

Preparedness as a Catalyst for Building Community....

Before it happens!

.....Before it happens!!

JoAnn Jordan

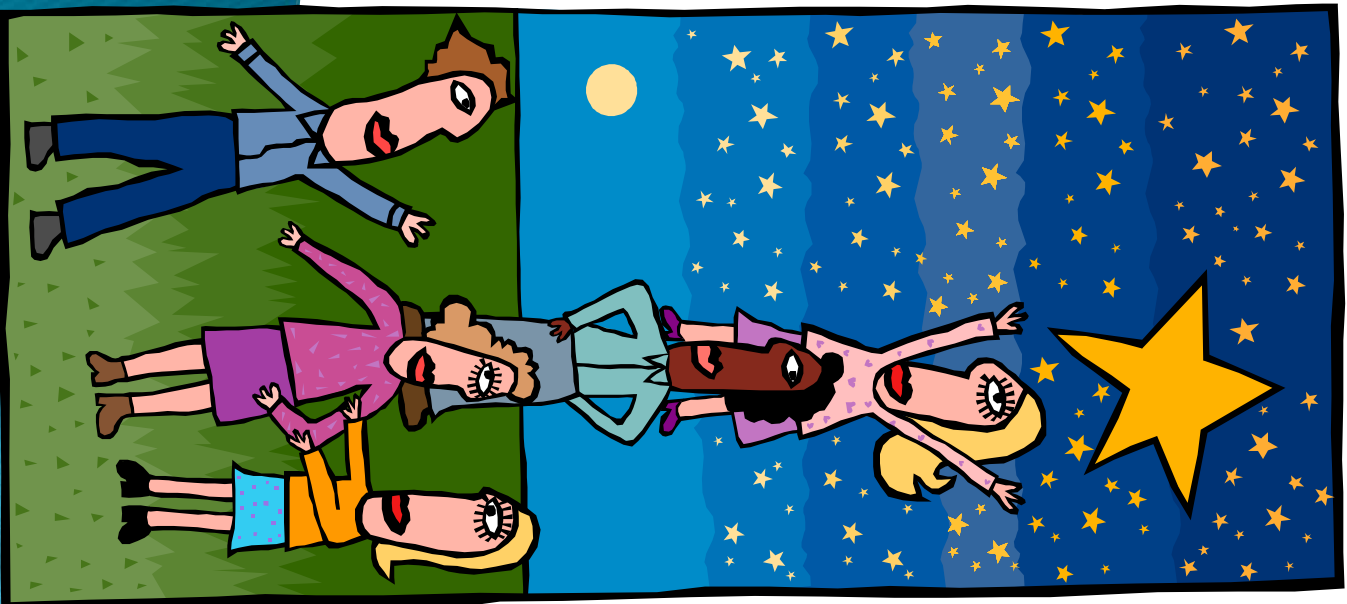
Public Education Coordinator

City of Seattle, Office of Emergency Management

Threat

- ▶ Washington State is the 3rd highest threat of earthquake in the US
- ▶ Severe Weather is our most common disaster





What's the goal
of neighborhood
preparedness?

DISASTER READY!

Challenges

- ▶ People don't want to think about it
- ▶ 4 phases of denial
- ▶ 3 big barriers + 1 new barrier!
- ▶ Managing expectations
- ▶ Limited resources – 3 educators for \$608,000 population

Who can help us with our mission?

- ▶ Department of Neighborhoods
- ▶ Seattle City Light
- ▶ Seattle Parks Department
- ▶ Seattle Public Utilities
- ▶ Seattle Public Libraries
- ▶ Seattle Police Department
- ▶ Police Foundation
- ▶ Homeowners associations
- ▶ Businesses

Leading people to Disaster Ready

- ▶ **Manage expectations:** The govt. is not going to be there to help you like usual
- ▶ **Provide options** – If the govt. is not going to be there, who will be to help you?
- ▶ **Create the Buffet of preparedness!** A one-size-fits-all program typically doesn't fit anyone well
- ▶ **Create opportunities for the hard stuff:** (Neighbor meeting neighbor) – Help/OK signs, scripts, etc.
- ▶ **Govt. can't do it for them.....they have to do it themselves!**

Maximum impact and retention

- ▶ Apply kinesthetic learning for maximum retention
- ▶ Create an excuse for neighbors to continue to meet each other (Help / OK signs)
- ▶ Provide suggestion to start them on their way to creative thinking
- ▶ Celebrate all successes - great or small!
- ▶ Capture teachable moments

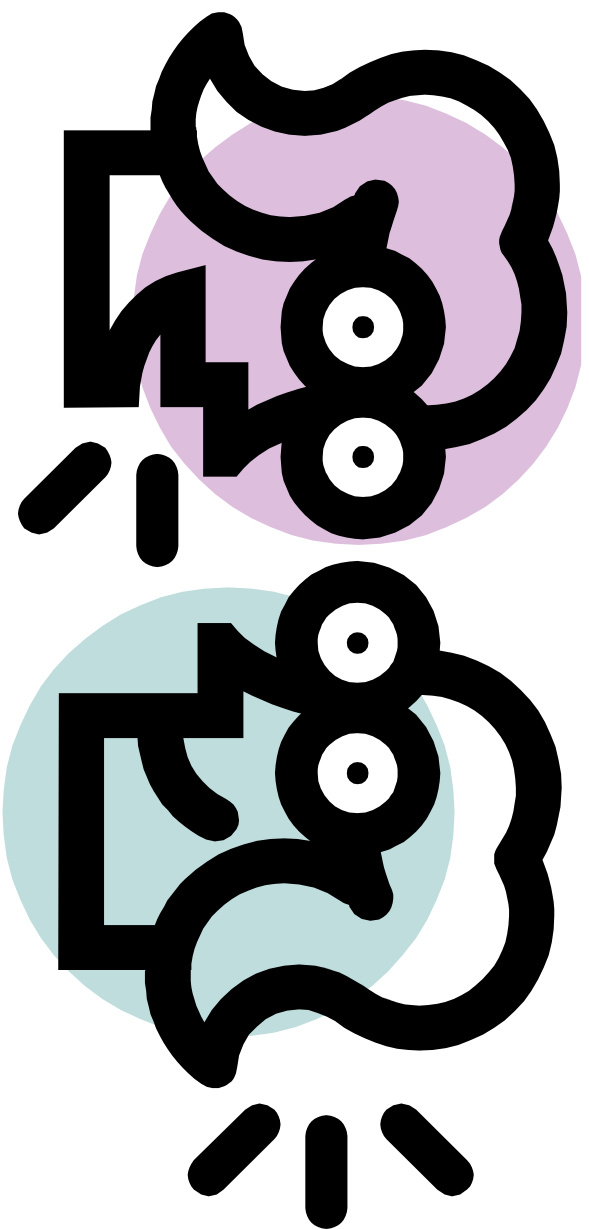
What about those who don't

Figure out why.....

- Are you the trusted source?
- Do they understand the threat?
- How does it fit into their culture?
- Ask what's important to them then match the message to their needs.
- Simple, practical, accomplishable

Lessons Learned...so far

- ▶ Ask for Feedback and listen!



Publicity and Promotion

Change is HARD!

- ▶ Branded the program
- ▶ Got buy-in from other departments & the Mayor's office
- ▶ Started teaching in all 13 neighborhood districts.



Change is SLOW!

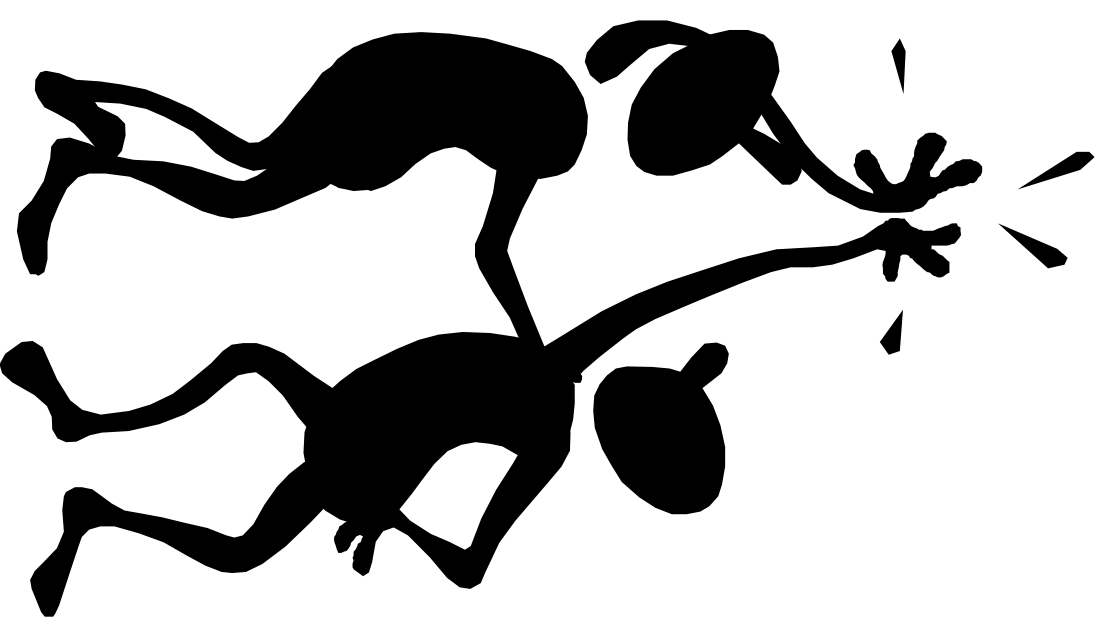
- ▶ Change requires constant evaluation and adaption to meet the new information you learn when changing!

Lessons learned.....so far! (continued)

- ▶ Simple does not mean easy
- ▶ Organizing takes leadership
- ▶ Leaders need training
 - Leadership academy
 - Skills training – and make it FREE!
 - CERT training
 - Newsletters/list serves to reinforce the connection

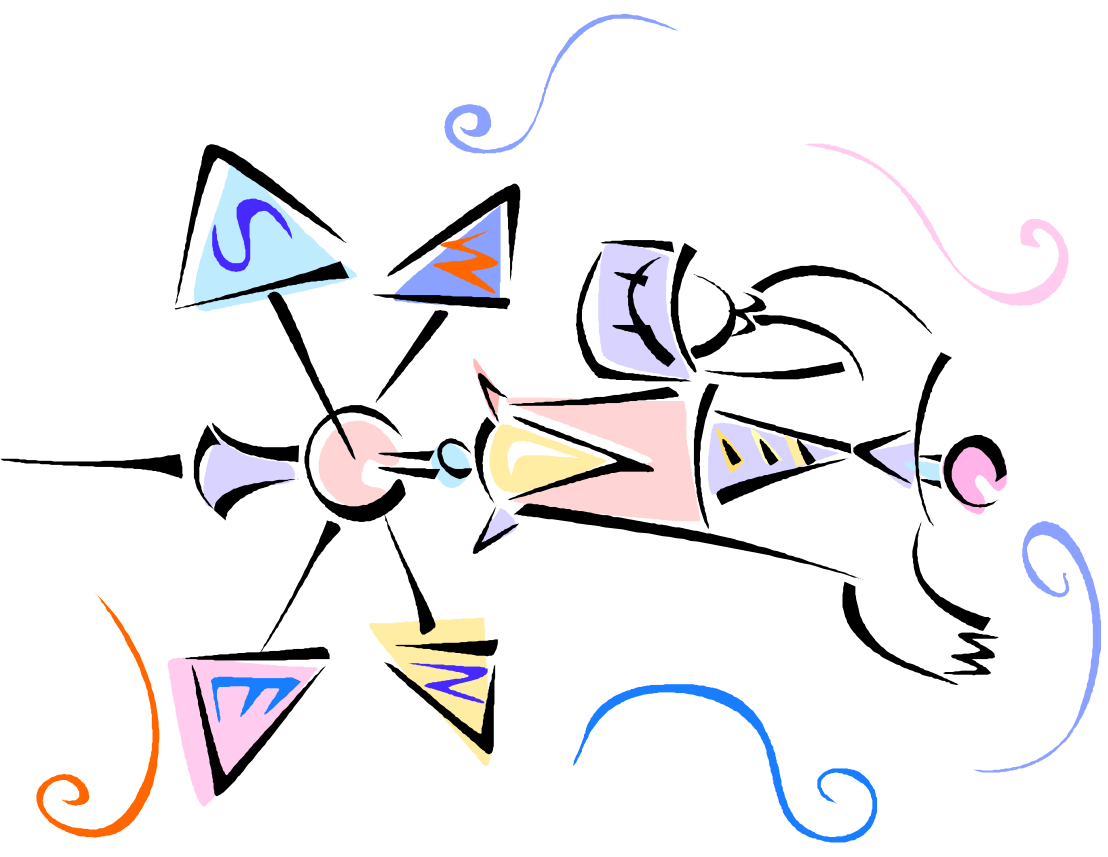
Keep it real!

- ▶ Be practical
- ▶ Encourage resourcefulness
- ▶ Focus more on planning and people than supplies
- ▶ Positive encouragement goes a long way!

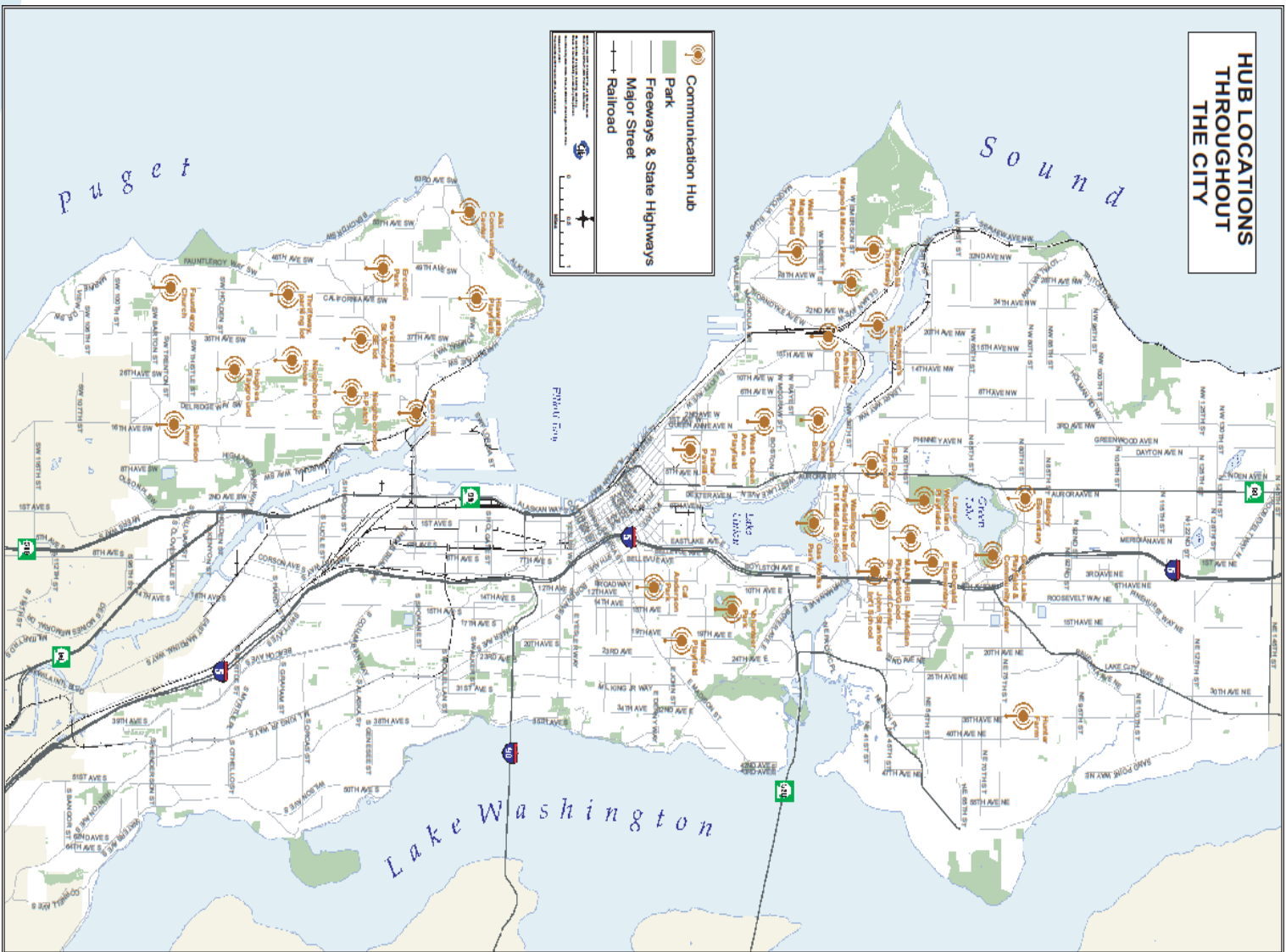
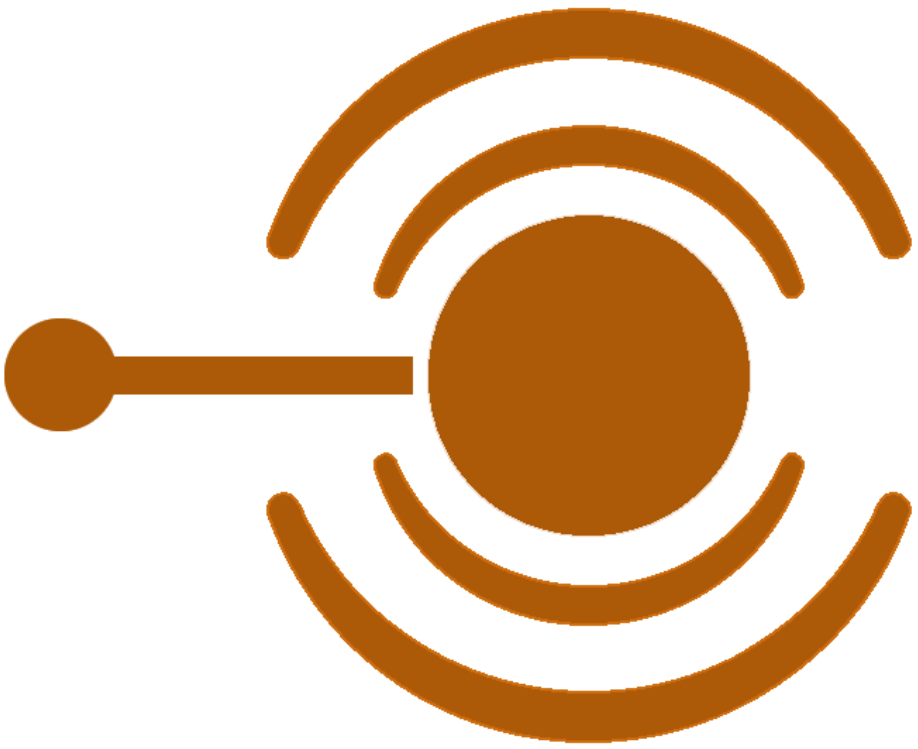


Be ready to

- ▶ Adapt and change direction
- ▶ Simplify even more
- ▶ Capture the teachable moment
- ▶ Expect help where it's least expected
- ▶ Let it go and grow



Neighborhood Emergency Hubs



The logo features the word "NEW" in large, white, 3D block letters with a drop shadow, set against a bright yellow and orange sunburst background. Below "NEW", the words "Volunteer Program" are written in a dark grey, sans-serif font.

NEW Volunteer Program

- ▶ Recruiting volunteers for public education
 - Volunteer Program assistants
 - Assist instructor with programs
 - Staff information tables
 - May team teach with an instructor
 - Volunteer Program Instructors
 - Teaches or team teaches existing programs
 - Volunteer Program Leader
 - Leads a team of instructors for a CERT program

To Go Where No One Has Gone
Before.....



STAR TREK