Emergency Preparedness: How to Get Your Community Involved
Presenters

Michael McNulty
- Director of Homeland Security Operations
- KDHE Preparedness since 2003

Fred
- Preparedness Dog
- KDHE Preparedness since 2013
Objectives

- Participants should describe activities to engage communities
- Participants should describe challenges to engaging communities
- Participants will learn an acronym to aid in community involvement program development
If you do these three things...
Engagement

Short Term
- Activity (fund raiser)
- Intro to long-term engagement
- Presentation(s)
- Task Forces

Long Term
- Behavior change
- Community improvement
- Campaigns
- Committee(s)
Challenges to Engagement

• What’s in it for me?
• Limited resources
  – Competing priorities (time)
  – Capital (money)
• “Sounds like a lot of work”
• “Is it really that big of an issue?”
<table>
<thead>
<tr>
<th>Audience</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Adults</td>
<td>Preparedness</td>
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<tr>
<td>Children</td>
<td>Hygiene</td>
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<td>Professionals</td>
<td>Vaccination</td>
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<td>Volunteers</td>
<td>Inspections</td>
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<td>Scholars</td>
<td>STIs</td>
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<td>Athletes</td>
<td>Exercising</td>
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<td>Parents</td>
<td>Traffic laws</td>
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Our Mission: To protect and improve the health and environment of all Kansans.
Audience/Subject Helps
Determine Format

• Kids don’t do well with PowerPoint
  – Reminds them of school
• Some professionals expect PowerPoint
  – Reminds them of school/training
• While questions don’t equal engagement they do promote it
  – Encourage questions, practical examples, stories as appropriate
Lots of Formats

- PowerPoint
- Educational books
- Videos
- Audios
- Demonstrations
- Touch and feel

- Question and Answer
- Chart paper writing
- Games
- Stories
That’s Your “Safety Safe”

• Knowing your audience and topic is the base
• Anything can grow from it but doesn’t have to…it’s your comfort zone
• Make this your primary area and don’t be afraid to say “No.”
• Identify the goal(s) of your program
Goal of Involvement

• Keep it functional
• Keep it relevant
• Keep it engaging/entertaining/educational
• Keep it dynamic
Functional

• What’s in it for them?
• Define a goal worth trading your life for
  – Sounds heavy… not really
  – You’re asking them to do something rather than something else
• Lanny Bassham calls “pay value” vs. “obstacles”
  – Girl or Math: that is the question
Functional Example

• Reduce sugar intake in children
  – (Fred and I are high-speed, low-drag, sugary monsters)

• Healthy eating options at home with adults
  – Access to alternatives

• Healthy eating options in schools
  – Pop/candy machine in the teacher’s lounge

• Association with ???

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Engaging/Entertaining/Educational

- The delivery has to be appealing to them
- PowerPoints…death, but have their place
- Demonstrations…show it off, engage more senses
- Games…can make the boring less
  - Jeopardy spinoffs: ICS, emergency plan, etc.
- Fred…he has his place
Engaged - Activity

• Creating goals, defining challenge, planning process
• Research, grant writing, correspondence
• Attending events, fundraising

• Everyone has a different level and type of activity they are comfortable with
Relevant

• The information has to pertain to them
  – Why is it important to them?
  – Perspective helps aim the message

• Matching the right information (regardless of topic) to the right audience
  – Language used
  – Examples provided
Remember the Goal

Keep It…

• Functional
• Relevant
• Engaging
• Dynamic

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This is going to take a minute

• “Preparedness’ a journey, not a destination.” – adapted from Aerosmith

• Preparedness is individual and community behavior change

• This is going to be a campaign; months or years…be ready, project plan, and strategizerize
Find Friends

• There is probably someone, some group, some dog that has a similar project scope
• Make friends with them, be partners, sounding boards, whatever
  – This is especially easy in a non-competitive environment
• This can allow for resource sharing
Do preparedness “Yes”…okay
Do preparedness “No”…okay
Do preparedness “Guess so”…squish like grape
Preparedness Project

• What are the goals of your preparedness project? Let’s say, “By 2022 …”

• Now we need some goal objectives
  – Specific
  – Measureable
  – Action-oriented
  – Realistic
  – Time sensitive
Goals and Objectives

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Practice Round

• Goal: Between 2017 and 2022, Fred the Preparedness Dog will have interacted with 20,000 individuals.

• Objective: By May 31, 2018, KDHE and the contracted vendor will develop additional health education material booklets targeting tweens and produce 5,000 copies of the new booklets.
Practice Round

• Goal: Between 2017 and 2022, X County will assist 500 families with preparedness.

• Objective: By June 30, 2018, X County will host three family themed preparedness events (fall/winter, spring, & summer) providing educational material and presentations for adults and children to 100 families.
Family Themed Events

- Topics
  - Storm safety, sheltering, weather injuries
- Logistics (time, facilities, snacks, etc.)
- Presentations (adults and children)
  - Firefighter, police, EMS, build a kit, make a plan
- Goodies
  - Plan templates, first aid kits, activity books, touch a fire truck
  - Some for everyone, some for drawings
Preparedness Topics

Make a Plan
Make a Kit
Stay Informed
Learn First Aid

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Goals and Objectives

Between 2017 and 2022, X County will assist 500 families with preparedness.

- Objective 1.2
  - By June 30, 2018, X County will host three family themed preparedness events (fall/winter, spring, & summer) providing educational material and presentations for adults and children to 100 families.

- Objective 2.2
  - During September 2017, X County will provide a preparedness related public news release Monday of every week for that week's edition of the X County Journal.

- Objective 3.2
  - By June 30, 2018, X County will host a preparedness scavenger hunt consisting of monthly clues to be released on the county's Facebook page on the 3rd of each month.
## Action Steps Year 1

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<td>By July 31, 2017, Director will suggest idea and request project team members by outlining project plan draft at the county LEPC meeting.</td>
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<td>By August 15, 2017, the project team will identify dates, themes and recommended locations for each of the three events.</td>
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<td>By August 30, 2017, the project team will develop and release to local and regional media outlets information related to the event to encourage participation.</td>
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<tr>
<td>By September 1, 2017, the project team will identify participating organizations, activities, and give away material for the fall/winter event.</td>
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Implement

• Start working your action plans and learning lessons
• Engage your team to identify adjustments
• Adjust course as needed
  – Learn from the mistakes and teach others
• Remember – preparedness is a journey and every path is laid with some mis-steps
Refine and Continue to Build

• Keep refining your strategic plan and your next year’s objectives
• Set your calendar so that these are fairly solid when applications come due
• Keep your advisory team engaged with goods, bads, and any trends you see
Remember

- Functional
- Relevant
- Engaging
- Dynamic

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Citations

• “With Winning in Mind” by Lanny Bassham
• “Amazing” by Aerosmith
• “The Karate Kid” – Columbia Pictures
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