership with the North Dakota Division of Emergency Management and the National Weather Service, the agency developed and distributed a materials guide to local emergency managers. The guide contained materials designed to assist in the promotion of Summer Weather Awareness Day, a newly designated day by Governor Ed Schafer.

*Lori Riehl, North Dakota Division of Emergency Management, 701-328-2111*

### The Challenge

To prepare citizens for potential summer weather dangers that exist in North Dakota.

### The Program

In 1995 Governor Ed Schafer designated April 27 as Severe Summer Weather Awareness Day. The Severe Summer Weather Awareness Campaign, an extension of this day, was produced in partnership by the North Dakota Division of Emergency Management and the National Weather Service.

A *Materials Guide* was developed and distributed to all local emergency managers statewide. This guide included:

- Governor's proclamation (encouraging local emergency managers to print the proclamation in their local newspaper).
- News releases:
  - *State and Local Officials Urge Summer Safety*
  - *Lightning Myths and Facts*
  - *Tornado Safety Tips*
  - *Tornado Myths*
  - *Protect Yourself from Lightning*
  - *Tornado Watch/Warning*
- Radio scripts -- for emergency managers to use to encourage the taping and broadcasting of the public service announcements on their local radio stations.
- *Did You Know* cartoons -- to accompany news releases pertaining to tornadoes.
- *If a Tornado Comes* coloring pages -- to be photocopied and presented to elementary school children, grades 1-3.
- *Do You Know about Tornadoes* worksheet -- to be photocopied and presented to elementary school children, grades 4-6.

- *Immediate Action Flier* -- to be presented to junior high and high school students, or disseminated throughout the community at banks, libraries and stores.  
*Daniel Noah's Suggestion Letter* -- with suggestions on how other jurisdictions have financed the costs of using certain materials.
- It was suggested that information on the following topics be printed on grocery bags and/or restaurant placemats:
  - *NOAA Weather Radio*
  - *Tornadoes: Nature's Most Violent Storms*
  - *Thunderstorms and Lighting: The Underrated Killers*
  - *Floods and Flash Floods*

### The Results

- During the summer storm exercises, several counties warned the public by activating the emergency broadcast system, alerting radio or television stations and by using an outdoor siren. Virtually every county conducted a tabletop exercise.
- The state office in cooperation with the National Weather Service conducted a statewide Warnex exercise in which state and county officials were able to test their warning equipment and personnel.
- State and local emergency managers assisted private industry in identifying tornado shelters or preparedness plans.
- All North Dakota state employees received a family preparedness message located at the bottom of their July paychecks.

## **Seattle Disaster Aid and Response Teams (SDART)** **Seattle, WA / Public Education & Preparedness**

**Developed and implemented program to teach neighborhoods to be self-sufficient following a major disaster until regular emergency services are able to respond.**

*LuAn Johnson, Program Manager/Public Educator, City of Seattle, Division of Emergency Management, 206-233-7122*

### The Challenge

Major disasters stretch city resources to their limits. It is estimated that regular emergency services will be unable to respond to most calls during the first 72 hours following a major disaster, such as a severe earthquake. The number of people who will help, and the inaccessibility of many neighborhoods due to damage and debris, will prevent immediate aid. As a result, individuals and their neighborhoods need to be prepared to mutually assist each other during these critical hours.

### The Program

Seattle Disaster Aid and Response Teams (SDART) was formed to enable neighborhoods to be self-sufficient for a minimum of 72 hours following a major disaster. The program is a neighborhood-oriented approach to emergency preparedness based on the belief that a cooperative effort between a city and its citizens is the only sure way to prepare for major disasters. The program, which began in January 1995, has two main components:

#### *SDART I: Home and Personal Preparedness*

- Preparedness efforts must focus on individuals and families in their homes.
- Prepared citizens at home will create a significant reduction in the need for police, fire and ambulance support.

#### *SDART II: Block Disaster Preparedness*

- Every major disaster proves that police, fire and other emergency support agencies are not available to many people during the first 72 hours of a disaster. Neighborhoods must be prepared to care for themselves during these critical three days.
- Experience shows that neighborhoods that are organized, with critical responsibilities and tasks assigned, can learn to be self-sufficient.
- Prepared neighborhoods will save lives, reduce the severity of injuries and lessen property damage.

#### *SDART's Organization*

SDART defines a neighborhood as a typical Block Watch group of 25-50 homes. Citizens are organized into six disaster response teams:

1. Communications: monitors emergency radio broadcasts; keeps neighborhood informed of relevant information; relays information about damage the neighborhood has sustained to the city via amateur radio operators.
2. Damage Assessment: assesses the damage the block has sustained; reports findings to the Communications team; assists neighbors with documentation of any damage.
3. First Aid: establishes a Neighborhood First Aid Station; provides first aid.
4. Safety and Security: checks for fires, turns off the natural gas, ropes off downed electrical lines and removes debris.
5. Sheltering and Special Needs: establishes care center for children whose parents may not be home, and for anyone who needs extra care or comfort.
6. Block Coordinator(s): coordinates the activities of the neighborhood response teams both before and during a disaster.

*Other Programs Include:*

SDART Database: Statistics are used to measure the success of this program, and to help citizens know they are part of a growing, progressive and vital program. This is particularly important when motivating people to prepare for disasters. The more they feel they are part of something everyone else is doing, the more they will be persuaded to participate.

Neighborhood Drills: The SDART Functional Drill utilizes “mystery envelopes” to create the sense of uncertainty that accompanies real disasters. This 90-minute exercise allows each disaster response team to actually function in their assigned role in response to a simulated earthquake or other disaster.

*Benefits of SDART:*

- Helps professionals realize that a well-prepared community actually becomes a resource.
- Citizens are committed to go beyond conventional community preparedness efforts to raise awareness as a result of SDART.
- People and neighborhoods that are prepared will know what to expect, what to do, and how to come together in an organized, timely response during times of disaster. As a result, lives will be saved and property damage reduced.
- Groups are encouraged to organize a table-top exercise six months after meeting where people go through various emergency scenarios and

rehearse proper procedures to secure their safety in the event of an emergency situation.

## The Results

- 46 neighborhoods have been organized so far.
- 825 people are currently participating on a neighborhood response team.
- There has been enthusiasm and positive feedback towards this program throughout all neighborhoods. Neighbors feel more connected to each other and more prepared for emergency situations.

## **All Hazards Handbook**

### **Portage County, OH / Public Education & Preparedness**

**Agency developed and distributed handbooks that instruct citizens on how to deal with a large variety of emergencies. By soliciting local businesses and organizations for advertising, the agency was able to produce and distribute the handbooks at no cost.**

*A. K. Miller, Portage County Emergency Management Agency, 216-297-3609*

#### The Challenge

To obtain as much data on hazards as possible that are relevant to Northeast Ohio, specifically Portage County, and to provide residents with planning and quick reference information during times of natural, man-made and other emergencies.

#### The Program

An "All-Hazards Handbook" was designed to help citizens of Portage County deal with emergencies of various types including: fires, floods, tornadoes, chemical spills, winter storms and other natural disasters affecting the northeast area of Ohio.

This multi-purpose emergency informational guide includes information on: the emergency management agency; what to do in the event of an earthquake, tornado, and thunderstorms and lightening; household hazardous wastes; insurance issues in the event of a natural or man-made disaster; instructions for 911; disaster and mental health services; fire prevention; local emergency planning committees; emergency medical services; and phone numbers for a vast array of services in Portage County and toll-free information services throughout the state of Ohio.

The Portage County Emergency Management Agency was able to solicit enough advertising to produce the handbook and distribute it free of charge.

#### The Results

- In July 1993, approximately 55,000 copies of the handbook were distributed throughout Portage County.
- Received the 1994 National Association of Counties Achievement Award.
- Calls have been significantly reduced when test sirens are released because now people know what to do.
- Most everyone that received a copy of the handbook had positive feedback.
- The state emergency director in Maryland requested copies of the handbook for all of the county directors statewide.



**Montana Tri-County Wildland Interface Working Group**  
**Lewis & Clark County, MT / Public Education & Preparedness**

**Formed tri-county group made up of local emergency managers, volunteer firefighters and state and federal fire officials, to educate the public about the prevention of wildland fires and mitigation. The group produced and distributed informational materials, organized neighborhood meetings in fire prevention and mitigation and worked with emergency officials on federal, state and local levels on responding to three county major wildfires.**

*Paul Spengler, Disaster Services Coordinator, Lewis & Clark County, 406-447-8285*

The Challenge

Development in Montana's wildlands has increased the wildfire risk for residents building homes in the rural areas of the state. In 1988, Montana suffered devastating wildland fires that destroyed homes and many acres of land. The fires highlighted the fact that many Montanans did not know what steps to take to prevent wildland fires.

The Program

Emergency management officials of Lewis & Clark County formed the Tri-County Wildland Interface Working Group to educate the public about wildland fire prevention and mitigation. The group meets monthly and is comprised of local emergency managers, volunteer firefighters and state and federal fire officials.

Activities of the group have included:

- Four table-top wildfire exercises in four years to train federal, state and local emergency responders on responding to a three-county major wildfire in various jurisdictions.
- The development of a "fire risk map" for the developed areas on Geographical Information Systems. The map (nearing completion) will be made available to county commissioners, land use planners, fire departments, sheriffs and the public.
- The development of a pamphlet and newspaper insert for residents on "Protecting Your Home from a Wildland Fire" which are distributed at county fairs, home shows and other public meetings.
- Three neighborhood fire prevention and mitigation meetings publicized through the local fire department.



## The Results

The program was awarded the 1995 “Keep Montana Green” award from the Keep Montana Green Association, comprised of state agencies and the timber industry.

## **Comprehensive Public Preparedness Program** **Washington, DC / Public Education and Preparedness**

**Formed partnerships with: *The Washington Post* to assist in the promotion of preparedness programs; city schools, organizations, private businesses and a community church to conduct presentations and distribute material on preparedness; and NBA basketball player Grant Hill to star in a television PSA.**

*Zachary Smith, Family Protection Program Manager, D.C. Office of Emergency Preparedness, 202-727-6161*

### The Challenge

While natural disasters can strike anywhere at anytime, a far more serious problem in our nation's capitol is "man-made disaster" -- urban violence. Thus, in February, 1993, the D.C. Office of Emergency Preparedness (OEP) set out to link disaster preparedness with personal security and other urban hazards.

### The Program

The D.C. Office of Emergency Preparedness has implemented a multi-faceted public education and preparedness program. Below is a sampling of activities conducted in just the third quarter of 1995:

- Conducted presentations on the Family Preparedness Program for 2,000 3rd through 5th grade students at eight Washington, D.C. schools in Spring 1995.
- Trained 10th and 11th grade District high school students participating in the D.C. Public Service Academy to conduct disaster awareness/outreach activities at Washington elementary schools. A group of 20 selected students assisted OEP staff in delivering presentations severe weather hazards presentations after receiving training in public speaking, disaster education and the Family Preparedness Program.
- Conducted presentations for D.C. community and private business organizations, including Camp Simms Community, Hunter Pines Apartments Civic Association, Washington-Highland Library, Advisory Neighborhood Commission and Northwest Health Care.
- Worked with the *Washington Post* to publish preparedness information for Severe Storm Awareness Week and Precautions for Hot Weather.
- Worked with NBA basketball player Grant Hill to produce a television public service announcement.
- Entered into an agreement with the District's New Samaritan Baptist Church to provide training for congregation members and youth participating in a neighborhood tutorial program.

## The Results

The District's Family Protection Program was a significant component of OEP's 1995 Heat Emergency Program, which won the 1995 "Quality Service Award for Excellence in Program Management." This was a regional public service competition sponsored by the KPMG management consulting firm for state and local governments in the Washington metropolitan area.

## **Disaster Preparedness Program**

### **Shreveport, LA / Public Education & Preparedness**

**Formed a Local Emergency Planning Committee and a partnership with a local water company to develop and implement public education programs, including a variety of activities surrounding Chemical Awareness Month.**

*Charles A. Mazziotti, Director, Caddo-Bossier Office of Emergency Preparedness  
318-425-5351*

#### The Challenge

Shreveport, Louisiana is susceptible to several natural disasters, including tornadoes. To help the town and surrounding areas prepare for such events, the Caddo-Bossier Office of Emergency Preparedness determined a comprehensive, multi-faceted preparedness campaign was needed.

#### The Program

Since 1984, Caddo-Bossier Office of Emergency Preparedness has published a quarterly newsletter, *CD Today*, which is distributed to all persons involved with or interested in disaster preparedness. *CD Today* informs people about upcoming training and preparedness events and includes preparedness information such as emergency planning checklists and evacuation tips.

In addition, the Caddo-Bossier Office of Emergency Preparedness formed the Caddo and Bossier Local Emergency Planning Committees (LEPCs) to develop and implement public education programs, including:

- Chemical Awareness Month (4 years running)
  - Public service announcements on local radio stations
  - Water bill stuffers
  - Corporate newsletter articles
  - Training for field personnel, activators, OEP volunteers/rescue teams
  - Emergency operations simulations
  - Annual disaster drill coordination meetings
  - A mass Fatality Incident Response course
  - A transportation flow study
  - Communications and warning systems tests
  - Public information mailings
  - Business and industry emergency preparedness mailings
- Annual Caddo-Bossier Disaster Drill
- Fall & Spring School Tornado Drills

## The Results

The program has received great response from major industrial complexes and the community at-large. The agency has received several national commendations from the National Coordinating Council of Emergency Managers, including a first place recognition for the agency newsletter *CD Today*.

## CASE STUDIES

### **Preparedness Partnerships**

**Don't Wait. Be Prepared. It Could Save Your Life.**  
**Portsmouth, NH / Media Partnership**

**Formed partnership with the New Hampshire Association of Broadcasters to implement state-wide education campaign featuring radio and television public service announcements.**

*Dena Lee DeLucca, New Hampshire Office of Emergency Management  
603-271-2231*

The Challenge

To increase public awareness of the many natural and man-made hazards common to the New Hampshire region and stimulate preparedness measures for entire communities (households, business and industry, schools and civic groups).

The Program

In 1993, the New Hampshire Office of Emergency Management (NHOEM) joined with the New Hampshire Association of Broadcasters to implement a comprehensive, state-wide public education and awareness campaign featuring radio and television non-commercial service announcements (NCSAs). The NHOEM's service announcements -- which provided information on winter storm preparedness, hurricanes, earthquakes, flooding, ice jams, hazardous materials spills and general family preparedness -- were featured on 33 radio stations and three television stations across the state.

The project increased the involvement of and interaction between local governments, the private sector, residential communities, school systems and populations with special needs (i.e., elderly, handicapped, minorities, etc.) through a state-wide public awareness campaign.

The Results

The program has been very successful, reaching all sectors of the state. An abundance of calls have been received from people who heard the service announcements and requested further information. Such requests have come from welcome wagon organizations, businesses (NYNEX, Public Service of New Hampshire, Digital Corporation, New Hampshire Federal Credit Union, UTICA Insurance), state and local government, private and non-profit organizations (Boy Scouts of America, Federal Retirees Association) and private citizens. In addition, as a result of the success of New Hampshire's program, the Commonwealth of Massachusetts joined with the Association of Broadcasters to establish a similar program in Massachusetts. Officials in New Hampshire met with Massachusetts representatives and presented the achievements of the campaign, which prompted Massachusetts to participate in the program.

Massachusetts even utilized New Hampshire's spots -- adapting them to add Massachusetts-specific information.

## **Community Emergency Response Team (CERT) Program** **Los Angeles, CA / Community Partnerships**

**Developed a program that trains all city employees and other civilian groups to form response teams during major disasters.**

*Captain Louis Casas, Los Angeles City Fire Department, 818-756-9674*

### The Challenge

To develop a well-trained civilian emergency work force to assist the government in responding during disaster situations when the number and scope of incidents have overwhelmed conventional emergency services.

### The Program

The Community Emergency Response Team provides for community self-sufficiency through the development of multi-functional response teams who will act as an adjunct to the city's emergency services during major disasters. The CERT program instructs all city employees and other civilian groups capable of acting in the capacity of disaster response personnel. It teaches greater self-sufficiency and optimizes chances of survival. Through this unique program, people from community organizations, business and industry, and city employee groups will become members of a CERT, or perform as individual leaders directing untrained volunteers in the initial phase of an emergency.

#### *Program elements:*

- CERT members receive 17 1/2 hours of initial training in:
  - earthquake awareness
  - disaster fire suppression techniques
  - disaster medical operations
  - light search and rescue operations
  - team organization and management
  - disaster simulation
- As of April 13, 1985, 286 teams (over 11,000 people) have been trained by members of the Disaster Preparedness Section. The total number of teams is organized as follows: 120 community teams; 123 business teams; and 43 city employee teams.
- Members must take a course that consists of seven 2 1/2 hour classes with major emphasis on hands-on training. The curriculum includes:

#### Class 1: Introduction, Earthquake Awareness

- Registration
- Introduction
- Earthquake Threat in Southern California
- Personal and Family Preparation

- Non-structural Hazard Mitigation
- Class 2: Disaster Fire Suppression Techniques
- Fire Chemistry
  - Fire Extinguisher Use
  - Utility Control
  - Ventilation
  - Creative Firefighting Techniques
  - Hazardous Materials
- Class 3: Disaster Medical Operations - Session 1
- Recognizing and Treating Life-Threatening Emergencies
  - Triage
  - Treatment Area Management
- Class 4: Disaster Medical Operations - Session 2
- Head-to-Toe Evaluation
  - Recognizing and Treating Non-Life Threatening Emergencies
- Class 5: Light Search and Rescue Operations
- Evacuation
  - Search Techniques
  - Rescue Methods
  - Cribbing and Shoring
- Class 6: Team Organization and Management
- Developing a Response Team
  - Incident Command System
  - Size-Up
  - Disaster Psychology
- Class 7: Course Review and Disaster Simulation
- Written Practical Examination Review
  - Practical Exercises
  - Critique

This initial seven-week course is followed by a continuing education program, consisting of quarterly 2 1/2 hour refresher training sessions.

### The Results

- Program has met with success, including national and international requests for information, and positive community feedback.

- As part of the International Decade for Natural Hazard Reduction (IDNDR) the L.A. City Fire Department's Disaster Preparedness Section has transferred their technology and ideas to other agencies and governments so they might benefit from this program.
- To date, over 11,000 people have been trained.

### **Emergency Preparedness Program**

#### **Lexington, KY / Community & Corporate Partnership**

**Developed several programs designed to educate the community on disaster preparedness including, partnering with the local telephone company to include an emergency preparedness page in the telephone directory.**

*Wanda Kean and Pat Dugger, Emergency Management Director, Lexington-Fayette Urban County Government, 606-258-3784*

#### The Challenge

Provide the residents and businesses of Lexington-Fayette County with information and assistance to instill in them the need for planning and preparedness to reduce the loss of lives and property during a disaster.

#### The Program

The Lexington-Fayette County Department of Emergency Management has implemented several programs, including:

- Sending a letter defining the services of the emergency management program to all new businesses registering with the county for a business license. To date, hundreds of letters have been sent.
- Working with the telephone company to include a page of emergency preparedness information and tips in the local telephone directory.
- Observing the state's severe storms and earthquake preparedness week with: a display at the public library; interviews by emergency management staff on television and radio; advertisements in the local newspaper; and give-aways of emergency management materials, such as weather radios, or disaster supplies kits filled with supplies like blankets, batteries and battery-powered flashlights. Some of these kits were given away during the weather forecast on the news to encourage additional procurement of such items.
- Conducting shelter surveys and providing assistance with disaster plans upon request for schools, day care centers, nursing homes, hospitals and businesses.

#### The Results

- Through this program, many residents and businesses that did not have disaster plans developed them and feel more prepared and confident to face an emergency situation.
- The implementation of the Earthquake Preparedness Week Program earned the “Outstanding Achievement Award” from the State Department of Emergency Services in 1994.

## **Home Earthquake Strengthening Program** **San Leandro, CA / Community Partnership**

**Partnered with the San Leandro's Building Regulations Division to educate citizens on how to strengthen their home to prevent earthquake damage.**

*Pat McClellan,, Disaster Preparedness Coordinator, City of San Leandro  
510-794-9394*

### The Challenge

To prepare the City of San Leandro and its citizens for an earthquake.

### The Program

In response to the impending earthquake threat, San Leandro residents have mobilized and created a handbook called *How the City of San Leandro Can Help You Strengthen Your Home for the Next Big Earthquake in the Bay Area* to prepare citizens and minimize damages in the event of another earthquake.

San Leandro's Building Regulations Division and the Disaster Preparedness Division joined together to help San Leandro citizens:

- conduct a simple check-up of their home earthquake "fitness";
- strengthen their home with three inexpensive "do-it-yourself" steps;
- understand the differences between good and bad construction practices;
- make informed decisions about hiring a contractor; and
- borrow homeowners tools from the City of San Leandro if needed.

The Building Regulations Division and the Disaster Preparedness Division have also produced a handbook that serves as a guide to the City's "Home Earthquake Strengthening Program." The program encourages contemporary engineering practices and improved construction techniques. It is a self-help program designed to address known earthquake weaknesses in older home construction and is tailored to single family homes in the community.

Participants in the program learn how to assess deficiencies in the construction of their homes and take preventive steps to improve considerably their home's ability to remain intact in the event of an earthquake. Upon completion of the program, residents of San Leandro receive a permit and inspection documentation to show that their home has been strengthened to prescriptive standards.

### The Results

- Homeowners throughout San Leandro have praised the work of the Home Earthquake Strengthening Program.

- Interest continues to increase steadily, as evidenced by the amount of permits individuals have purchased.

## **“Point Comfort Community Alarm System” Video**

### **Point Comfort, TX / Corporate Partnership**

**Community officials partnered with Formosa Plastics to produce and distribute to all citizens an educational video on chemical emergency preparedness.**

*W.R. “Billy” Zwerschke, Emergency Management Coordinator, Calhoun County Emergency Management, 512-553-4400*

#### The Challenge

To develop a unique chemical emergency preparedness program that would get results.

#### The Program

In 1993, the leadership of the City of Point Comfort, Texas, in cooperation with the Calhoun County Emergency management Office, decided to take an innovative and proactive step towards improving the preparedness of their citizens in the event of a chemical emergency. Earlier town meetings and other educational-type programs that had been tried and generated disappointing attendance and participation from residents.

The Point Comfort City Council formed a committee consisting of the town's mayor, fire chief, police chief, fire and emergency department head, a councilman, an interested citizen and the Calhoun County Emergency Response Coordinator. The Council also recruited Formosa Plastics as a partner in the effort, and the company sent its safety director, environmental director, safety manager and emergency response coordinator to participate.

The committee decided to produce a 10-minute video to provide clear and concise information on: 1) how to shelter-in-place; and 2) how the City of Point Comfort's alarm system works and what to do when it sounds.

Formosa Plastics funded the video and together the committee wrote the script and worked with the video producer until a finished product was achieved. For citizens without a television and VCR, Formosa Plastics purchased and donated a TV/VCR unit to the Point Comfort Library. Additionally, refrigerator magnets describing the steps of sheltering-in-place were produced and mailed to every citizen.

#### The Results

The staffs of Formosa Plastics' Safety and Environmental Departments delivered a video to each citizen of Point Comfort (approximately 3,500 people)

as part of an informational packet. The packet included a one-page summary of the video from the Mayor of Point Comfort.

## **Family Emergency Preparedness Plan** **Seattle, WA / Corporate Partnership**

**Developed and implemented a program designed to educate staff of a large health maintenance organization and their families about the necessity of preparing for disaster. Through coalitions with the Washington State Emergency Management Divisions' Family Preparedness Program, the local American Red Cross, a local television station and area businesses, the program was expanded to reach the entire community.**

*Diane Earl, Group Health Cooperative of Puget Sound, 206-448-2359*

### The Challenge

The Group Health Cooperative of Puget Sound (GHC) -- a large health maintenance organization with 9,000 employees, 500,000 members and service delivery throughout Washington State -- believes that in the time of a hazardous incident that requires any level of response, the company must be fully prepared to deliver health care services to its members as well as any individuals who seek shelter at the company's facilities. It became clear to the company that to meet this goal, the company's staff must be prepared at home. Group Health Cooperative could not expect personnel to return to work if they were not reassured that their loved ones are safe.

### The Program

The Group Health Cooperative Family Emergency Preparedness Program started as a way to educate GHC staff and families about the necessity of preparing for disaster. The organization developed a "Family Emergency Preparedness Plan" booklet for internal corporate use.

The company soon began to expand beyond staff to customers, knowing that preparedness would help reduce the impact of non-critical patients upon the health care system. Using the booklet, the company started providing disaster preparedness education to almost any group that requested it. The booklet was also used as part of a public service campaign involving a local television station.

The organization was approached by the Family Preparedness Coordinator of the Washington State Emergency Management Division to discuss collaboration on expanding the book to cover all hazards, using the same workbook format. Out of this grew a partnership and coalition to which all members contributed funds. The funds did not reduce costs. This coalition, formed in 1993, includes the Washington State Emergency Management Division's Family Preparedness Program, a local chapter of the American Red Cross, a local television station,

and several other corporate sponsors including utilities and communications companies.

The coalition developed a year-long public service campaign that involved various education venues and the distribution of an expanded edition of the booklet.

### The Results

GHC's Family Emergency Preparedness Plan has been extremely successful:

- The Family Emergency Preparedness Plan booklet is now in its fourth printing as part of the coalition, with approximately 500,000 distributed to the public between and January 1994 and July 1995.
- Consistent messages and preparedness information are being delivered to the community by leaders in health care, business, volunteer agencies, media and public service.

The success of the program is evidenced by the acknowledgment of GHC's peers in the public and private sector who refer to the GHC program as a model for the health care industry.

## **National S.A.F.E. Home Foundation/Exit Drill in the Home Program Columbus, MS / Community Partnership**

**Partnered with the local American Red Cross and the Lowndes County School District to form two programs targeted at: residents in low income housing areas on the importance of smoke detectors, and students about the importance of smoke detectors and fire safety.**

*John S. Brown, Lowndes County Fire Coordinator, Lowndes County Fire Services  
601-329-5110*

### The Challenge

Prior to 1994, many Columbus, Mississippi residents in low income housing areas were without smoke detectors or fire emergency materials. In a community of 60,000, educating the community on proper fire safety procedures became a primary concern for Lowndes County Fire Services.

### The Program

Beginning in 1994, Lowndes County Fire Services instituted a two-pronged approach to address the challenge and invoked the help of the local chapter of the American Red Cross and the Lowndes County School District.

#### *American Red Cross: National S.A.F.E. Home Foundation*

The City of Columbus Fire Service teamed with the local American Red Cross chapter to implement the National S.A.F.E. Home Foundation program locally. The goal: to raise community awareness of the importance of smoke detectors. The National S.A.F.E. Home program is dedicated to purchasing (through donations) and installing smoke detectors in low income homes, especially homes with elderly residents and with children ages 13 years or younger. The Lowndes County firefighters began the program by purchasing the first 100 smoke detectors and installing them in homes throughout the county.

#### *Lowndes County School District: E.D.I.T.H. Program (Exit Drill in the Home)*

In addition, Lowndes County Fire Services organized a fire safety program with schools, head start programs, and church day care centers. A "Get Out Alive" video was shown in the schools to children in grades K-2 within Lowndes County. A letter was then sent home to parents highlighting fire safety messages discussed in the video and offering tips on how families can reinforce fire safety messages at home. The video and the letter covered Stop, Drop and Roll procedures, as well as the E.D.I.T.H. drill ( Exit Drill In The Home).

A few days after the video was shown, firefighters went to the schools to teach the children how to practice the drills they had seen in the video. Susan

Bailey, a firefighter for the City of Columbus created a hands-on program for students that consisted of four stations where the children learned practical fire safety skills:

- A firefighter in full gear with an air tank who explained the importance of the gear. This helped the children become familiar with a firefighter's appearance.
- A firefighter who discussed smoke detectors with the kids and encouraged them to be familiar with their use.
- A firefighter who talked with the kids about escape plans and how to devise one in their homes and classrooms.
- A fake house where the children engaged in role-playing. The firefighters had created a portable "play house" measuring 12 feet long -- consisting of plastic pipes, doors, and windows -- that could be taken apart. The children went through the house, role-playing what to do in a fire: crawling on the floors, checking door knobs, etc. This gave them an opportunity to put to use everything they had been taught.

Finally, the children were then given a tour of the fire truck and given safety stickers and coloring books to take home.

To supplement the schools program, Lowndes County Fire Services keeps in constant contact with the community by distributing materials during seasonal events:

- On July 4th and New Year's Day local fireworks stands are provided with fireworks safety tip handouts to be given to their customers.
- At Christmas time local tree farms are given holiday fire safety tips to distribute to their customers.
- On a regular basis United States Fire Administration (USFA) Public Service Announcements are sent to stores in the district to hand out to customers.

### The Results

Lowndes County Fire Services installed about 200 smoke detectors, giving the firefighters a chance to get out into the community on a one-on-one basis. While visiting the homes, firefighters gave residents advice on potential fire hazards they found and how to diminish their effects. Next year the county plans to involve local youth to help replace batteries in the smoke detectors installed in 1994-1995.

After a successful number of trips to schools in the Columbus City area, firefighters are now planning annual visits with teachers and students in the county. They have reached several hundred students in the community. With year-round public outreach, members of the community are familiar with distributed safety materials and emergency procedures.

## **SNAP (Sunnyvale Neighborhoods Actively Prepare)** **Sunnyvale, CA / Community Partnership**

**Community volunteers partnered with community officials to form a committee to educate residents about preparedness and offer organized, neighborhood-based assistance during earthquakes.**

*Raelene Wong, Emergency Preparedness Coordinator, Department of Public Safety, 408-730-7117*

### The Challenge

The residents of Sunnyvale, California have become accustomed to frequent earthquakes and the damage caused by them. In the past, when earthquakes occurred, residents of the community felt a lack of communication with city officials and were unsure of what they could do to help out. The members of the Sunnyvale community needed a network to keep them informed as to what was being done and what needed to be done in an emergency.

### The Program

In 1988, community volunteers came together and created SNAP (Sunnyvale Neighborhoods Actively Prepare). SNAP was established to build community self-reliance in the event of a major disaster. The program builds communication networks among neighborhoods, as well as between the city and its residents.

SNAP provides the structure, materials, and training necessary for neighborhoods to be self-reliant for three days following a major disaster. SNAP groups, organized from self-defined neighborhoods (average 35-50 homes), consist of a captain and six disaster task committees: Communications, Damage Assessment, First Aid, Safety and Security, Search and Rescue, and Sheltering and Special Needs. These committees, coordinated by the captain, are ready to go into action in times of disaster to handle neighborhood needs and to minimize the loss of life and property.

SNAP has a city-wide steering committee, comprised of captains from throughout the city, who work with city staff to develop goals and objectives for the program. Among the materials provided to SNAP members are:

- *Personal and Home Emergency Preparedness Workbook*, a 50-page workbook for residents containing information on: potential disasters in Sunnyvale; planning for yourself and your family; preparing yourself and your family; protecting your family and your home; Sunnyvale public safety program; and suggested reading and sources of information.

- *Emergency Preparedness Disaster Task Guide* containing job descriptions for SNAP captains and committee leaders.
- *Emergency Preparedness Guide* for Neighborhood Captains.
- *Snap News*, a newsletter distributed to SNAP members.

### The Results

Individual components of the SNAP Program are formally and informally evaluated continually, with written evaluations for most training sessions.

SNAP has achieved tremendous success in preparing the citizens of Sunnyvale and leading them through a disaster:

- Currently 22 percent of Sunnyvale's 52,128 households participate in the SNAP program, surpassing the city's initial goal of 10 percent. This includes 265 organized groups, 400 captains, and 4,500 committee members.
- On October, 17, 1989, Loma Prieta experienced an earthquake sending the SNAP Program into action. The city experienced a number of gas leaks, toppled chimneys, power outages and rattled nerves. Parents were stuck in traffic and children were left home alone. SNAP volunteers helped to take care of these needs and more.
- SNAP groups conducted damage assessments of their neighborhoods and reported these assessments to the city's emergency manager. A newsletter updating residents on the city's general condition following the earthquake was also printed and the SNAP network was used for its distribution.
- The City Manager commended SNAP for its role in helping the city to respond to the earthquake, and television and newspaper coverage highlighted SNAP as one of the most effective preparedness programs available in the nation. This media coverage has led to the program being replicated in a large number of other cities.
- The SNAP concept can be customized to fit the unique needs of any community. Over 175 governmental entities have requested program materials. Two jurisdictions heavily impacted by the 1989 Loma Prieta earthquake, the City of Oakland (see following case study) and Santa Cruz County, are examples of those who have developed programs based on the SNAP concept.

- SNAP was the recipient of the National League of Cities Innovation Award in 1991. In 1992, the city provided testimony about SNAP's potential for use in other cities to the California State Assembly Committee on Earthquake Preparedness and Natural Disasters.

## **CORE (Citizens of Oakland Respond to Emergencies)** **Oakland, CA / Community Partnership**

**Community partnered with the Oakland Fire Department Office of Emergency Services to provide preparedness training to residents and community organizations.**

*H. Jeffrey Thompson, Emergency Planning Coordinator, Oakland Fire Department, 510-238-3856*

### The Challenge

Prepare citizens of Oakland to survive without outside assistance for approximately 24 to 72 hours following a major emergency or disaster.

### The Program

The Oakland Fire Department Office of Emergency Services developed CORE (Citizens of Oakland Respond to Emergencies), which provides comprehensive emergency preparedness training to individuals, neighborhood and PTA groups, and community-based organizations.

The Oakland Fire Department offers three CORE training modules, and citizens may take one, two or all three courses. The courses are outlined as follows:

- CORE-1 -- *Individual and Family Preparedness*: reducing household hazards; storing emergency supplies; earthquake response; evacuation and family planning.
- CORE-2 -- *Developing Neighborhood Emergency Response Teams*: selecting a division supervisor; identifying a command post; assigning response teams.
- CORE-3 -- *Developing Hands-On Skills*: command and control; damage assessment; disaster medical (triage); search and rescue; fire suppression; exercise (earthquake simulation).

In addition to CORE, the Oakland Fire Department recently created a pilot program, CORE 4, designed to address the specific concerns of residents in the Oakland Hill Fire Area. CORE 4 will help ensure the safety of citizens by providing them with sufficient skills to prevent wildland fires, and assist their neighbors and the Oakland Fire Department in the event of fire. CORE 4 will also co-sponsor amateur radio classes.

### The Results

The program is popular and organizers have received positive feedback. Over 6,000 residents were trained in CORE 1, and approximately 3,000 of those have continued on and been trained in CORE 2 and CORE 3.

## **Partnerships for Community Disaster Preparedness** **Montpelier, VT / Community & Corporate Partnership**

**Department of Public Safety partnered with State Police Division and two large utility companies to develop and distribute preparedness materials to residents across the state.**

*Department of Public Safety:*

*Mike Gilhooly, Assistant to the Commissioner, 802-893-1259*

*Ed Von Turkovich, Emergency Management Specialist, 802-244-8788*

### The Challenge

To provide the residents of Vermont with emergency preparedness information.

### The Program

The Department of Public Safety for the State of Vermont partnered with the State Police Division and the state's two largest utilities -- Central Vermont Public Service (CVPS) and Green Mountain Power (GMP) -- to distribute emergency preparedness information to the residents of Vermont.

- "Your Family Disaster Plan" brochures, were distributed to customers of the two utilities in July and August 1995 electric bills. Each brochure included a personal appeal from Vermont Governor Howard Dean asking that Vermont residents put together an emergency plan; the Department of Public Safety will mail a certificate from the Governor congratulating any family that returns a coupon stating that they did. Mitigation procedures, such as a home hazard hunt, and evacuation procedures, are included.
- State Troopers have been trained to incorporate disaster preparedness messages into presentations they make to community groups such as Neighborhood Watch organizations.
- Emergency management personnel are working in schools, with community groups and with local emergency organizations to improve preparedness. Several major fire departments around the state have also started programs. For instance, every first- through fifth-grader in the Barre Elementary School System has been through an emergency preparedness course held by the St. Johnsbury Fire Department. In addition, programs have been run in schools in Georgia, Grand Isle, Essex, Williston and Montpelier. State Police public information officers have delivered programs in four counties.

### The Results:

- Thousands of school children and their parents have seen presentations.
- Throughout July and August 1995, 210,000 Vermont households received emergency preparedness brochures.

## **Terrebonne Readiness and Assistance Committee** **Houma, LA / Community Partnership**

**Agency partnered with over 25 national and community organizations, hospitals and churches to implement an education program on preparedness. The partnership also assisted over 2,231 families in recovering from previous disasters.**

*Terrebonne Readiness and Assistance Committee:  
Peggy Casé, Executive Director, 504-851-2952  
Velma Watson, Co-Administrator, 504-851-2952*

### The Challenge

In the wake of Hurricane Andrew, which hit Louisiana with a vengeance in August 1992, thousands of South Louisiana residents were left with severely damaged homes -- or no homes at all. The residents -- especially those in the Terrebonne Parish -- needed help in rebuilding their lives and preparing for future disasters of this magnitude.

### The Program

Peggy Casé and Velma Watson, co-administrators of the Terrebonne Readiness and Assistance Committee (TRAC), realized that to implement a successful disaster recovery effort, they would need to enlist the help of community organizations. To do so, they recruited at least 28 local community organizations, including emergency management associations, religious groups and hospitals, to serve as partners in their efforts.

Together, TRAC and its partners focused on rebuilding the community and preparing residents for future emergencies.

Recently, TRAC has administrated several hurricane preparedness programs -- including the Terrebonne Parish Council's Hurricane Preparedness Week in 1993 and Hurricane Preparedness Month in 1994. Activities conducted during these hurricane preparedness programs included:

- Conducting elderly and senior citizen preparedness programs through the Council on Aging and local nursing homes.
- Conducting child preparedness programs through child care centers, day camps, "free lunch" summer programs, schools, church youth groups and boy scout troops.
- Placing public service announcements on local radio stations.

- Distributing community education materials through area clergy.
- Recruiting disaster volunteers.
- Holding business and industry preparedness meetings.
- Holding a contractors association meeting regarding coastal construction standards.
- Collaborating on two preparedness series with local television stations.
- Distributing an 8-page National Disaster Preparedness Guide to 16,000 people through the local newspaper, hardware stores and grocery stores.
- Distributing preparedness information to 1,000 members of the local Chamber of Commerce.
- Producing a preparedness video with local authorities.
- Conducting a preparedness seminar for the Louisiana Interfaith Conference.

Partners in these efforts included the following organizations: American Red Cross (National and Local Chapters); Catholic Social Services; Terrebonne Association of Ministers; Grace Christian Fellowship; United Way for South Louisiana; St. Vincent de Paul Society; Terrebonne Parish Social Services; Terrebonne Parish Community Action Agency; Community Development Center of Galliano; Dulac Community Center; United Methodist Committee on Relief; Volunteers of America; United Houma Nation; Seventh Day Adventists; Knights of Columbus; Inter-Lutheran Disaster Relief; Terrebonne Council on Aging; Chabert Medical Center; Terrebonne General Hospital; Terrebonne Consolidated Government; Houma Junior Women's Club; Houma-Terrebonne Rotary Club; Salvation Army; SLECA; Heritage Manor Nursing Home; Department of Transportation/FAA; and Louisiana Interchurch Conference.

### The Results

*Rebuilding the Community:* Thus far, TRAC has assisted over 2,231 families in recovery -- built 34 homes, repaired 650 homes/trailers, purchased 13 trailers, relocated 13 trailers, elevated 60 homes/trailers and installed 86 individual sewer treatment plants. TRAC has also built a bridge on Isle de Jean Charles.

*Preparing the Community:* Due to TRAC's various preparedness outreach programs, thousands of Terrebonne Parish residents have been exposed to hurricane preparedness messages through the widespread use of mass media and group presentations.



**K-PREP (Kitsap Practices Responsible Emergency Preparedness)  
Seattle, WA / Corporate Partnership**

**Partnered with local electric utility to help residents be self-sufficient for at least 72 hours following a disaster, until emergency teams arrive.**

*Phyllis Mann, Director, Kitsap County Emergency Management, 206-876-7119  
Tony Bosmans, Puget Sound Power & Light Company*

The Challenge

Each year, residents of the Puget Sound area in Washington State run the risk of experiencing any number of natural or man-made disasters. The Kitsap County Emergency Management Agency needed to move beyond *educating* its citizens and begin *preparing* them for emergencies.

The Program

Following a severe storm in 1990, which left more than 500,000 Washington residents without power for days and resulted in tremendous negative publicity for the local power company, Kitsap County Emergency Management director Phyllis Mann saw an opportunity for a unique public-private partnership. Pitching a partnership as a win-win situation for both the company and the community, Phyllis asked Puget Sound Power & Light Company for help in preparing residents to be self-sufficient for at least 72 hours following a disaster.

Together, Kitsap County Emergency Management and Puget Power developed and implemented in 1992 a pilot program in Kitsap County, one of the nine counties that Puget Power serves. The pilot program, called Community Emergency Preparedness, used the K-PREP (Kitsap Practices Responsible Emergency Preparedness) program as a model. The Community Emergency Preparedness program takes a three-pronged approach by taking into account the entire community -- schools, businesses and individual neighborhoods.

Volunteers are the most important element of the program, and everyone is welcome to become involved. Volunteers are recruited, trained and given the charge to help their assigned neighborhood become prepared. As neighborhoods, schools and businesses organize, the utility and local emergency management managers stay involved by offering support in the form of materials, training and coordination. In turn, each neighborhood is monitored and asked to report to local jurisdictions its progress and level of preparedness. Unlike awareness programs, preparedness programs such as this one demand action and place expectations on each individual -- because activities are monitored and measured -- and they are motivated to prepare.

Puget Power sponsored the pilot program by supplying key program materials, including the following community materials:

- *Trainer's Manual* -- Teaches volunteers how to become trainers/presenters; contains lessons on public speaking, a scripted presentation on the possible impact a storm or emergency may have on the community, and the role each member can take in protecting his/her home and family.
- *Captain's Manual* -- Maps out the steps and timelines for the neighborhood captain to follow, plus descriptions of the six neighborhood response committees -- Communications, Damage Assessment, First Aid, Safety & Security, Search & Rescue, and Special Needs.
- *Family Emergency Preparedness Plan Workbook* -- Information on what to do in the event of a disaster.

The school segment of the program follows a preparedness model plan and contains the following elements:

- A presentation to district administration personnel that introduces the safety committee concept along with mitigation techniques.
- Monitoring of the school's progress in planning and drills.
- A presentation to the student body using "Tremor Troop," a curriculum unit developed by FEMA, that teaches elementary school children about the geology of earthquakes and ways they can make their homes safer.

The business plan mimics the school plan with its organizing safety committees, evacuation drills and the means of providing for employees for up to 72 hours.

### The Results

Kitsap County has over 70,000 utility customers, five school districts and 60 schools. Data tracking from the local emergency management agency 18 months after the pilot program revealed that:

- 80% of the schools and 40 neighborhoods were fully involved in the program;
- Material was distributed to over 15,000 residents;
- 25 neighborhood volunteers were trained; and
- All five school districts filed emergency plans.

Following the success of the pilot program, the Community Emergency Preparedness Program, in partnership with the Washington State Department of Emergency Management, has been implemented statewide and currently has

trained coordinators representing over 30 jurisdictions who are actively promoting the program in their area. Puget Power's commitment to the program is evidenced by the company's efforts to encourage power companies in other parts of the state to sponsor the program in their service areas.

## **Education Outreach Project**

**FEMA Region I -- Boston, MA / Community Partnership**

**Developed an education outreach project for Natural Disaster Awareness Day.**

*Dan Catlett, Regional Manager, Earthquake & Hurricane Programs, 617-223-9572*

### The Challenge

To improve the public's awareness of and appreciation for emergency management and disaster preparedness.

### The Program

FEMA Region I developed a Regional "Education Outreach Project," which was held in conjunction with "Natural Disaster Awareness Day" on October 12, 1994. Students in grades K-8 were selected as the primary audience, with a deliberate emphasis on urban and rural school systems.

The basic program was designed to fit into a standard 45-minute school period, as follows:

- Introduction -- explain who FEMA is, ask audience if anyone had experienced a disaster;
- Audio/visual presentation on disasters and emergency management;
- Discussion of disasters and emergency management with emphasis tailored to suit the audience's point-of-view;
- Question and answer period;
- Conclusion/distribution of public awareness materials.

Mitigation staff, with assistance from the other divisions and the regional public information officer, developed/identified two basic presentations:

1. A scripted slide show, developed "in house" using some Family Protection Planning program slides, for audiences above grade 6; and
2. "The Adventures of the Disaster Dudes" videotape and presenter's guide for grades K-6.

To ensure that the program did not stretch the Regional staff too thin, it was decided that the conduct of the program should be staggered, with specific areas of the Region targeted for presentations at different times.

Region I staff from all four divisions as well as the regional director's office participated in two project orientation/presenter training sessions. During these sessions the project's goals and implementation process were discussed, and the presentation materials and procedures were explained. Although these materials provided structure to the presentation, it was emphasized that each presenter should feel free to tailor their presentation to their own style and experience.

Presenters were instructed to take care of their own logistics by contacting the school well in advance to: determine the number of students involved; determine the time available for the presentation; determine the need for non-English materials; and assure the availability of necessary audio/visual equipment.

### The Results

Over the course of approximately 7 weeks (from September 26 to November 15), Region I personnel:

- Visited 46 different schools.
- Made presentations to a total of 58 classrooms and 42 assemblies.
- Involved 7,000 students and their teachers.
- Made presentations at two all-day safety fairs, at which an estimated 1,000 students, parents and teachers passed by the FEMA outreach booths/tables.
- Made presentations to two bilingual classes and distributed Spanish-language materials.

**CASE STUDIES**  
**Special Events**

## **Hurricane Expo**

**Clearwater, Florida / Special Event & Media Partnership**

**Formed partnerships with the Salvation Army, American Red Cross, Florida Power Corporation, local television stations and newspapers to hold Hurricane Expo, designed to increase awareness of hurricanes and educate on preparedness.**

*Stephanie Thoresen, Senior Public Information Specialist, Pinellas County Public Affairs, 813-464-4600*

### The Challenge

The Tampa Bay Region has been identified by the National Weather Service as one of the most hurricane-vulnerable areas of the United States. This is particularly true in Pinellas County due to the high population density in low lying areas and the large number of mobile homes which are subject to the storm surges and high winds of hurricanes.

In addition, evacuation procedures are critical problems for the County. Many residents feel that ordered evacuation is unnecessary and they underestimate the destructive potential of hurricanes. In response to the lack of urgency among Tampa Bay citizens regarding hurricane preparedness, Pinellas County Emergency Management officials provided a comprehensive educational event that would instruct residents on how to prepare for a hurricane.

### The Program

Officials from the Pinellas County Department of Public Affairs and Emergency Management, through partnerships with The Salvation Army, American Red Cross, Florida Power Corporation, WTVT-13, *The St. Petersburg Times* and others, created a Hurricane Expo to increase citizen awareness of the threat of hurricanes and the importance of personal preparedness. They also thought it would be helpful for citizens to receive the necessary tools for effective planning all at once. Finally, they wanted to create a model Expo so it could be replicated by other counties and cities throughout Florida and, in turn, could be applied to natural disasters through the country.

The partners listed above held a free, day-long, community-wide Hurricane Expo that attracted citizens of all ages. Pinellas County Emergency Management and their partners recruited Dr. Neil Frank, former director of the National Hurricane Center, to be the keynote speaker and encouraged local chambers of commerce to come to the Expo and motivate small businesses to think about hurricane preparation. There were many exhibits, exercises and demonstrations to encourage learning in a fun-filled manner. There was also a video theater and free handouts to further enlighten participants on the dangers of hurricanes.

In addition, a broad-based publicity campaign was established to promote the Expos and hurricane preparedness in general. Activities included:

- A 30-second public service announcement and 10-second channel identification spots were produced and aired by WTVT-13, local cable and government access channels in advance of the Expo.
- *The St. Petersburg Times* produced a quarter-page ad which ran prior to the event. They also printed 5,000 flyers (as did Florida Power) which were distributed through “point of purchase” and direct mail.
- Flyers about the Expo went out to virtually every mobile home park, condominium and neighborhood association (over 1,200), 98 veterinary offices, churches, synagogues, chambers of commerce, local banks and credit organizations, all United Way agencies, and more.
- Bill stuffers were printed and distributed in 109,000 utility bills.
- Refrigerator magnets were produced and distributed.
- Reminder e-mails were sent to approximately 4,000 Pinellas County employees.
- News releases were sent to television and radio shows and a myriad of interviews were conducted.
- Following the Expo, Pinellas County Emergency Management worked with an independent producer to develop a video documenting the Expo.

Every element of the campaign was provided either in-kind or donated.

### The Results

- The Expo was a huge success and all elements went off without any glitches. More than 800 people attended.
- Pinellas County Emergency Management recently received the NACIO Superior Award and the Florida Governor’s Hurricane Conference Media Award.
- The video produced to publicize the Expo and hurricane preparedness was distributed statewide and to coastal communities in other states.

- Pinellas County Emergency Management was asked to present its program at the National and State Hurricane Conferences.
- The program is being duplicated throughout the nation.

## **Hurricane Expo/Hurricane Caravan/“All Hazards Handbook” Charlotte County, FL / Special Event**

**Partnered with a meteorologist at a local television station and other local television and radio stations, to organize a Hurricane Caravan to educate residents on preparedness. Local vendors participated by featuring emergency supplies. An All Hazards Handbook was also distributed in conjunction with the Caravan.**

*Wayne Salladé, Director, Charlotte County (FL) Emergency Management Association, 813-743-1270*

### The Challenge

Due to its position between the Atlantic Ocean and the Gulf of Mexico, Southwest Florida is extremely vulnerable to severe hurricanes. Six years ago, the Charlotte County Emergency Management Association was faced with the challenge of providing preparedness information to the citizens of Southwest Florida inexpensively.

### The Program

Partnering with Jim Reif, a popular, 14-year veteran meteorologist at the local CBS affiliate, the Charlotte County Emergency Management Association organized a Hurricane Expo, featuring vendors ranging from shutter manufacturers to emergency supplies manufacturers, at a regional shopping mall in Southwest Florida. Jim Reif attended and helped publicize the Expo to residents in nearby towns and cities. In addition, the Charlotte County Emergency Management Association partnered with three local radio stations who broadcast live from the Expo to reach an even greater number of residents.

Immediately following the Hurricane Expo, the Charlotte County Emergency Management Association takes a 2-hour hurricane preparedness seminar out to residents on a “Hurricane Caravan.” Three 2-hour seminars are held in three geographically different areas of Charlotte County on one day, with the evening session held at the county auditorium. This year, a radio station in the Western section of the county broadcast the afternoon session live, and two other radio stations also broadcast the evening session live.

In addition to encouraging people to attend the Expo and Caravan seminars, the Charlotte County Emergency Management Association wanted to reach residents of Southwest Florida in their homes with emergency preparedness information. To do so, they formed a partnership with Rolsafe, a prominent hurricane shutter and security company in southern Florida. Together they developed an “All Hazards Handbook” explaining what residents can and should do to prepare for the disasters common in south Florida: hurricanes;

tornadoes, thunderstorms/lightning; flooding; brush fires; and hazardous materials spills.

The 23-page Handbook also contained information on a range of preparedness information, including evacuation zones, tips on handling stress and buying the right insurance, and instructions for making a 72-hour disaster survival kit.

### The Results

Approximately 3,000 residents attended the Hurricane Expo and about 2,500 people attended the Hurricane Caravan seminars, with thousands more exposed both events through the live radio broadcasts.

The "All Hazards Handbook" was distributed as a supplement in local newspapers in four counties in Southwest Florida -- Lee, Charlotte, Collier and Sarasota Counties.

## **Severe Winter Weather Awareness Day** **Bismarck, ND / Special Event**

**Partnered with State Highway Patrol, State Fire Marshal's Office, Department of Transportation and the National Weather Service to launch Severe Winter Weather Awareness Day.**

*Lori Riehl, North Dakota Division of Emergency Management, 701-328-2111*

### The Challenge

The winter of 1993-1994 was among the most treacherous in North Dakota history. Manpower, equipment and snow removal budgets were greatly challenged. The North Dakota Division of Emergency Management needed to remind citizens and public officials of the potential for danger and suggest mitigation and preparedness actions.

### The Program

In the winter of 1994, the North Dakota Division of Emergency Management, partnered with the State Highway Patrol, State Fire Marshal's Office, the Department of Transportation and the National Weather Service to launch a Severe Winter Weather Awareness Campaign. Thursday, November 17, 1994 was designated Severe Winter Weather Awareness Day in North Dakota by Governor Schafer.

The campaign included the dissemination of information on prevention and survival techniques to use in the winter months. All information was distributed to citizens of North Dakota through the North Dakota Division of Emergency Management.

Materials distributed included:

- Governor's Proclamation
- News Releases:
  - *State and Local Officials Urge Winter Safety*
  - *Winter Awareness Tips: Hazardous Winter Weather Levels*
  - *Winter Awareness Tips: Frostbite and Hypothermia*
  - *Winter Awareness Tips: Lessons for a Lifetime*
  - *Winter Awareness Tips: Winter Driving*
  - *Winter Awareness Tips: If a Storm Traps You in Your Car*
  - *Winter Awareness Tips: Survival on the Road*
  - *Winter Awareness Tips: Winter and Your Health*
  - *Winter Awareness Tips: Home Supplies*
  - *Winter Awareness Tips: Trapped in Your Home*
  - *Winter Awareness Tips: Winterizing Your Home*
- Survival Tips

- Winter Storm Bookmark

## The Results

- During the winter storm exercises, several counties warned the public by activating the emergency broadcast system, alerting radio or television stations and by using an outdoor siren. Virtually every county conducted a table-top exercise.
- Over 2,900 Winter Storm Survival Bookmarks were distributed throughout the counties.
- Many of the local emergency managers spoke to school children on the topic of winter weather survival and assisted schools in reviewing their winter survival preparedness plans.

**Hazmat Awareness Week, July 16-22, 1995**  
**Madison, WI / Special Event**

**State and local emergency groups joined together to launch public awareness campaign.**

*Barbara Roe, Public Information Officer, Wisconsin Division of Emergency Government, 608-242-3239*

The Challenge

Increase awareness of hazardous materials in the community and focus public attention on activities, such as hazmat planning and reporting for extremely hazardous and hazardous substances within counties and personal safety around hazardous materials.

The Program

The State Emergency Response Board, the Wisconsin Division of Emergency Government (DEG) and various County Local Emergency Planning Committees and emergency government offices joined forces to focus public attention on emergency preparedness activities. They created a hazardous materials (hazmat) awareness campaign, "Get a Handle on Hazmat," that was kicked off on July 16, 1995 and lasted one week.

At the state level, the initiating event was a joint presentation the morning of July 17, by Dane County Emergency Government, Madison Fire Department and DEG. A DEG display was mounted on the Capitol Rotunda at this time. In order to encourage local participation in this campaign, a package of bulletin board materials, brochures, sample news releases and an activity guidebook was mailed to all county emergency government directors. Also included was a guidebook that explores additional suggestions more suitable for attempting in the 1996 campaign (March 17-23, 1996), due to the amount of advance planning that some of the activities would require.

The campaign kickoff included the state Division of Emergency Government which joined with the Madison Level A Hazmat Team and Dane County Emergency Management and held a media event with short speeches and a hazmat team demonstration.

Materials for the campaign were developed in-house using California's Earthquake Preparedness materials as a model. A Hap Hazard character was created by Jim Kraft, an artist who works for the Wisconsin Department of Transportation.

The campaign was well publicized through the division's monthly DEG Digest newsletter, which is mailed to: county sheriffs; emergency government directors; LEPC chairpersons and county board chairs or executives; 50 state emergency agencies; Wisconsin's legislature; and a general list of interested first responders, law enforcement officers and others in the hazmat, radiological and emergency response community.

Currently, plans are in place to assess the counties' use of materials through the regional directors' monthly meetings. The Wisconsin Division of Emergency Government will also conduct a survey at the scheduled annual Governor's Conference on Emergency Management to glean additional suggestions for materials to develop in 1996.

### The Results

No formal survey has been conducted at this time, however, the public information officer conducted an informal survey which showed that at least half of the 72 counties participated on some level in Hazmat Awareness Week. Many local officers within these counties participated in all of the events within Hazmat Awareness Week. Some officers printed news releases in their county newspapers and gave media interviews. Others used the Hazmat Awareness materials at their county fairs, setting up booths to display all of the information. Overall, the week was a successful beginning to a new program.

## **CASE STUDIES**

### **Special Population Preparedness Programs**

## **Children's Fair**

**Sturgeon Bay, WI / Special Population -- Children**

**Partnered with local businesses to set up educational booth at local children's fair.**

*Rita Sienkowski, Director, Door County Emergency Government, 414-743-5461*

### The Challenge

Limited staffing and emergency management budgets created a challenge to meet the need for emergency preparedness and disaster education.

### The Program

Participation in a FEMA-sponsored disaster and preparedness conference in Emmitsburg, MD empowered Door County Emergency Government (DCEG) managers with innovative and inexpensive methods to effectively communicate public education and awareness messages. Corporate and community partnerships were essential components of the program. Local media outlets were also vital in spreading significant messages.

DCEG's first major outreach program began two months following the FEMA conference and coincided with Tornado Awareness Week in Wisconsin. The agency set up a booth at a YMCA-sponsored children's fair and demonstrated the preparation of a Family Disaster Supplies Kit. Staff was available for public inquiries and distributed disaster preparedness brochures.

To reach a larger County audience, DCEG contacted local businesses and requested assistance in public awareness and education efforts. Three grocery stores, three department stores, two drugstores and two hardware stores participated by designating aisle displays with preparedness brochures and materials. Two stores created a disaster supplies kit display. The agency rewarded participating businesses with free advertising during the children's fair.

The DCEG director appeared on several radio programs where she not only shared emergency and disaster preparedness messages, but also issued a public invitation to visit the office.

DCEG distributed brochures and other materials to schools, senior centers and five county state parks through a network of public information officials.

### The Results

Feedback from the public, has been very positive. Outreach and education efforts have been successful in that the venture was cost-effective and reached

untapped audiences. Solicitation and cooperation of merchants was beneficial to all and paved the road for future partnerships.

## **Emergency Assistance for People with Special Needs** **Providence, RI / Special Population -- Elderly and Disabled**

**Partnered with private industries, non-profit organizations and state agencies to develop pilot program targeted at the elderly and disabled.**

*William Cambio, Planner, Rhode Island Emergency Management Agency  
401-421-7333*

### The Challenge

In an emergency situation, radio and television stations provide the public with details on the incident, including evacuation information. Although the media has the ability to reach a broad cross-section of people it cannot reach everyone, including individuals who cannot hear or see and emergency announcement on the radio or television.

### The Program

To address this challenge, the Rhode Island Emergency Management Agency was awarded a grant by FEMA to develop a pilot program for the elderly and disabled who require special assistance in the event of a natural or technological disaster. A committee was formed in January 1991 with representatives of many State agencies, private industries and private non-profit organizations who serve special populations.

The Rhode Island EMA, in conjunction with committee members, developed a computerized registry of people with special needs who would like to receive evacuation and shelter assistance in the event of a disaster. A major component of the program includes informing seniors and persons with special needs about the existence of the registry and the availability of the program. Public education activities included:

- Speeches at senior centers, retirement homes, etc.
- Posters
- Electric bill stuffers printed in cooperation with Narragansett Electric

Another key aspect of the program is ensuring that explicit and precise directions exist to evacuate an area with adequate and accessible forms of transportation for mobility impaired individuals. These persons are evacuated to a facility that is accessible and adequately equipped to meet special needs.

### The Results

Since the beginning of the program, 700 people with special needs have registered for the program, and all have received information on preparing for emergencies.

**Disaster Preparedness Model School Program**  
**Boise, ID / Special Population -- Children**

**Developed and implemented an emergency preparedness program for two local elementary schools.**

*Julie A. Werth, Coordinator, Family Emergency Preparedness  
Ada City-County Emergency Management, 208-377-6645*

The Challenge

To encourage elementary schools to develop facility emergency plans and educate students on disaster preparedness.

The Program

The Model School Emergency Preparedness Program was initiated in the summer of 1994. Two schools were selected to participate. The schools each developed an Earthquake Safety Committee and held monthly meetings to review needs.

Education materials produced by the Federal Emergency Management Agency, including *The Guidebook to Developing a School Earthquake Safety Program* (FEMA 88) and *Tremor Troop* (FEMA 159), were the primary documents used for the program.

At the end of 1994, the schools had completed hazard hunts in each classroom, throughout the school buildings and in the surrounding neighborhoods. Steps have been taken to begin mitigating some of the hazards discovered.

Each school also participated in Earthquake Preparedness Week and Weather Awareness Week which included school-wide drills covered by the media. Presentations and safety activities were held throughout the school year for the students.

The Results

The model schools will continue to hold monthly meetings during the 1995-96 school year and two new schools have committed to being model schools in the Fall of 1995.

## **B. Ready Teddy Jr. Safety School**

**Port Huron, MI / Special Population --- Children**

**Through partnership with Michigan Consolidated Gas Company, developed training program on disaster preparedness targeted at young children.**

*Jeffrey A. Friedland, St. Clair County Emergency Management, 810-987-1710*

### The Challenge

To provide a coordinated safety education program for pre-school through second grade students that can be used county-wide and supported by all emergency response agencies.

### The Pre-School Program

The St. Clair Emergency Management Agency developed a 10-session program utilizing a team format to instruct day care and pre-school children in disaster preparedness. The length of the program can be tailored to meet the needs of each individual school or organization. For example, in 1995, the St. Clair EMA is holding a week-long safety camp for children ages 5-7.

St. Clair Emergency Management staff and volunteers are the instruction team for the program, with support from emergency response agencies depending upon the particular topic of instruction. For example, when the topics "Police Officers are your Friends" and "Don't Talk to Strangers" are presented, the local law enforcement agency is asked to provide the instructor. This allows the community to be involved while the coordination, supplies and majority of instruction are provided by Emergency Management.

In the majority of the sessions, B. Ready Teddy (the safety mascot of the St. Clair Emergency Management Agency) is present to assist the instructors. Since Teddy doesn't talk, he sends in his friends from EMS and the fire and police departments to teach the sessions, which last about 15 minutes. This is an excellent symbol for the children to associate with safety.

Classroom topics include:

- Police Officers, Firefighters and EMS Workers are Your Friends
- Playground Safety
- How to Dial 911
- Smoke Detectors, Crawl Low in Smoke
- Don't Go With Strangers
- Seatbelt Safety
- Hot Things Hurt

- Pool Safety

The classroom presentation is supplemented by coloring activities and hands-on projects. Funding for the program is through outside donations and has been extremely successful. The program assists all emergency response agencies in providing community education. This is very beneficial to the rural volunteer agencies which lack resources and time to conduct programs.

The last session of the program is graduation where the children can explore a fire truck, ambulance, and police car. Each child then receives a certificate and is treated to punch and cookies.

### The School Program

In 1994, St. Clair Emergency Management and Michigan Consolidated Gas Company developed the "Be Safe -- Be Ready" School Program, the focus of which is a nine-minute safety video. The main character of the video is the safety mascot, "B. Ready Teddy." Topics in the video include:

- Home Emergency Supply Kits
- Having Outside Meeting Places
- House Numbers Visible From the Road
- Stop, Drop and Roll
- Escape Plans -- Two Ways Out
- Posting Emergency Phone Numbers
- Severe Storm Safety Locations
- Home Safety Hazard Hunt
- Smoke Detectors

Additional support materials, including a nine-page activity book, are available to support the program, which is presented by Emergency Management staff and volunteers. Local emergency response agencies assist in a follow up session in which emergency vehicles are brought to support the 45-foot safety trailer that Emergency Management has built. This concept allows the emergency response agency to be an active partner in community safety education without a large time commitment and financial cost. The entire program (costs to date approximately \$20,000) has been funded by outside donations.

While shooting the video, county and gas company officials also produced two 30-second public service announcements (on placing 911 calls and making house numbers visible to emergency personnel) which aired on Huron Cable.

### The Results

- In the past two years (1994-1995) over 1,000 children graduated from the pre-school program.
- The schools video has been so successful that it will be released to elementary schools statewide in 1995.

## **“Earthquakes Are Natural” Museum Exhibit Portsmouth, NH / Special Population -- Children**

**Partnered with area hospital to produce educational exhibit on earthquakes at The Children’s Museum of Portsmouth.**

*Denise Doleac, The Children’s Museum of Portsmouth, 603-436-3853*

### The Challenge

On the morning of June 28, 1992, three-and-a-half year-old Joseph Ryan Bishop was killed when he was struck by bricks from a collapsing chimney during a magnitude 7.5 earthquake near Landers, California. The staff of the Exeter Hospital in New Hampshire, where Joseph’s mother works, felt that something should be done to inform parents, teachers and children about earthquakes and earthquake preparedness.

### The Program

The hospital staff generously provided the initial funding of an exhibit featured at The Children’s Museum of Portsmouth in New Hampshire. The “Earthquakes Are Natural” exhibit is an entertaining blend of science, math, history and emergency preparedness with just enough fun added to create a positive learning environment for children of all ages.

With the push of a button, a visitor can see and hear about the layers of the earth, the theory of plate tectonics, or see where the largest earthquakes have occurred worldwide. With a flick of a switch you can activate a shake table and learn how buildings react to seismic waves. The younger visitors especially enjoy making their own earthquake by jumping on a platform attached to a seismograph; the resulting seismogram can be taken home.

The “Earthquakes Are Natural” exhibit is the first of its kind in the nation. The exhibit is supported by grants from the Exeter Hospital, the New Hampshire Office of Emergency Management, New England States Earthquakes Consortium, and the Massachusetts Emergency Management Agency.

### The Results

The “Earthquakes Are Natural” exhibit has met with such success that museum staffers, at the request of teachers, have initiated an outreach component to schools. A strong component of the program, aside from the mechanics of earthquakes, is family preparedness. This program is presently being expanded to include a “Weather Power” segment.

Thousands of visitors to the Museum annually are able to experience this one-of-a-kind exhibit.

**Kid Safe Pre-School Fire Safety Education Program**  
**Oklahoma City, OK / Special Population -- Children**

**Developed a training workshop for child care professionals on fire safety and prevention.**

*Sherman Carthen and Joy Jefferson, Oklahoma City Fire Department  
405-297-3318*

The Challenge

The Oklahoma City Fire Department set a goal in early January 1988 to reduce fire deaths and burn injuries involving children under six years old by 50 percent over a five-year period through a comprehensive fire safety education program for pre-schoolers and parents.

The Program

The Oklahoma City Fire Department initiated an annual “train-the-trainer” workshop to train and certify child care professionals in the use of the Kid Safe Program to teach pre-schoolers how to prevent, prepare for and survive a fire.

The workshop and the materials are free and child care professionals attending the 7-hour workshop receive training from the State Department of Human Resources through the Child Care License Division. Child care professionals are also taught how to plan and organize Kid Safe graduations and encourage elected officials to attend the event to increase publicity. College credits in Early Childhood Development or Continuing Education are available for child care professionals who enroll through Rose State University.

The Kid Safe curriculum has nine lessons. Child care professionals are provided two weeks to teach each lesson, for a total program length of 18 continuous weeks. This allows the fire department to better manage the program because all centers start and end the program simultaneously.

Throughout the program, “Home Enrichment Activity Forms” are provided for each lesson to make parents aware of the various fire and burn hazards that affect young children while in the home. Parents and children are also taught how to survive/escape a burning building through this activity. Parent participation in the program is measured by the number of Home Enrichment Activity Forms returned.

Children, ages 2 through 5, are tested on their knowledge of fire safety before and after the Kid Safe “course” and test results are recorded and sent to the fire department.

Three lessons in the curriculum suggest using firefighters to help reinforce behavior taught to children. This strategy allows the firefighters to interact with the child care professionals and parents and serve as a role model for the children.

At the conclusion of the 18 weeks, child care professionals are urged to have a Kid Safe graduation for the children at their local fire station. During the ceremony, the children are presented with Kid Safe certificates with their local firefighter's signature.

### The Results

Over 400 child care professionals at 72 percent of the child care centers throughout Oklahoma City participate in the Kid Safe "Train-the-Trainer" workshop each year. The program reaches over 10,000 children annually.

Other measurable results are as follows:

- Fire deaths in Oklahoma City involving children under six years old went from an average of 7 per year (1981-1987) to 1.5 per year (1988-1994).
- During the years of 1990, 1991, 1992 and 1994, the city of Oklahoma City had no fire deaths involving a child under six years old.
- Since the implementation of the Kid Safe Program, none of the children involved in the program have been a fire victim, nor were any involved in a fire incident.

In addition, the author of the Kid Safe Program was awarded two prestigious awards for his efforts in developing and implementing the Kid Safe Program:

The 1989 Firefighter of the Year Award, which was presented by the National Association of Professional Insurance Agents in Las Vegas, Nevada; and the City of Oklahoma City's Recognition Award.