



# **The Connected Community: The Key to Brilliance and Resilience!**

**ECHO 2015 Summit  
Bend, Oregon  
October 8, 2015**

Presented by: Ana-Marie Jones (@MsDuctTape)  
CARD - Collaborating Agencies Responding to Disasters (@CARDcanhelp)

# Today

- Topics:

- The Power of Connection  
(true and sustainable connection, NOT random acts of connecting)
- What stops connection  
(history, breaches in trust, pessimism)
- Why we can't achieve our goals without it
- Why we **MUST** weave in optimism into our connections

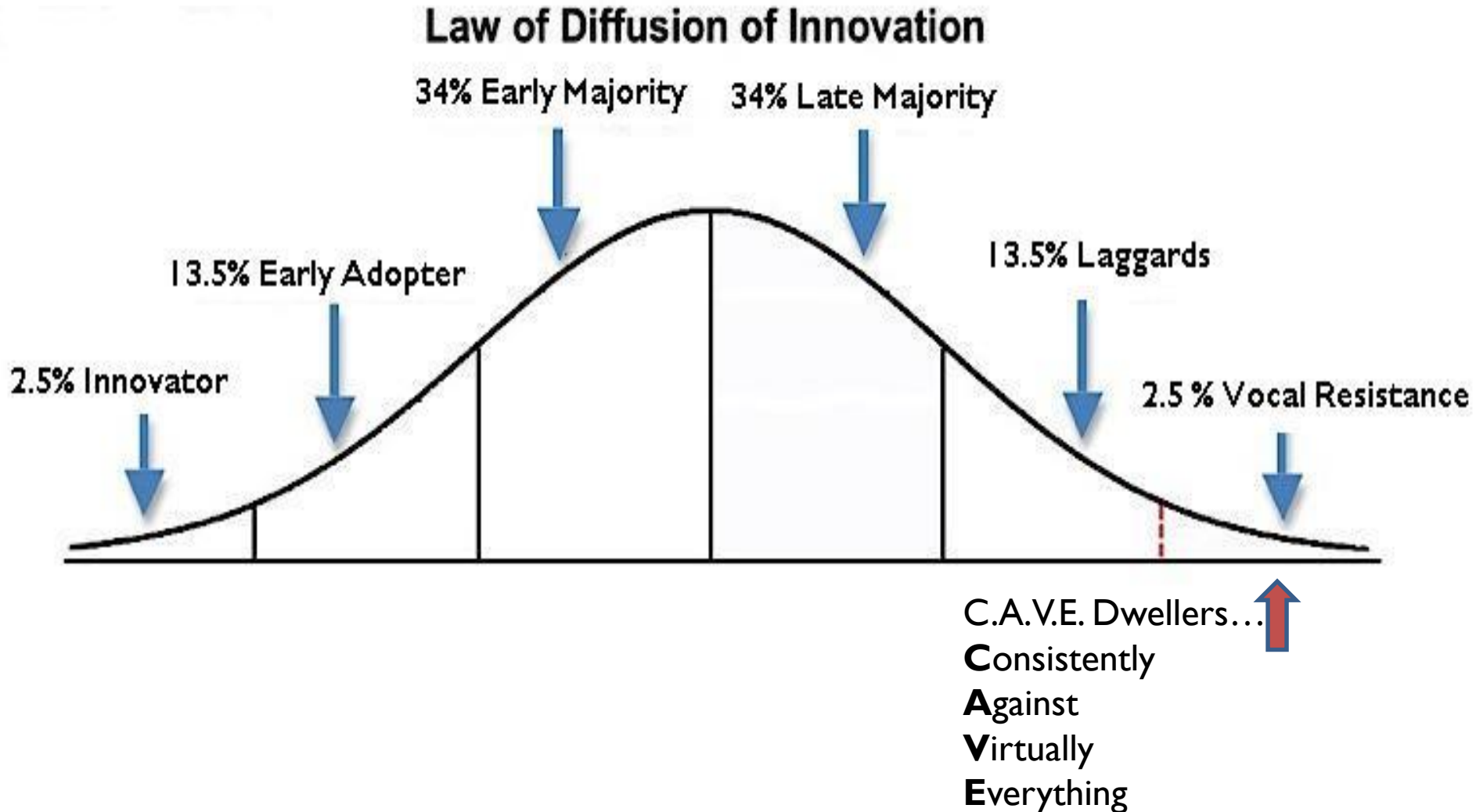


- Requests:

- Be Open and Courageous!
- Answer **ALL** questions
- **Be GREAT with each other!** Have this summit change your community.
- **Accept that change is needed, necessary, and normal.**

# Where Are You?

Related to changing what you share about readiness  
and whose message you will empower?



# CARD History

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- 24/7 Media Attention – 1989 Loma Prieta Earthquake pre-empted the World Series.
- Despite great effort – government, Red Cross and traditional response organizations could not address immediate, short-term or long-term needs for the most vulnerable residents. **This has always been true.**
- CARD was created BY local community agencies, FOR local community agencies, and works WITH community agencies and committed partners to fulfill on a vision of a prepared, inclusive, resilient, humane society.

## Lessons Learned:

- The language of fear and threat, and prioritizing tomorrow's traditional disasters over today's community needs is not compatible with the cultures, structures and missions of nonprofit, faith, and service agencies.

CARD's philosophy – **Prepare to Prosper!**  
*Have everyday brilliance be your disaster resilience.*

# The Research is In!

## The Benefits of Optimism Are Real

EMILY ESFAHANI SMITH | MAR 1 2013, 8:38 AM ET

15k

*A positive outlook is the most important predictor of resilience. It's not just Hollywood magic.*

Optimism is universal, and so are the benefits, researcher says

### The health benefits of positive thinking

Researchers continue to explore the effects of positive thinking and optimism on health. Health benefits that positive thinking may provide include:

- Increased life span
- Lower rates of depression
- Lower levels of distress
- Greater resistance to the common cold
- Better psychological and physical well-being
- Reduced risk of death from cardiovascular disease
- Better coping skills during hardships and times of stress



It's unclear why people who engage in positive thinking experience these health benefits. One theory is that having a positive outlook enables you to cope better with stressful situations, which reduces the harmful health effects of stress on your body. It's also thought that positive and optimistic people tend to live healthier lifestyles — they exercise more, get more physical activity, follow a healthier diet, and don't smoke or



Harvard Health Publications  
HARVARD MEDICAL SCHOOL

*Trusted advice for a healthier life*

### Why optimists enjoy better health

MAY 2008

According to a series of studies, optimism is a key factor in better health. The May issue of *Harvard Men's Health Watch* explores possible reasons why.

Many studies have reported that optimistic people:

- Optimistic coronary bypass patients have better outcomes
- Highly pessimistic men were more likely to die from heart disease
- People with positive emotions are more likely to exercise
- In one study, the most pessimistic people were more likely to be hospitalized compared with the most optimistic

These results argue persuasively that optimism is a key factor in better health. Optimists have a brighter outlook than pessimists, and this may lead to healthier lifestyles, build stronger social support, and reduce stress. In addition, optimism itself may have biological benefits, such as lower blood pressure and better immune system function.

One explanation is behavioral. Optimists are more likely to lead healthier lifestyles, build stronger social support, and reduce stress. In addition, optimism itself may have biological benefits, such as lower blood pressure and better immune system function.

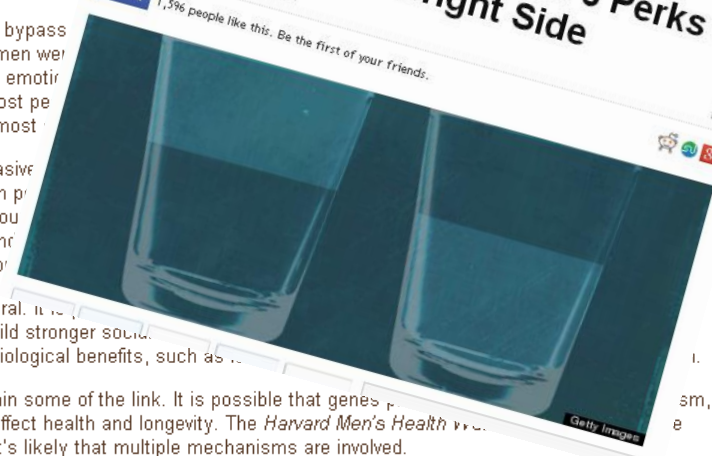
Finally, heredity may explain some of the link. It is possible that genes affect health and longevity. The *Harvard Men's Health Watch* study is needed because it's likely that multiple mechanisms are involved.

### Optimism Health Benefits: 6 Perks Of Looking On The Bright Side

Posted: 05/08/2013 8:26 am EDT



1,596 people like this. Be the first of your friends.

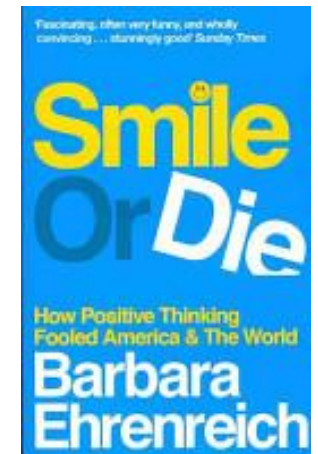
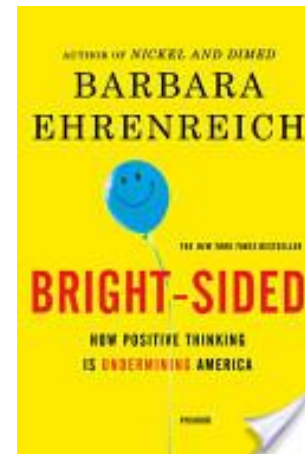
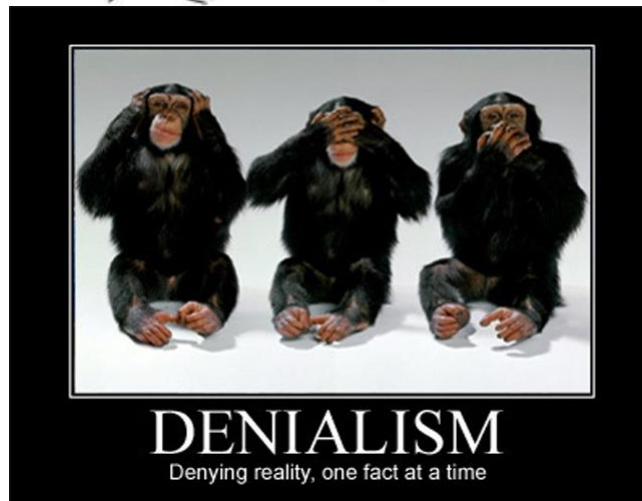


# We Are NOT Talking About...

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search ID: cwhn2376






# The Resilience/Optimism Framework

Action:	More Pessimistic	More Optimistic
Prepare for disasters	Earthquakes, floods, fires, terrorism, diseases – they are coming. You could die.	Health, wellness, financial gain, brilliant teamwork, efficiency, love of family, OPPORTUNITY!
Learn martial arts	Avoid being mugged, raped, beaten, violated. To not become a victim.	Build strength, confidence, flexibility, mental calmness, agility, fun, social interaction.
Feed your family rice and beans	We are poor. It's all we can afford. We must cut corners.	It's a complete protein and a healthy choice. Learn about other cultures and their cuisines.
Be kind and loving toward your partner	Divorce is expensive. You'll be ruined. Dating is hard, scary, and expensive.	Love. Affection. Desire for a happy, intimate and caring relationship. Because you can.
Create a Continuity of Operations Plan	Bureaucracy! Acronym hell. Costs. Time. Too abstract. Kills trees. We won't use it.	Deepen understanding of daily ops, build cross-trained teams, build stronger relationships, achieve long-range goals.

# Industry Connections Matter

- Our sectors and silos have sectors and silos
- “Silos” is negative framing of industries, specialized knowledge, different operating models, values, etc.
- People – not “sectors” – make or break collaboration
- Personal and institutional relationships are key



Nonprofits

Academia

Utilities

Health

Government

Business



**Question:**

**Which communities  
will benefit most from  
being more connected?**

**Answer:**

**Every community you care about.**

# Labeled People – Slide 1:

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- Seniors, older residents, frail elderly
- Extremely low income, poor, significantly below the poverty level, and without financial resources
- Blind, visually impaired, low vision
- Single parents, lone guardians with no support systems
- Deaf, hearing impaired, hard-of-hearing (HoH)
- Limited English Proficiency (**LEP**), monolingual
- Emergent special needs (new needs due to disaster)
- Children, infants, unattended minors, runaways, latchkey kids
- Homeless or shelter dependent - including domestic violence shelters
- Chemically dependent – includes legal and illegal drug dependence issues
- Medically compromised, low immune system, medically fragile, **contagious**

# Labeled People – Slide 2:

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- Criminals, registered offenders and other clients of the criminal justice system
- People fearful of (or refusing services from) government, Red Cross or any unfamiliar organization
- Physically disabled - from minor issues to complete dependence on life support
- Mentally/Cognitively disabled - from minor issues to complete dependence on support systems
- Transient needs (tourists, people needing replacement hearing aids or glasses, etc.)
- Owners and guardians of **pets/animals**, people who make life and death decisions based on animal concerns
- Culturally isolated, with little interaction outside of their chosen community, or with most actions preferred inside their chosen community -- **religion**, sobriety/recovery, carless, LGBT), geography caused isolation, etc.

# Traditional Preparedness

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- **Message:** Prepare for Disasters
- **Messengers:** Department of Homeland Security, American Red Cross, FEMA, fire departments, offices/departments of emergency management/services, etc. **What do these agencies have in common?**
- **Method of Delivery:** Brochures, pamphlets, paper inserts, door-hangers, websites, commercials, billboards, classes, PSAs, email, social media, etc.
- **What to do:** Get a Kit, Make a Plan, Be Informed/Get Trained
- **Why to do it:** Earthquakes, fires, floods, acts of terrorism and other disasters /emergencies happen. You're on your own (YoYo) for 3-5 days, maybe even longer.
- **How to do it:** Buy food & water, put together clothes, money, medicine and other essentials; write down where you will go, who you can call for help, where you will meet; go to our website, take classes, sign up for our newsletter, etc.
- **Timing:** Disaster anniversaries and immediately after disasters or large emergencies

**American Red Cross survey said 6% “prepared” in 2006, after 1 year campaign to commemorate 1906 earthquake.**

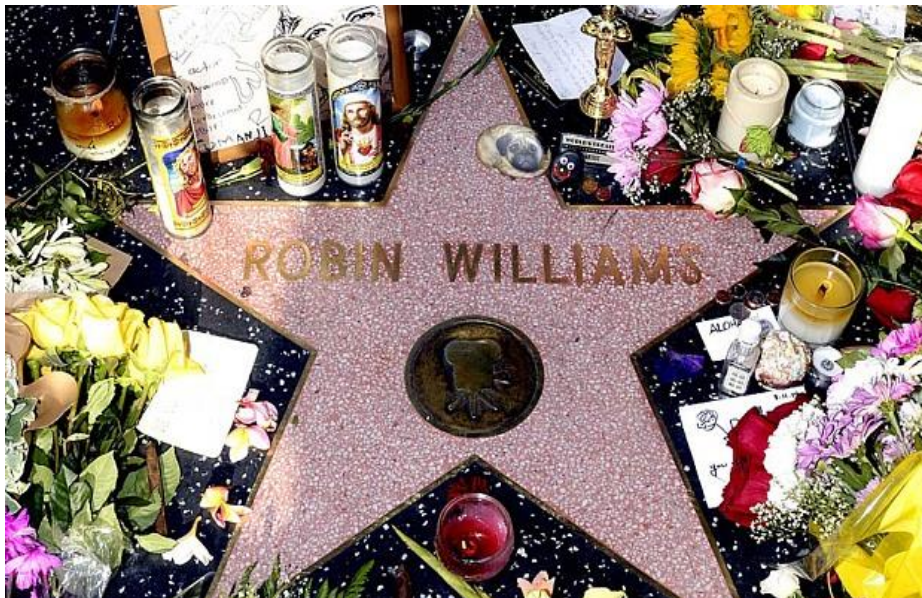
**Question:**

**How do connected  
communities address  
important issues?**

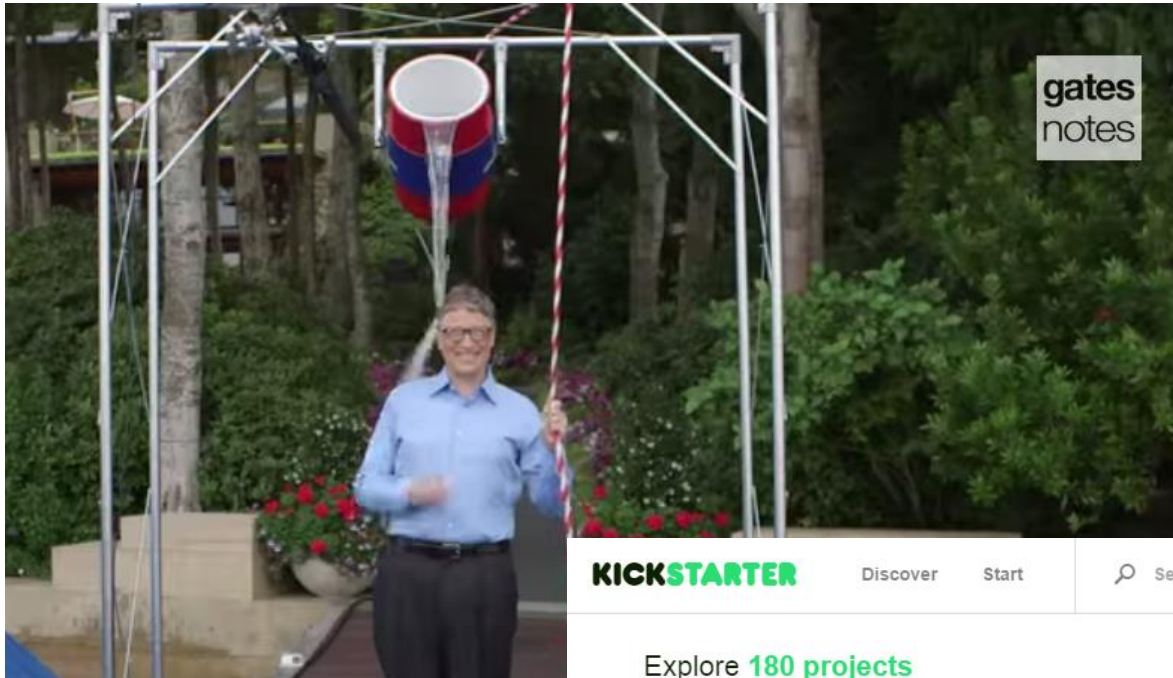
**Answer:**

**Differently.**

# We Grieve Differently



# We Raise Dollars Differently



**KICKSTARTER** Discover Start Search projects

Explore **180 projects**



**THE LONG DARK**, a first-person post-disaster survival sim by Hinterland

THE LONG DARK is a first-person post-disaster survival simulation set in the Northern wilderness. How far will you go to survive?

📍 Cumberland, Canada

**Successfully funded!**

128% funded \$256,217 pledged Oct 16, 2013



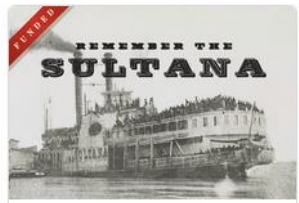
**TOC Go Bag** by Shan Wang & Eric Meltzer

A bag with all the gear you need to keep yourself and your community safe in the aftermath of a natural disaster

📍 San Francisco, CA

**Successfully funded!**

122% funded \$122,330 pledged Aug 7, 2014



**Remember The Sultana Documentary** by Mark Marshall

The Greatest U.S. Maritime Disaster You've Never Heard Of.

📍 Enid, OK

**Successfully funded!**

144% funded \$108,156 pledged Jun 4, 2014



**Disaster Looms!** by Break From Reality Games

Research! Explore! Colonize! Survive! Oh yeah, and save the planet if it is profitable. A Hex tile space exploration game!

📍 Seattle, WA

**Successfully funded!**

300% funded \$75,098 pledged Jun 18, 2012





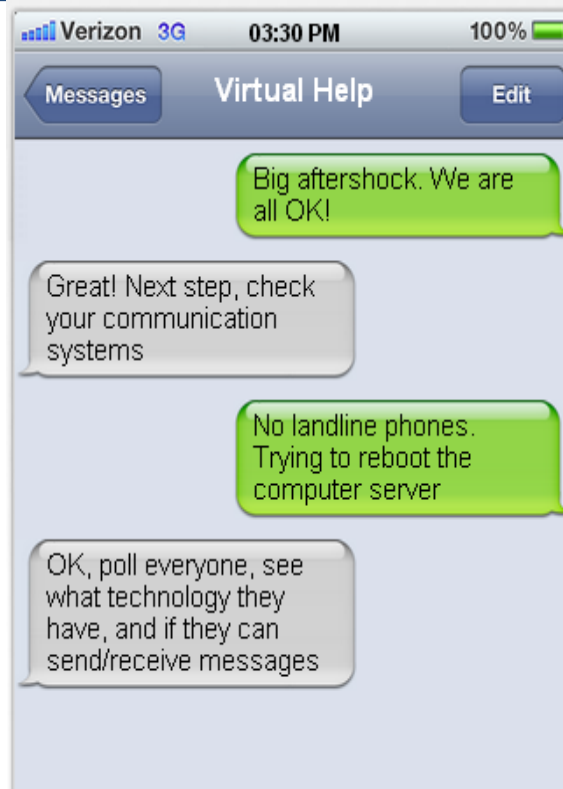
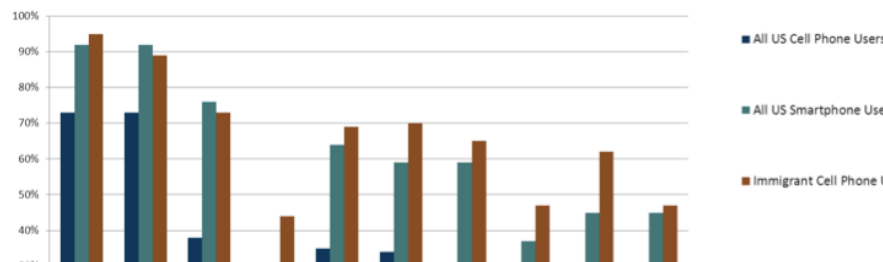
# We Advocate Differently



# We Use Technology Differently



**Immigrants Are More Robust, Interactive Users of Mobile Technology than Overall US Population**



# Preparedness Apps

## There's an App for That!



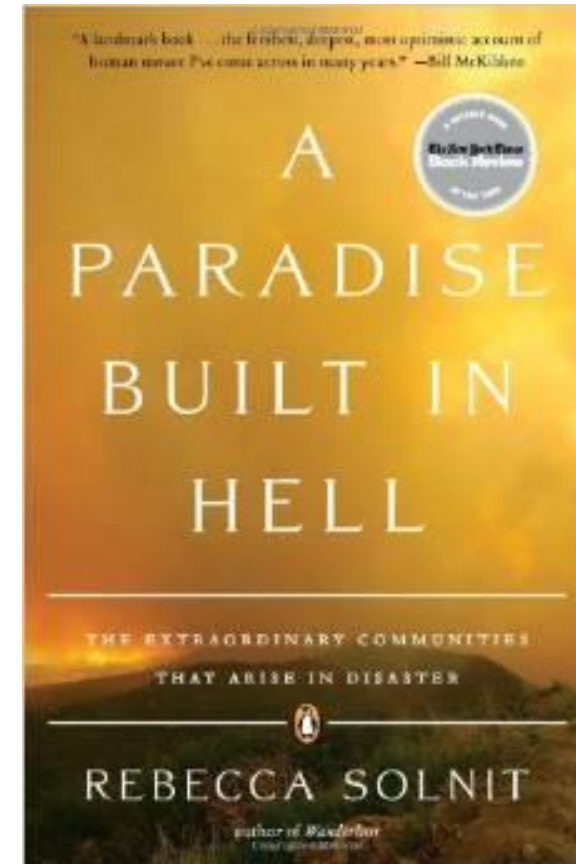
# Connection Success Stories



Their homes destroyed. Their voice discovered.



In a New Orleans neighborhood called Versailles, a tight-knit group of Vietnamese Americans overcame obstacles to rebuild after Hurricane Katrina, only to have their homes threatened by a new government-imposed toxic landfill. A VILLAGE CALLED VERSAILLES is the empowering story of how the Versailles people, who have already suffered so much in their lifetime, turn a devastating disaster into a catalyst for change and a chance for a better future.



## **Less Connected =**

- **Harder to reach, serve, help**
- **More pain, suffering, anxiety**
- **Greater failure, vulnerability, loss**

## **More Connected =**

- **Less of everything above**
- **Greater leverage, buy-in,**
- **More resources, faster results**

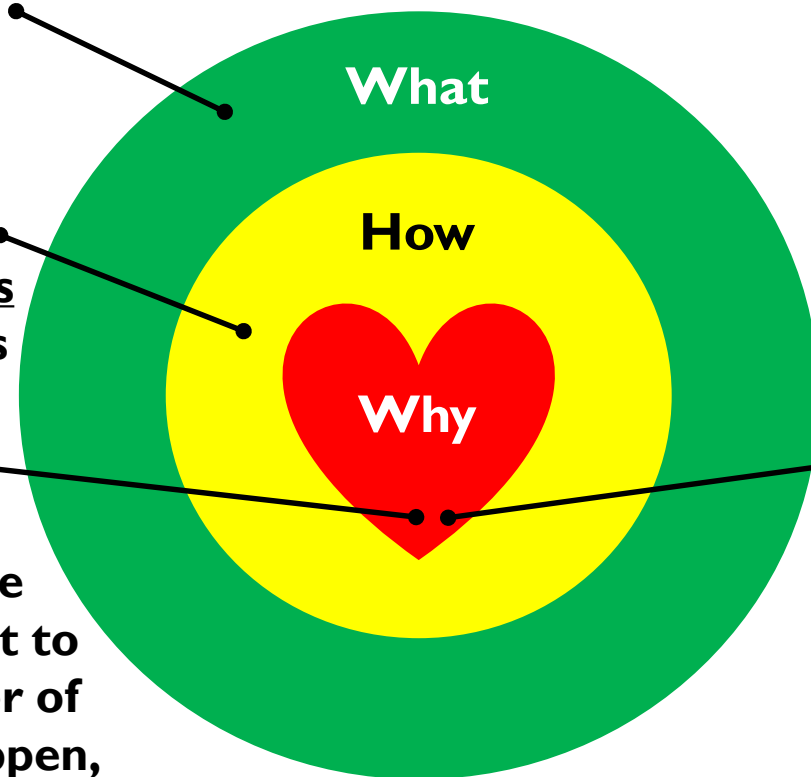
# Connections form around the “Why”

## Traditional Message

Prepare for disasters  
Get ready for the “big one!”

Take classes/trainings  
Get kits, store supplies  
Do exercises and drills

Because disasters happen! Our lives, homes and families are at risk. Terrorists want to kill us. It’s not a matter of “if” a disaster will happen, it’s “when”...

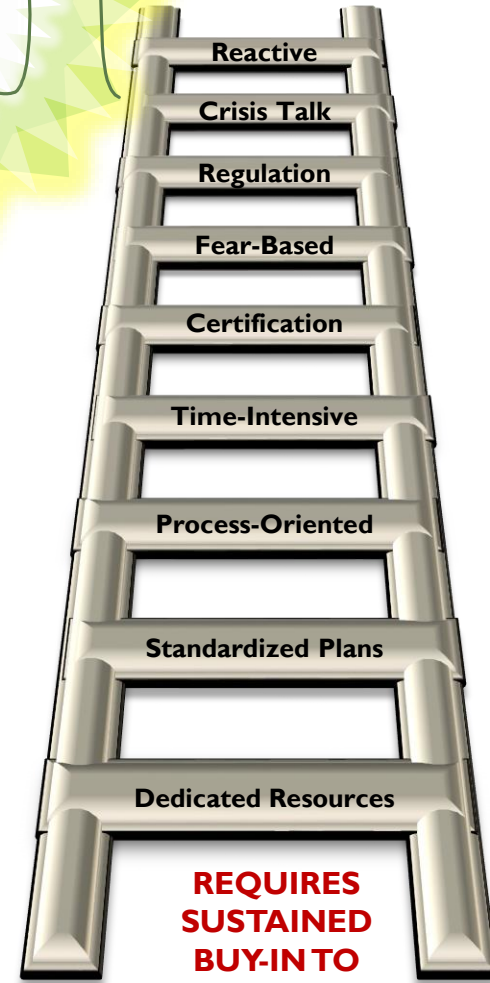
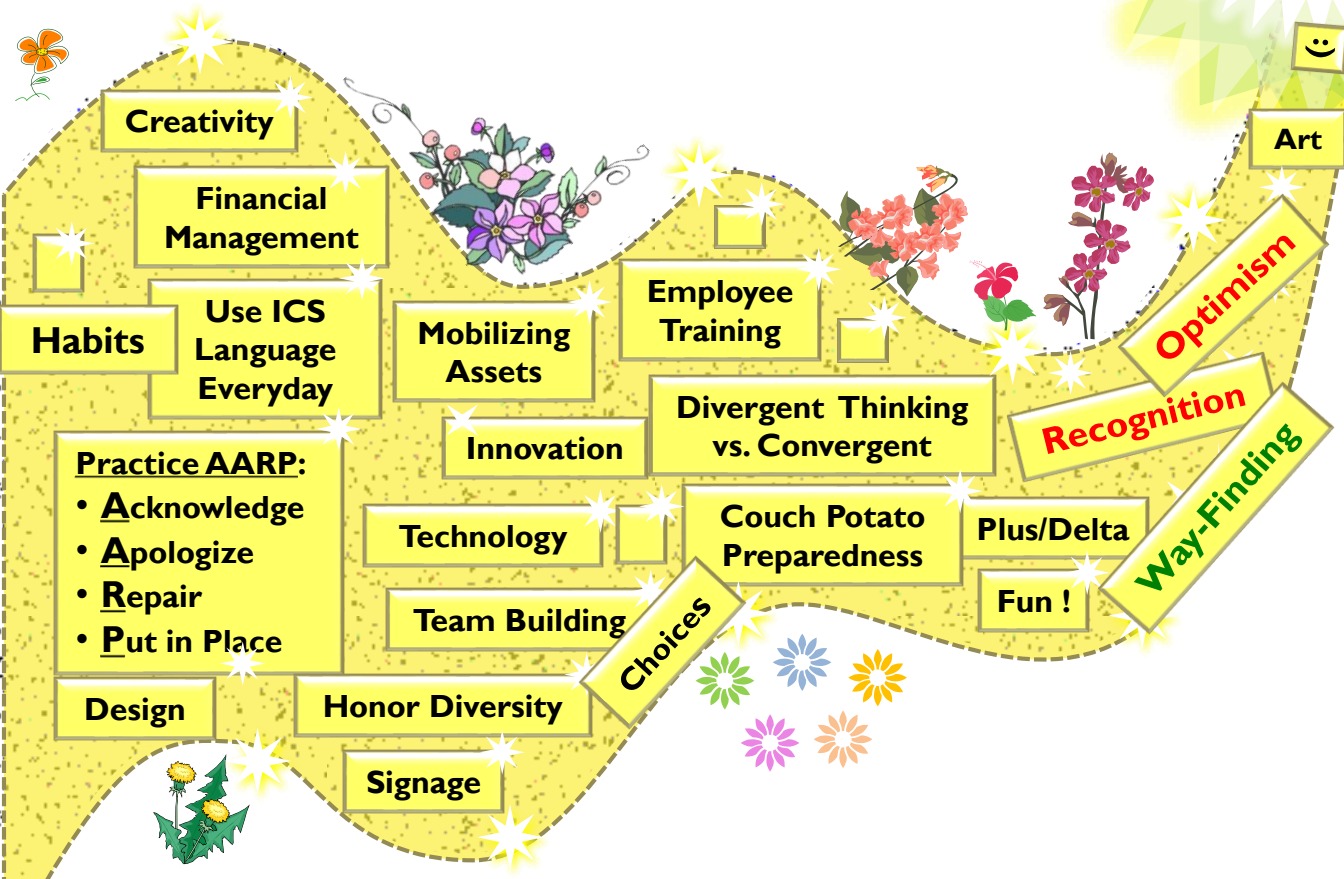


## Your Message

- Become global leaders in a game-changing conversation
- Transform your extended community
- “Walk the Talk” with resilience and safety
- Be a more valued partner with local businesses/government
- Bring unique community perspectives and voices to the preparedness and resilience conversation
- Make your community more fundable for related grants/donations
- **Because You Can!**

# Encourage Everyday Brilliance!

**Everyday Brilliance  
is the Path to  
Disaster Resilience**



**REQUIRES  
SUSTAINED  
BUY-INTO  
"DISASTERS"**

# Normalize/Socialize Safety Behaviors

<http://ADApresentations.org/archives/stream.php?id=25> (Start at 32:55)

<b>Encourage Creativity and Innovation</b>	<b>Adopt ICS as Everyday Language</b>	<b>Employee Training &amp; Orientation</b>	<b>Art/Design: Make Safety Beautiful</b>	<b>Keep Choosing Safety</b>
<b>Customer Service</b>	<b>Empowered Technology</b>	<b>Honor Diversity</b>	<b>Couch Potato Preparedness</b>	<b>Fun! Joyful Engagement</b>
<b>Divergent vs Convergent Thinking</b>	<b>Heap Recognition and Praise</b>	<b>Team Building Community Cohesion</b>	<b>Ingrained Values and Habits</b>	<b>Mobilizing Your Assets Framework</b>
<b>Signage and Directions</b>	<b>Plus/Delta Debrief</b>	<b>Presentation Skills</b>	<b>Leadership Training</b>	<b>Optimism Hopefulness</b>

**Consider training in Nonviolent Language for public preparedness education.**



**Collaborate**

**Coordinate**

**Cooperate**

**Communicate**

**Commitment**

**Co-exist**

**Costs**

**Conditions**

**CHANGE**

**Conflict of Interest**

**Capacity**

**Credibility**

**Culture Clash**

**Chemistry**

**Comfort Zones**

**Crazy!**

**Competition**

**Choice**



# Collaboration: Really Making it Work

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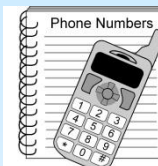
- **Choose it** – enter with eyes wide open! Make it an intentional act.
- **Be honest** – be *brutally* honest. No honesty, no trust.
- **Celebrate/leverage your differences** – understand and honor your diversity as a genuine competitive advantage -- not like a slogan.
- **Stay focused on COMMON goals, values, needs** – do not deviate! Speak about we/our/us.
- **Protect your collaborators from your bureaucracy/oddities** – do unto others, keep your weird relations/habits/shortfalls to yourself.
- **Create micro successes** – string many small wins together.
- **Embrace Technology** – make technology your empowering partner.
- **Work the Journey!** – Make the process educational, valuable, and a genuine bonding experience for all the partners.

**Question:**

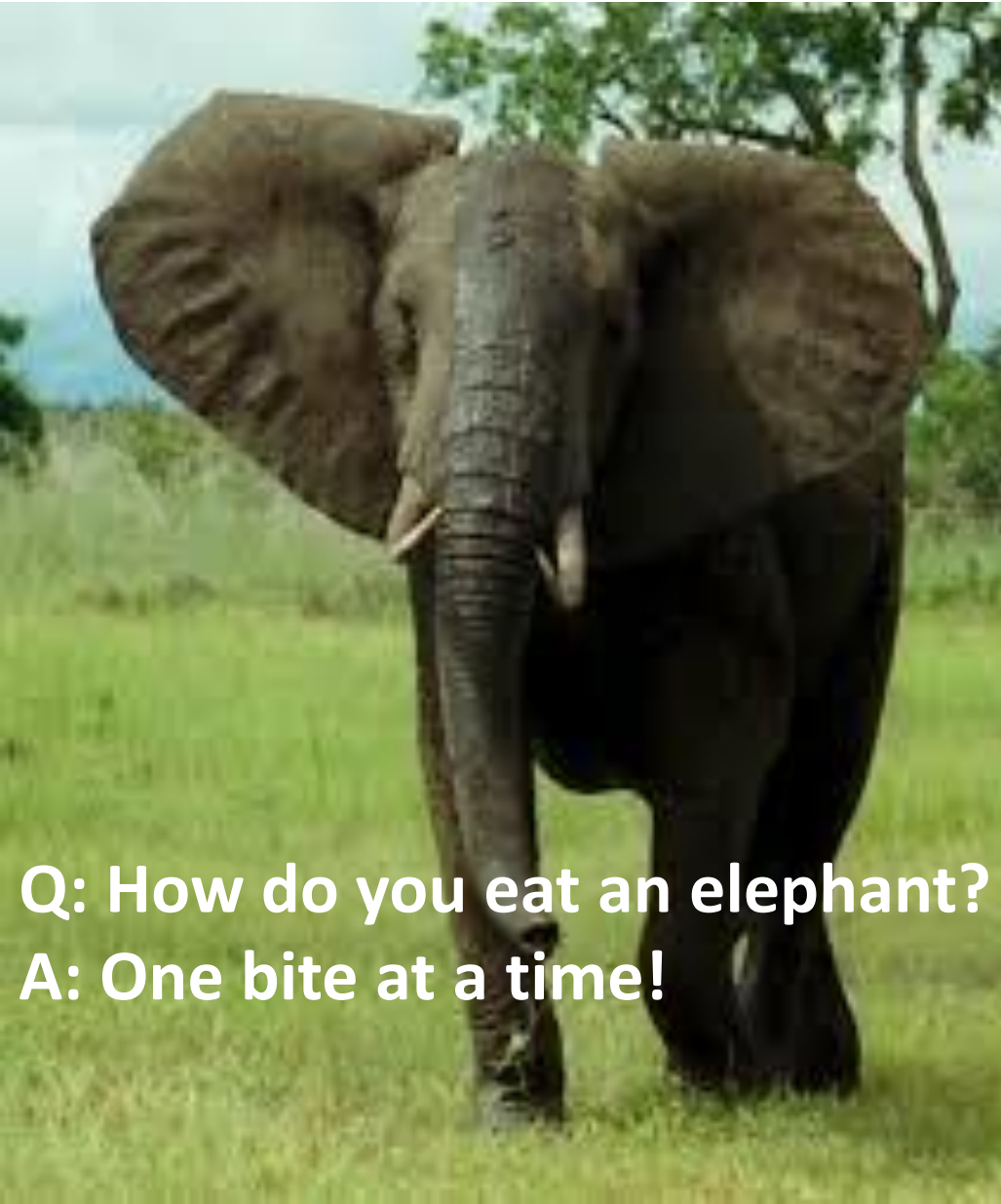
**How should communities connect?**

**Answer:**

**However it is sustainable for  
THEM.**



# From Kits, Plans, and Disasters to CONNECT!



**Q: How do you eat an elephant?  
A: One bite at a time!**



- **Q: How do you get people to WANT to eat elephant?**
- **A: Don't call it 'elephant'**

# What Will You Do Now...

**... if a brilliantly  
connected and  
resilient community is  
your goal?**





# Thank You to Our Supporters!

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CARD's work to make this a positive, accessible, and sustainable pursuit for all communities is made possible by:

United Way of the Bay Area  
Alameda County Operational Area  
Alameda County Public Health Dept.  
Pacific Gas and Electric Company  
The Walter and Elise Haas Fund  
The San Francisco Foundation  
Community Bank of the Bay  
PHD City of Berkeley  
City of Oakland

**YOU!**

# What Are You Going to Do???



# Thank You So Much!

CARD can be found online at:

[www.CARDcanhelp.org](http://www.CARDcanhelp.org)

<http://CARDcanhelp.org/Blog>

[www.Facebook.com/CARDcanhelp](http://www.Facebook.com/CARDcanhelp)

[www.Twitter.com/CARDcanhelp](http://www.Twitter.com/CARDcanhelp)



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