

Earthquake and Tsunami Public Outreach

Train the Trainer

May 20, 2011

Astoria, Oregon

Training Objectives

- Know the effective mechanisms for creating a public education program.
- be able to conduct earthquake and tsunami preparedness public education using a consistent message.
- have the ability to complement “facts and data” with inspiration and motivation.
- interact with experienced outreach professionals who will be able to answer questions and provide useful tips.
- have a willingness to build/enhance alliances with professional emergency preparedness staff.
- be able to communicate best practices for personal, household and business earthquake and tsunami preparedness.
- will know where to go for additional information.

LEARNING OBJECTIVES

- know the four kinds of earthquakes that happen in Oregon.
- know the types of tsunami occur in Oregon and what causes them.
- know how the tsunami warning systems and seismic networks works.
- understand emergency management structures

EXPECTATIONS

- be confident enough to organize an outreach program.
- be empowered to assist in outreach efforts in their community
- have a framework for engaging their communities
- have a clear message that is technically accurate, is easily understood, and leads individuals to action

Conducting a public education and outreach program

- Can either be promoted from the top down or rise from the grassroots.
- Public education and outreach is an effort by individuals or groups to connect its ideas or practices to the efforts of other organizations
- Outreach is a two way street – you are not simply imparting knowledge. You are also learning about your community and its needs.

Conducting a public education and outreach program

1. Identify your target audience
2. Understanding your community
3. Refining your goals
4. Inventory your resources
5. Design your program
6. Implement your program
7. Evaluate your program

Identify your target audience

- The “General Public” should not be your audience.
- Who are you trying to reach with your message?
 - Policy makers
 - Responders
 - Parents
 - Retired people
 - Pet owners

Identify your target audience

- Ask questions as you build the profiles in order to learn how best to serve the information to your target audience.
 - Who do you depend on to get information about hazards in your area?
 - Who do you depend on for help during a disaster?
 - What are your concerns about earthquakes in your community?
 - What are your questions about earthquakes in your community?

Identify your target audience

- Find active methods of getting your message to the audiences.

UNDERSTANDING YOUR COMMUNITY

- Define your community
- Create incentives
- Motivate people to take action

UNDERSTANDING YOUR COMMUNITY

- Understand what makes your community unique, what are its strengths, and weaknesses.
- Define your community.
 - Write down the “Who, what, where, how and why.”

UNDERSTANDING YOUR COMMUNITY

- Foster a “sense of community”.
 - People feel like they belong to the community
 - People believe they can influence the community
 - People are integrated into the community
 - The community fulfills a need of the people
 - There is a shared emotional connection to the community.

UNDERSTANDING YOUR COMMUNITY

- **Geographic communities:** range from the local neighborhood, suburb, village, town or city, region, nation or even the planet as a whole. These refer to communities of location.
- **Communities of culture:** range from the local clique, sub-culture, ethnic group, religious, multicultural or pluralistic civilization, or the global community cultures of today. They may be included as communities of need or identity, such as disabled persons, or frail aged people.
- **Community organizations:** range from informal family or kinship networks, to more formal incorporated associations, political decision making structures, economic enterprises, or professional associations at a small, national or international scale.

DIFFERING METHODS OF OUTREACH

- Publications
 - Mass media
 - Newsletters
 - Social media
- Public Meetings
 - Knowledge-imparting
 - Action-creating
- Public Actions
 - Drop, Cover and Hold drills
 - Tsunami Evacuation Drills
 - Door-to-door education

HOW TO CREATE ACTIONS

- Find out what drives the decision-making in a community.
- It is part of a continuum with information-seeking and one end and action-taking at the other.

HOW TO CREATE ACTIONS

- For each target audience
 - Barriers to adoption, what incentives work.
 - How they like to receive their information.
 - How they make decisions regarding earthquake and tsunami preparation.
 - Their feelings on and knowledge of earthquake and tsunami preparation.

HOW TO CREATE ACTIONS

- People need to feel empowered by their knowledge to create action.
- When you are constructing your messages for your specific audiences, keep it positive.
- Don't "doom and gloom" them or they will just tune you out.
- Tell them what they can do, and give them incentives, such as, "You can prepare. And by preparing you can recover faster."

REFINING YOUR GOALS

- What are the goals of your program?
- This is the time to really think about what you want to accomplish and refine those vague concepts into achievable and measurable goals.

REFINING YOUR GOALS

- Examples of goals

- Increase awareness of earthquake and tsunami hazards (bad goal)
- 435 residents will receive visits by neighborhood educators (good goal)
- Increase the number of residents who have go kits by 10% (good goal)
- 25% of population will have 7 days supply of emergency supplies in their homes (good goal)
- Community wide drill, either a tsunami evacuation or a “Drop, Cover, and Hold Drill” held within one year. (good goal)

BARRIERS

- Take the time to think about what kind of road blocks you will find in your way.
 - Possible solutions
 - A take home message
 - Ways to determine that message
 - Measurable ways to evaluate the effectiveness of message delivery
- List barriers you might encounter in your community.

POSSIBLE SOLUTIONS

- As you list out possible barriers and roadblocks, think about possible solutions to the problems.
- Create strategies and back up plans, contingencies and work-arounds.
- For one of your barriers list at least three possible solutions.

INVENTORY YOUR RESOURCES

- Before you can start to do anything, you have to know what you have to work with.
- You will probably already have a fair idea of your resources, but start a list, spreadsheet or some other organizer of choice.

HOW TO COLLECT THIS DATA

- Pre-project surveys
- Face to face meetings
- Advisory boards
- Public meetings

WHAT ARE YOU LOOKING FOR?

- Groups agencies or other sources that already address topic
 - Police/Fire
 - Community Emergency Response Teams (CERT)
 - American Red Cross (ARC)
- Funding resources
 - Grants
 - Business sponsorship
 - Donations
 - Civic organizations
- Activities to build understanding about earthquakes and tsunamis
 - Curriculum
 - Field trips and field schools
 - People willing to put the feet to the pavement
 - Local experts willing to give talks

DESIGN YOUR PROGRAM

- Go back to the journalist's basic five: Who, what, when, where, and why.
- You should be able to fully articulate and describe any one of those factors of your community.
- Do you have the resources in people, money and time to devote to an outreach program?
- Do you need to hire or contract out part or all of it?

DESIGN YOUR PROGRAM

- Bring together your steering committee, or whatever you have for organizational structure, and a multi-year calendar.
- Keep in mind your central goals... to engage the public in earthquake and tsunami preparedness and mitigation.

DESIGN YOUR PROGRAM

- Define your take home message and find ways to deliver that message. For instance the following would be good places to start:
 - Have an emergency go-kit
 - Uphill and Inland
 - Drop, cover, and hold
 - Volunteer!

DESIGN YOUR PROGRAM

- Much of what you will be doing will be trial and error.

CREATE INCENTIVES

- Motivate people to take action by doing the following.
 - Celebrate results
 - Create a good working environment
 - Establish a clear goal and ownership
 - Foster teamwork and communication
- People take action when they see their friends, family, and neighbors taking action.

IMPLEMENT YOUR PROGRAM

- Implementing a public education and outreach program is a very proactive process.
- You need to keep on top of details and follow up on leads and keep pestering people until they give in.

IMPLEMENT YOUR PROGRAM

- Start off with a bang... with as much media exposure as you can drum up.
 - Press release to announce program is starting up
 - Media coverage
 - Routine meetings
 - Communication is key between participants
 - Feedback
 - Timelines and schedules
 - Timely notice of public involvement and activities

EVALUATE YOUR PROGRAM

- A successful program looks like:
 - Comprehensive plan
 - Engaged public
 - Passionate volunteers
 - Creates action in the public
 - Self evaluative and adaptive
 - Replicable

How do you evaluate?

- Evaluators
 - Assign people ahead of the launch to do a continual analysis of effectiveness.
- Survey
 - Do a pre/ post awareness survey.
- Measurements
 - These should come from your goals.

Best Practices

- Best Practices are methods that have been proven to work exceptionally well.
- These practices have been used by others in effective public outreach campaigns.

BEST PRACTICE 1: INTEGRATE PUBLIC OUTREACH WITH EMERGENCY MANAGEMENT

- Craft your message so that it is consistent with your local emergency management.
- Meet with local officials so they can become allies and supporters of your efforts.
- Locate people who will be able to fund your efforts. .
- Use smaller disasters to catch people when they are receptive in order to build a core group.

BEST PRACTICE 2: IDENTIFY KEY STAKEHOLDERS AND ESTABLISH A STRONG OUTREACH ADVISORY GROUP

- The most important criteria is enthusiasm for earthquake and tsunami preparedness.
- The community will respond best to your message if you send it to them through a variety of channels.
- Instill a sense of proprietorship, get people who are truly interested in the project.
- Build a small focused team that will be able to sustain the work into the future.

BEST PRACTICE 2: IDENTIFY KEY STAKEHOLDERS AND ESTABLISH A STRONG OUTREACH ADVISORY GROUP

- ACTION: List community management structure and contact information.
 - Mayor/ City Manager
 - Name
 - Contact Information
 - Commissioners
 - Police Chief
 - Fire Chief
 - Hospital
 - Emergency Manager
 - CERT leader
 - Amateur radio leader
 - School administration
 - State parks representatives
 - Others?

Best Practice 3: Assess Existing Community Capabilities

- You have to know what you have before you can know what you need.
- Learn how your community receives and broadcasts any alerts and warnings.

Best Practice 3: Assess Existing Community Capabilities

- What outreach efforts have been made in the past?
 - How successful were they?
 - Are there printed materials available?
 - Any volunteers still active?

Best Practice 3: Assess Existing Community Capabilities

- Warning systems
 - Sirens – How many and where are they? Who activates them? When do they get activated?
 - NOAA Radios – Do all public buildings and major commercial centers have NOAA weather radios? Are they set up properly and tested regularly? Is there a local retailer who offers discounts on radios?
 - Door to Door well-check notification – who does this? Who gets notified?
 - Email text messaging – does your community web site link to the tsunami warning centers?
 - Reverse 911 – Does your community have this capability? Has it been tested in the context of an earthquake or tsunami drill?

Best Practice 3: Assess Existing Community Capabilities

- Partnerships with local media
 - Does your community have a local radio or television station that is part of the alert and warning system?

Best Practice 3: Assess Existing Community Capabilities

- Seismic hazard maps or tsunami evacuation maps
 - Are seismic hazard maps available for your community?
 - Does your community have a tsunami evacuation map?
 - When were the maps last updated?
 - Are there plans to print more? Or is it available online?

Best Practice 3: Assess Existing Community Capabilities

- Emergency Operating Procedures and Plans addressing both earthquake and tsunami.
 - Does your community have a FEMA-approved emergency plan?
 - Does your community have a continuity of operations plan for government and major employers?

Best Practice 3: Assess Existing Community Capabilities

- Assembly and Evacuation Centers
 - Where are the assembly centers?
 - Where are the evacuation centers?
 - Who operates the evacuation centers?
 - What are the evacuation plans beyond the first 72 hours?
 - What plans are there for evacuating in place?

BEST PRACTICE 4: DEVELOP AN OUTREACH STRATEGY AND COMMUNICATION PLAN

- Create a cohesive strategy and communication plan with your advisory team to leverage as many resources as possible.
- Start with a round of press releases and add more communication channels as you move toward the endpoint of your outreach program.
- Build in some time between the end of your current campaign and the next one. It helps to prevent preparedness fatigue.

BEST PRACTICE 4: DEVELOP AN OUTREACH STRATEGY AND COMMUNICATION PLAN

- Always have a mechanism to give people a way to volunteer.
- Have contact information on everything that you hand out or give away.
- Grow a contagious passion for safety.

BEST PRACTICE 4: DEVELOP AN OUTREACH STRATEGY AND COMMUNICATION PLAN

- Work with local media
- List your local media outlets
 - TV
 - Radio
 - Newspaper
 - Web blog

BEST PRACTICE 5: USE MESSAGES CONSISTENT WITH EMERGENCY MANAGEMENT

- One of the strengths of this program is that it will help deliver a consistent message through earthquake and tsunami outreach.
- It breaks down to three simple things:
 - Prepare
 - Drop cover and hold.
 - Move up and in

BEST PRACTICE 5: USE MESSAGES CONSISTENT WITH EMERGENCY MANAGEMENT

- Your message should give the public action that it can take, not just wave the “doom and gloom” flag.
- Couch your message in positive terms and tell the public how they can reduce their risk.
 - “You can make a grab-and-go kit and keep it in your car.”
 - “You can protect your family by practicing a tsunami evacuation.”

BEST PRACTICE 5: USE MESSAGES CONSISTENT WITH EMERGENCY MANAGEMENT

- Effective public communication is a critical component of emergency response. Timely, accurate information can help people at risk take appropriate protective measures.
- The public will respond to a threat situation by seeking protective information and taking self-protective action.
- Provide the message in a variety of mediums and in a variety of channels.

BEST PRACTICE 6: DEVELOP OUTREACH MATERIALS TAILORED TO THE AUDIENCES

- Audiences vary and will require different types of presentations with differing information.
- Some want a lecture type presentation and others want a more dynamic and hands-on interaction.
- Despite the different types of presentations, always end your talk with a call to action and give the audience a direction, a plan.
- Have representatives from various groups, even if they don't participate actively. Introduce them so that audience members can talk to them after the presentations.

BEST PRACTICE 7: ACTIVELY OVERSEE AND MANAGE THE OUTREACH PROGRAM

- Monitor the Performance of the Outreach Program and Changes in Public Perceptions and Concerns
 - Plan
 - Implement
 - Assess
 - Revise
 - Rest
 - Repeat

BEST PRACTICE 7: ACTIVELY OVERSEE AND MANAGE THE OUTREACH PROGRAM

- Use evaluation forms at your events
- If you have the resources, do a pre/post awareness program survey.
- Be Flexible – Refine the Public Outreach Program as Warranted
- Provide radios and tools to do the job
- Recognize families of the volunteers
- Celebrate successes.

BEST PRACTICE 8: RECOGNIZE EFFECTIVE EFFORTS

- People like to be appreciated. It helps to create loyal and useful volunteers. Recognition of efforts can take many forms. Be creative.
 - Initiate an annual certificate award program for corporations, schools, municipalities, etc., that implement an earthquake and tsunami preparedness project.
 - Have local media spotlight champions
 - School contests and scholarships
 - Faith based or civic groups recognize local heroes in their awards structures

BEST PRACTICE 9: INTEGRATE PUBLIC OUTREACH WITHIN COMMUNITY NETWORKS AND ORGANIZATIONS

- Opportunities to educate the public come within existing social structures: schools, work, churches are just a few.
- Any time you can access the public through a familiar face or place, you will have half of your work of convincing them to take action already done.

BEST PRACTICE 9: INTEGRATE PUBLIC OUTREACH WITHIN COMMUNITY NETWORKS AND ORGANIZATIONS

- Use public gatherings, club meetings, special conferences, and workshops.
- Face-to-face communication with a specialized audience provides a powerful opportunity to deliver a message, answer questions, and clarify ambiguities.
- List local public meeting venues
 - Library
 - City Hall
 - Fire station
 - School
 - Conference centers
 - Colleges and universities
 - Local festivals and fairs
 - Civic and community gatherings
 - Where do people gather in your community?

The Seaside Model

- **PRE- PROGRAM SURVEY**
- **NEIGHBORHOOD EDUCATOR PROJECT**
- **BUSINESS WORKSHOP**
- **SCHOOL OUTREACH PROGRAM**
- **PUBLIC WORKSHOP**
- **TABLE TOP EXERCISES**
- **TSUNAMI EVACUATION DRILL OR EARTHQUAKE “DROP, COVER AND HOLD” DRILL**
- **FINAL SURVEY**
- **AFTER ACTION REPORT AND LESSONS LEARNED.**

The Seaside Model

- **PRE- PROGRAM SURVEY**

- Use to assess current level of preparedness and awareness of earthquake and tsunami risk.
- Useful but not critical. Not all communities will have the resources to do this step of the project.

The Seaside Model

- **NEIGHBORHOOD EDUCATOR PROJECT**
- **HOW IT'S DONE**
 - Community broken down into neighborhood blocks.
 - Large scale map of neighborhood blocks posted in public place.
 - Can be library, city hall, schools
 - Each block assigned a Neighborhood Educator
 - Peer educators and foreign language speakers where necessary.
 - Neighborhood Educators attend training before beginning the door to door efforts.

The Seaside Model

- **BUSINESS WORKSHOP**
 - Encourage businesses to create emergency plans
 - Implement preparedness practices
 - Identify corporations/businesses and approach them about co-sponsoring preparedness educational activities
 - Continuity of Operations Plan (COOP)

The Seaside Model

- **SCHOOL OUTREACH PROGRAM**
 - Involve grade school students in preparing and giving presentations on student environmental activities before appropriate municipal boards and commissions.
 - Use state-approved curriculum on earthquake and tsunamis
 - Involve and educate teenagers
 - Annual and semi- annual tsunami and earthquake drills
 - Recruiting high school volunteers to help with the entire effort, they get extra credit, incentives

The Seaside Model

- **PUBLIC WORKSHOP**
 - Purpose of workshop
 - Increase awareness
 - Enhance the image
 - Where to hold?
 - How to advertise?
 - What to say?
 - Display materials and handouts

The Seaside Model

- **TABLE TOP EXERCISES**
 - Using the CREW Earthquake and Tsunami Scenario, develop table top exercises that have community leaders and responders working through the “what-ifs.”
 - CREW.org

The Seaside Model

- **TSUNAMI EVACUATION DRILL OR EARTHQUAKE “DROP, COVER AND HOLD” DRILL**
 - The drill is the capstone of all your outreach efforts
 - **PRE-DRILL**
 - Work with emergency managers and others to identify a date for the event. Leverage historical dates of previous seismic events; i.e. March or April.
 - Identify how to incorporate all the program’s partners into this event. By this time in your outreach program, interest and participation will be widespread.
 - Create a draft layout of how the drill will run from pre-to post-drill.

The Seaside Model

- **PRE-DRILL**

- Hold a planning meeting with program partners and lead volunteers.
- Create flyers and other event public relations material.
- Establish endorsements from community groups and leaders.
- Involve the City Council and Planning Commission mayor, Girl Scouts, 4-H and anybody willing to help.
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The Seaside Model

- **DRILL**

- Set up a centralized sign-in table at least one hour prior to the drill.
- Provide each identified evacuation route with at least three volunteers.
- Provide traffic control along major road arteries where pedestrians must cross.
- Have City staff in place to respond to calls about the drill.
- At each safety line have a volunteer with a count sheet record how many people evacuated to that point

The Seaside Model

- **POST-DRILL**

- After the participants have returned to their starting points, all event staff should gather for a debriefing.
- Summarize all the information in an event report.

The Seaside Model

- **FINAL SURVEY**

- This final survey should be taken after the outreach program has completed.
- Use the same questions and methods as you did for the first survey.

The Seaside Model

- **AFTER ACTION REPORT AND LESSONS LEARNED.**
 - Begin with the Executive Summary.
 - Describe each exercise, indicating the date and the exercise's total length.
 - Describe the scenario used in facilitating the exercise.
 - Analyze parties' performance during the exercise, focusing on both the problem areas and successes.
 - Provide a summary of the participants' feedback.
 - Outline a recommended plan for implementing improvements.

Earthquake and Tsunami Public Outreach

- Questions?