

# Community Preparedness



Fiscal Year 2024 Report

## TABLE OF CONTENTS

<b>Community Preparedness Fiscal Year 2024 Report .....</b>	<b>2</b>
<b>Executive Summary .....</b>	<b>3</b>
<b>Community Outreach .....</b>	<b>4</b>
<b>Publications.....</b>	<b>6</b>
<b>Information Sharing .....</b>	<b>8</b>
<b>Social Media Messaging.....</b>	<b>10</b>
<b>Partnerships.....</b>	<b>12</b>
Communities Prepared for Disasters: Older Adults Webinar Series .....	12
Public Private Partnership Security and Resilience Seminar Series .....	12
Be 2 Weeks Ready .....	13
Tribal Engagement.....	13
Cooking without Power workshops.....	13
Great ShakeOut/Great Oregon Camp-In .....	14
Youth Preparedness Council.....	14
<b>Future Improvements.....</b>	<b>15</b>

# Community Preparedness Fiscal Year 2024 Report

The goal of the Community Resilience and Preparedness Program is to develop whole-community access to, involvement in, and development of resilience and preparedness to all-hazards tools, resources and opportunities. Progress is made towards these goals through community outreach, partnership, and information sharing with the Tribal Liaison, Strategic Communications team, Regional Coordinators, IDEA Coordinator and trusted partners.

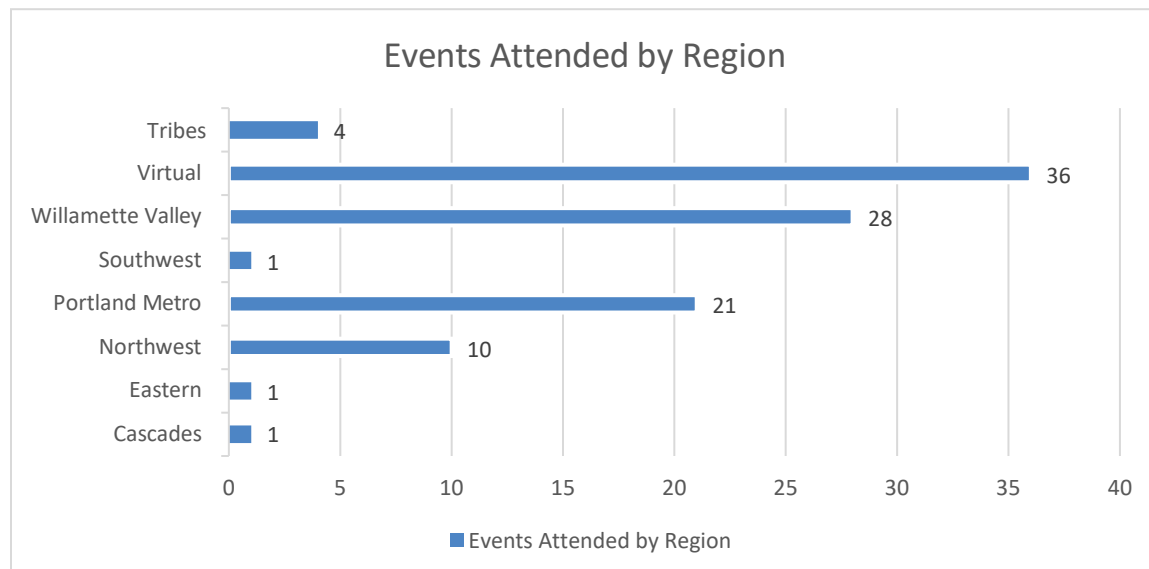
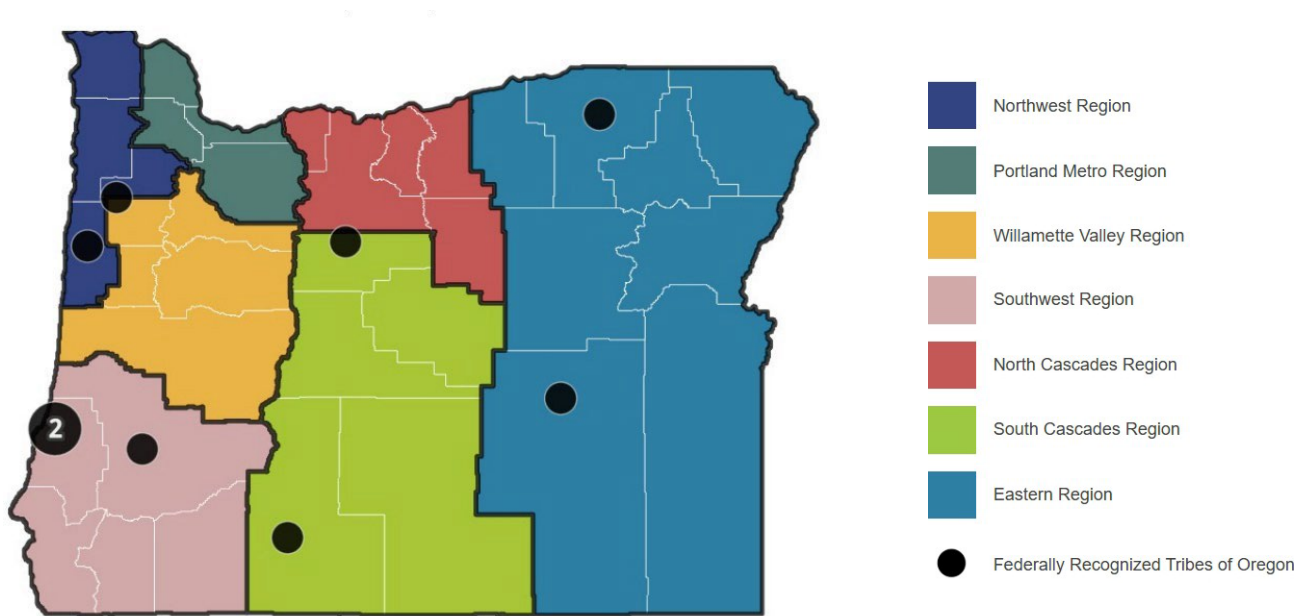
During Fiscal Year 2024, the Community Preparedness Program has significantly increased its partnerships with historically underserved and marginalized communities, increased attendance at community events, and completed projects to prepare Oregonians for all potential hazards.

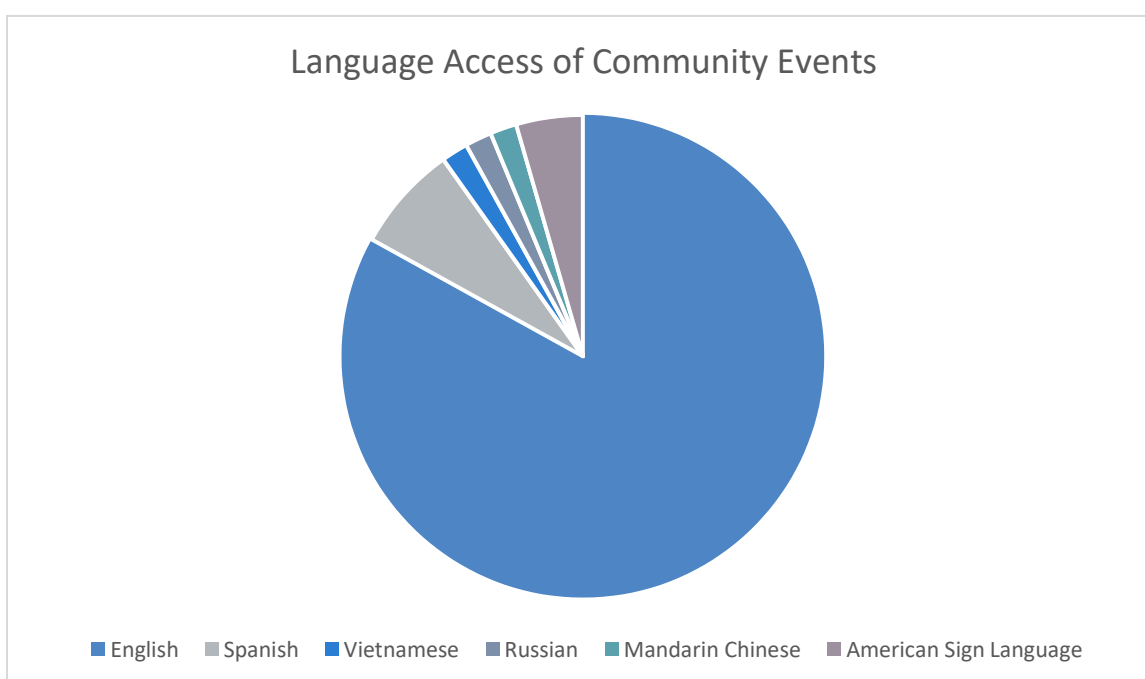
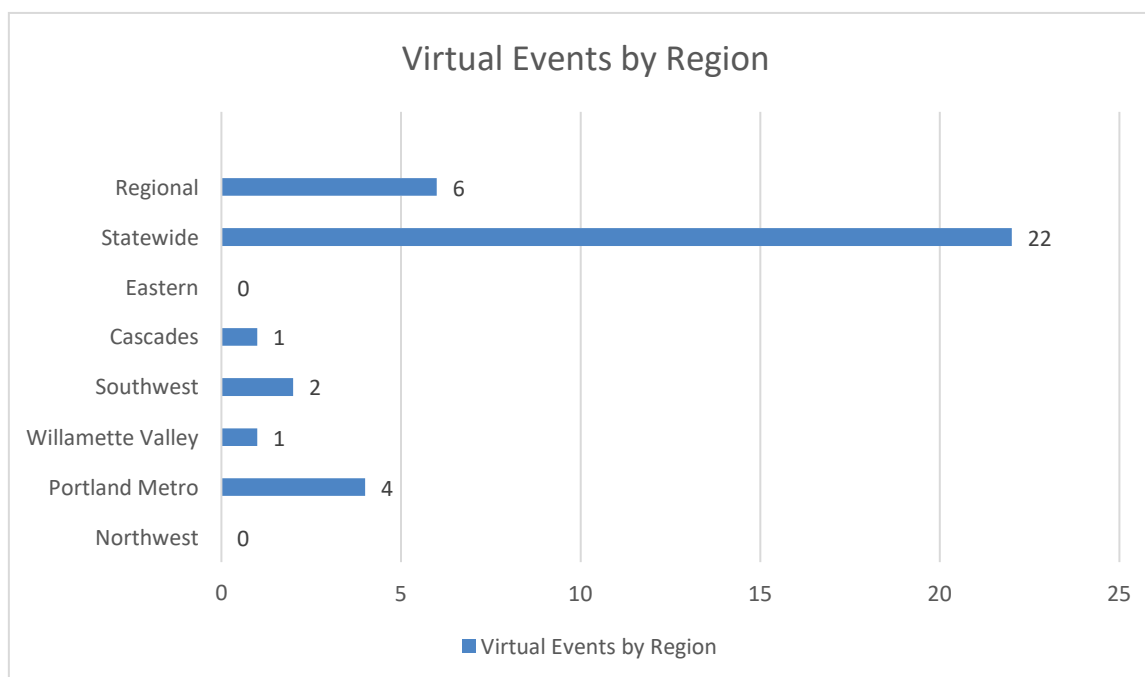
## Executive Summary

- OEM staff supported 102 community preparedness events.
- Invited to support preparedness events for 4 Tribal nations.
- Distributed 60,058 preparedness materials.
- Developed American Sign Language videos for every unit and activity in the Be 2 Weeks Ready tool kit.
- Trained 164 Be 2 Weeks Ready Program Coordinators.
- Conducted the first Be 2 Weeks Ready Program Coordinator training in Spanish.
- Hosted the second Communities Prepared for Disasters webinar series focusing on the older adult community hosted in English with Spanish, Vietnamese, Russian, and Mandarin translation with American Sign Language interpretation. There were 342 attendees between both sessions.
- 532,089 Oregonians participated in the Great ShakeOut earthquake drill and 2,691 participated in the Great Oregon Camp-In.
- Provided professional development and support to Oregon Youth Preparedness Council members, including presenting at the Oregon Prepared Conference.

## Community Outreach

OEM staff participated in a total of 102 community events. This participation includes hosting a table and providing preparedness information to attendees as well as presenting on preparedness topics such as individual preparedness, business preparedness, and low-cost ways to build an emergency supply. There was a 293% increase in community events from FY 2023.

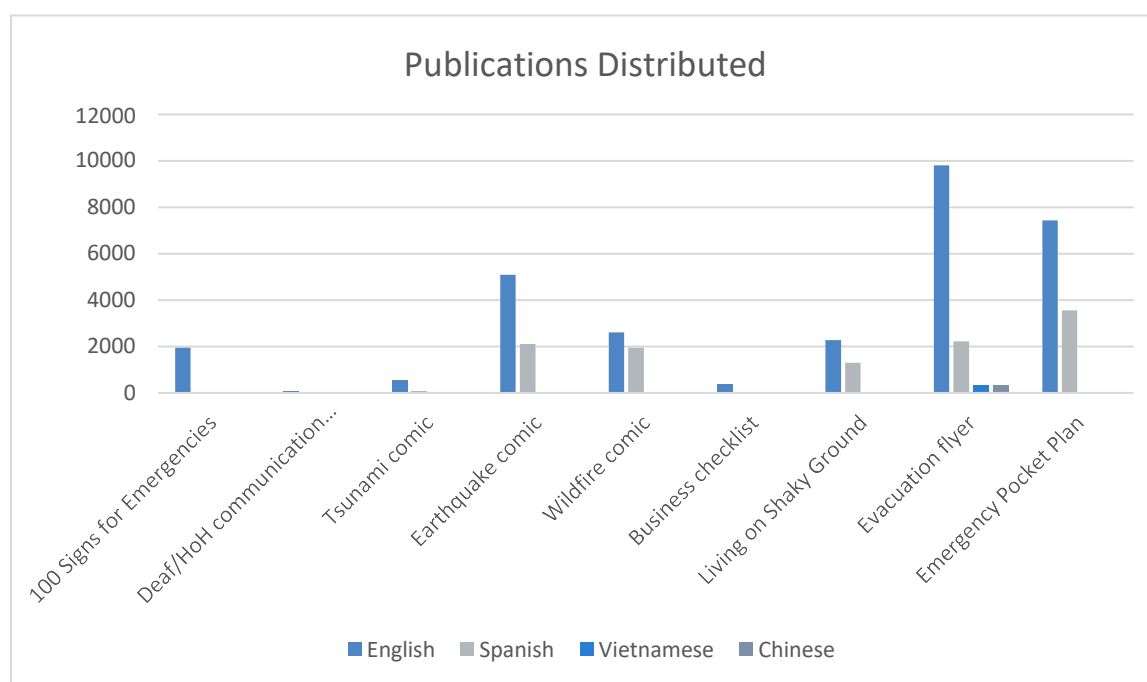




The top five languages spoken in Oregon are English, Spanish, Vietnamese, Russian, and Mandarin Chinese. The Community Preparedness Program aims to connect with these communities and increase the availability of preparedness outreach in these top languages. OEM participated in 102 total events, 93 of which were hosted in only English, 8 with Spanish translation, 2 with Vietnamese translation, 2 with Russian translation, 2 with Mandarin Chinese translation and 5 with American Sign Language (ASL) interpretation. There was a 700% increase in Spanish-speaking events and a 25% increase in events offering ASL interpretation compared to FY 2023. This is the first year we have offered live Vietnamese, Russian, and Mandarin Chinese translation.

## Publications

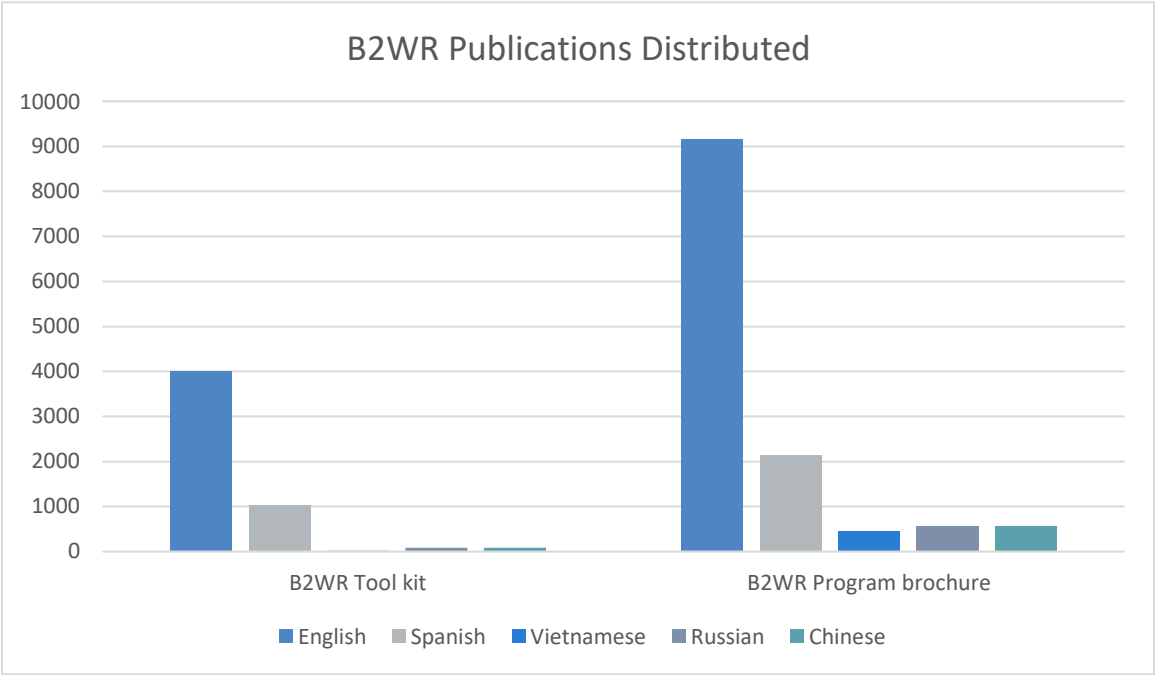
OEM provided a total of 60,058 publications to community members and community partners. These were provided at outreach events and through publication requests. Publications are available in English Spanish, Vietnamese, Russian, and Chinese. There was a 554% increase in the total number of publications distributed and a 560% increase in Spanish publications distributed compared to FY 2023.



Publication	English	Spanish	Vietnamese	Russian	Chinese
Emergency pocket plan	7,431	3,560	N/A	N/A	N/A
Evacuation flyer	9,801	2,223	315	N/A	315
Living on Shaky Ground	2,275	1,290	N/A	N/A	N/A
Business checklist	371	N/A	N/A	N/A	N/A
Wildfire comic	2,612	1,948	N/A	N/A	N/A
Earthquake comic	5,086	2,105	N/A	N/A	N/A
Tsunami comic	539	71	N/A	N/A	N/A
Deaf/HoH communication card	55	N/A	N/A	N/A	N/A
100 Signs for Emergencies booklet	1,950	N/A	N/A	N/A	N/A
Total	30,120	11,197	315	0	315

Printed copies of the Be 2 Weeks Ready tool kit became available for distribution in July 2024. Tool kits are available in English, Spanish, Vietnamese, Russian, and Chinese. Be 2 Weeks Ready program brochures became available for distribution in February 2025.

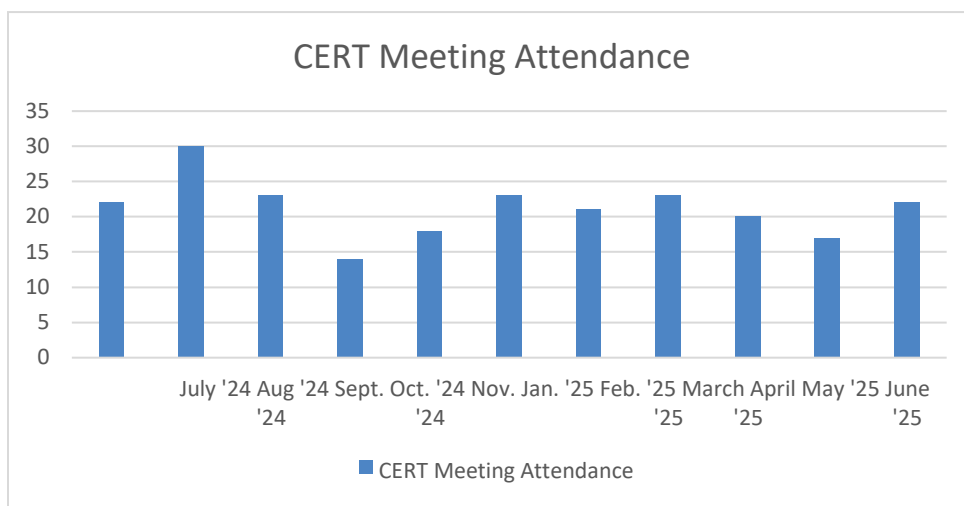
Publication	English	Spanish	Vietnamese	Russian	Chinese
B2WR Tool kit	4,019	1,024	11	85	87
B2WR Program brochure	9,159	2,146	450	570	560





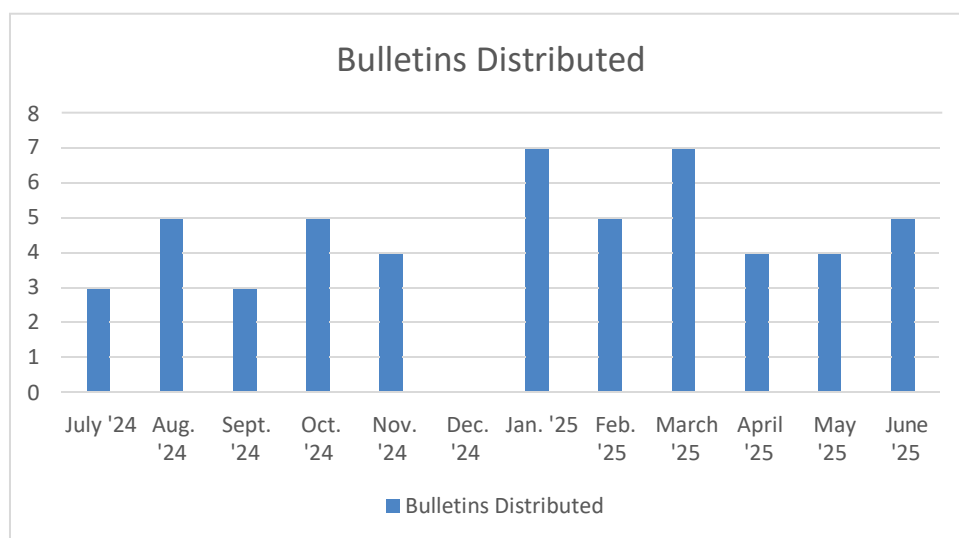
## Information Sharing

CERT monthly meetings are available to all local, county and Tribal emergency management partners and CERT program managers, team leaders, and volunteers. The purpose of these meetings is to provide timely updates for teams and a space to connect and communicate. There were eleven meetings this year with an average attendance of 21 people.

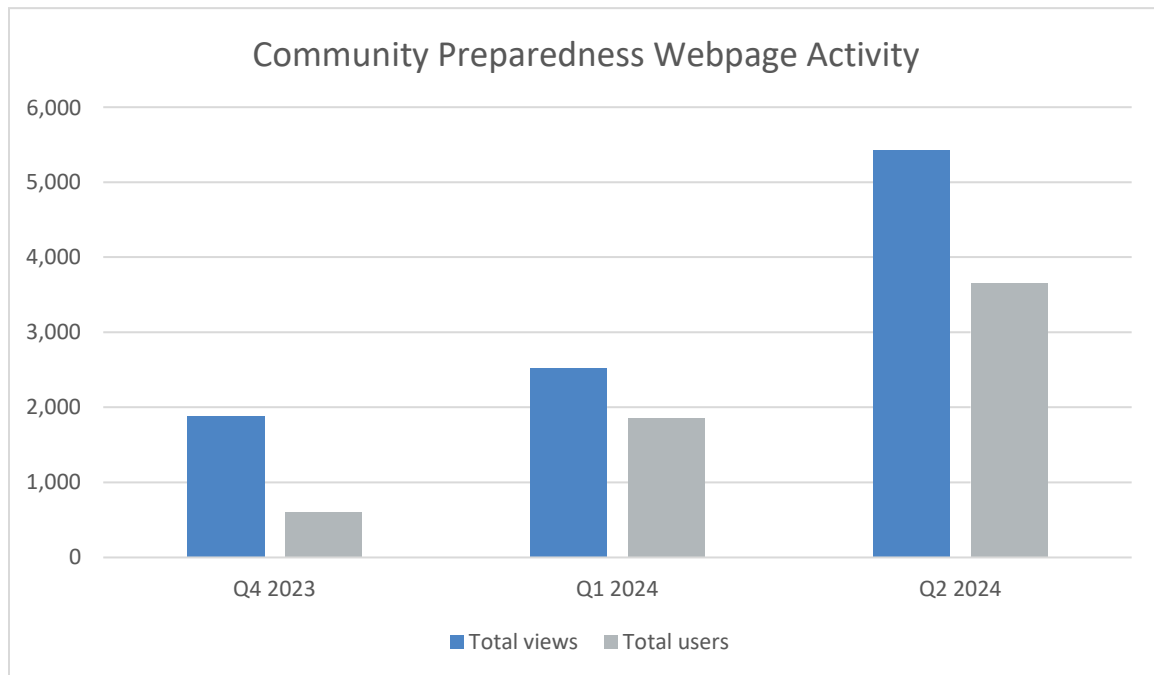


GovDelivery bulletins: These bulletins are sent to CERT program managers (67), CERT sponsoring organizations and volunteers (341), and Be 2 Weeks Ready Program Coordinators (233). Bulletins are sent once a month or as needed and include meeting minutes, training opportunities, and program updates. All meetings are recorded and shared via GovDelivery to allow members who could not attend to receive the information.

52 bulletins were distributed this year regarding CERT and the Be 2 Weeks Ready program with an average open rate of 58.5% (average open rate for OEM bulletins is 15-25%).

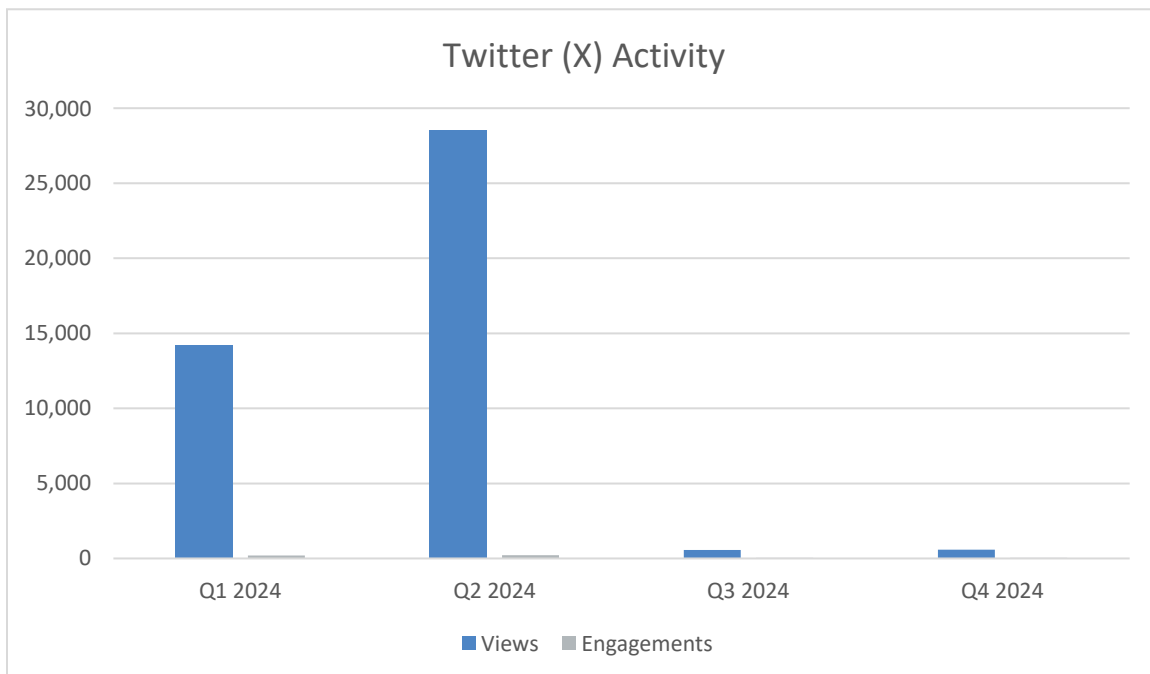
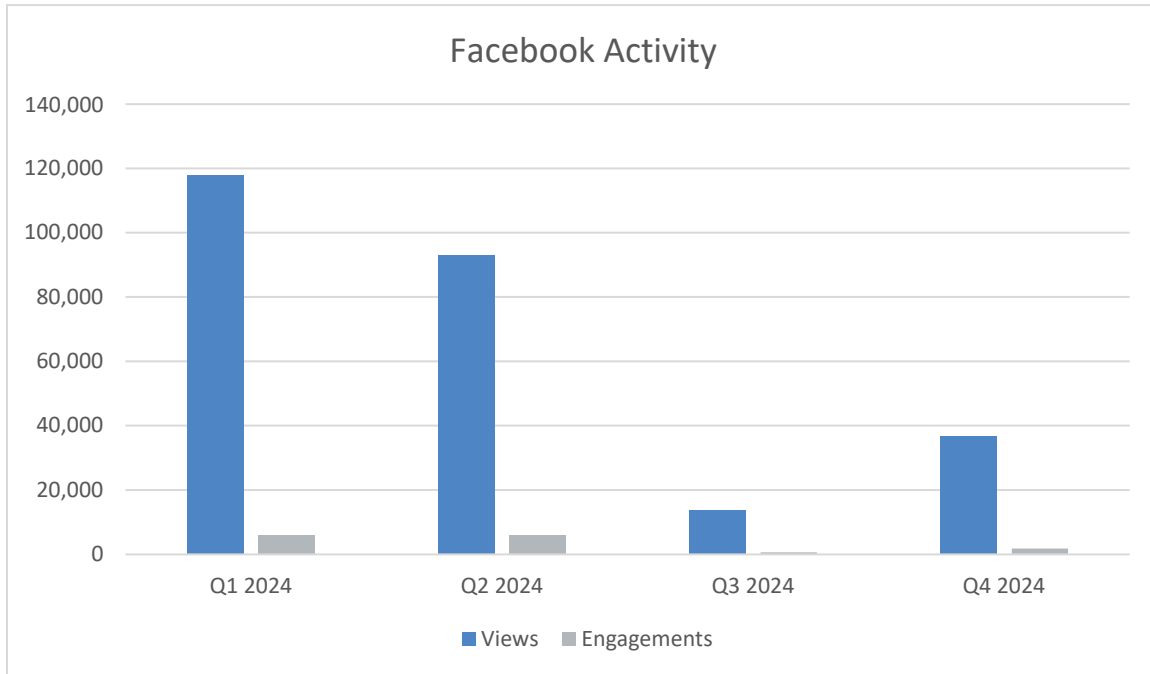


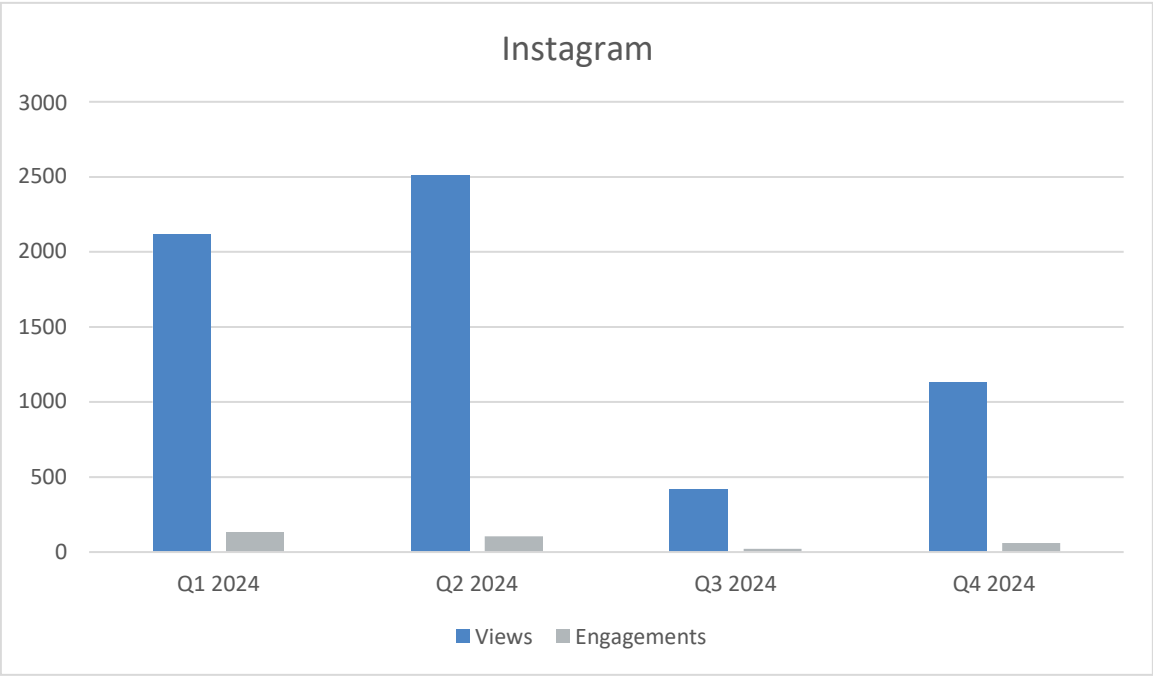
OEM’s Community Preparedness webpage was updated in April 2024 to reflect the changes in the program and provide updated information. There was a 350% increase in total views and a 398% increase in total users since FY23.



## Social Media Messaging

OEM has social media profiles on Facebook, Twitter, and Instagram. The metrics include total views (how many times someone looked at the post) and engagements (how many times someone reacted, liked, clicked on, or shared the post). The social media metrics in this report are specific to the Community Preparedness program.





## Partnerships

OEM's Community Preparedness Program creates preparedness programs and outreach that are inclusive of and accessible to all communities in Oregon. OEM's Public Private Partnership Program provides educational opportunities for business and industry partners in our region and beyond. The goal is to build off these partnerships and continue to expand our reach.

### ***Communities Prepared for Disasters: Older Adults Webinar Series***

OEM, in partnership with the Oregon Advocacy Commissions Office, AARP, Oregon State University Extension Service, Oregon Sea Grant, and the Oregon Association of Area Agencies on Aging and Disabilities, hosted the annual Communities Prepared for Disasters webinar. This year's webinar focused on the needs and barriers to disaster preparedness specific to the older adult community.

The topics included collaboration between emergency managers and organizations serving older adults, emergency planning, emergency alerts, medication guidance for disasters, scams and misinformation, and mental health and the importance of community connection. Presenters included Douglas County Public Health Network, Upstream Access, OEM, Oregon Health Authority, Rogue Community Health, Division of Financial Regulation, Living Islands, and Trauma Informed Oregon.

Both sessions were hosted in English with Spanish, Vietnamese, Russian, and Mandarin Chinese translation with American Sign Language interpretation. The first session had 264 registrants with 178 people attending the entire session. The second session had 387 registrants with 174 people attending the entire session. Both sessions were recorded in each language and provided to registrants after the webinar and posted to the [Be 2 Weeks Ready YouTube channel](#). The post-webinar survey yielded 110 responses in English, 4 in Spanish, and 1 in Chinese. There were 72 participants who requested to be contacted for future engagement opportunities. The planning team will resume meeting in October 2025 for the 2026 webinar.

### ***Public Private Partnership Security and Resilience Seminar Series***

The 2024 Public-Private Partnership Security and Resilience Seminar Series was a dynamic educational initiative designed to strengthen preparedness, security, and resilience within the business and industry sectors. The series was a collaborative effort between OEM's Public Private Partnership Program Manager, Idaho Office of Emergency Management, the Cybersecurity and Infrastructure Security Agency (CISA), and Albertsons Companies. The series featured four 90-minute sessions covering a wide range of topics aimed at bolstering private sector resilience. The event attracted approximately 6,000 registrants, representing organizations of all sizes, from small businesses to major corporations, spanning all 50 U.S. states and 44 countries, with over half of participants coming from the private and non-profit sectors.

## ***Be 2 Weeks Ready***

The Be 2 Weeks Ready program officially launched on 6/17/24 with printed tool kits as the only promotional item. The program has added brochures in English, Spanish, Vietnamese, Russian, and Chinese, Be 2 Weeks Ready-branded duffle bags, two bucket toilet systems, emergency washing machines, and stickers.

The program content has expanded to include community host training slides, community presentation slides, a Jeopardy! game, a Program Coordinator directory, and videos with American Sign Language (ASL), narration, and close captioning for each unit and activity in the tool kit. These videos were developed in partnership with the Oregon Deaf and Hard of Hearing Services and can be found on the [Be 2 Weeks Ready YouTube channel](#).

The Program Coordinator training was offered nine times with 164 people completing the training. In partnership with two volunteer Program Coordinators, OEM hosted the Program Coordinator training in Spanish in October 2024. OEM staff received training with the tool kit to increase their personal preparedness over the course of 8 months. The Program Coordinator training will continue to be offered twice a quarter to local, county, state, and Tribal partners and community members.

## ***Tribal Engagement***

OEM's Tribal Liaison and Community Preparedness Coordinator were invited to support events for four Tribal nations. These events have resulted in other engagements including supporting the Confederated Tribes of Grand Ronde in rebuilding their Community Emergency Response Team (CERT), six emergency management staff from five different Tribes completing the Be 2 Weeks Ready Program Coordinator training, and providing a digital copy of the Be 2 Weeks Ready tool kit to the Cow Creek Band of Umpqua Tribe of Indians that included their logo and a letter of support from the Tribe.

## ***Cooking without Power workshops***

The Community Preparedness Coordinator and the Inclusion, Diversity, Equity, and Accessibility (IDEA) Coordinator, in partnership with Oregon State University Extension Service, supported two community workshops on making nutritious and culturally relevant meals without power during a disaster.

OEM supported two non-profit organizations in planning these workshops with more than 40 families in attendance. Families learned about the Be 2 Weeks Ready program, signed up for emergency alerts, and received go-bags filled with non-perishable and culturally relevant food items. Safeway donated gift cards to purchase the food items, and OEM provided simultaneous Spanish translation for both workshops.

## ***Great ShakeOut/Great Oregon Camp-In***

The Great ShakeOut, an annual drill that promotes earthquake preparedness, took place on October 17, 2024. There were 532,089 Oregonians who participated in the event.

OEM promoted the Great Oregon Camp-In for the first time that took place October 18-October 20. This event is an opportunity to spend some time—either a few hours or the entire weekend—working on an emergency plan and practicing what it might be like to do day-to-day activities after a large-scale disaster disrupts our daily lives. There were 2,691 Oregonians who participated in this event. This campaign was shared by news outlets and partners including the [Statesman Journal](#), the [Ashland Chronicle](#), [Hoodline](#), and the [Cow Creek Band of Umpqua Tribe of Indians](#).

## ***Youth Preparedness Council***

FEMA Region 10 Youth Preparedness Council had five students representing Oregon during the 2024-2025 council year. OEM worked directly with these students to provide professional development opportunities through networking with their local emergency managers, CERT programs, and other emergency management professionals.

The students' projects included a college preparedness brochure for graduating seniors, emergency go-bags for high school students with developmental disabilities, a children's storybook focused on community preparedness, and a video highlighting the experience of Grand Ronde Tribal Elders living through disasters. All five students presented their project to an audience of more than 50 emergency management professionals at the Oregon Prepared conference in April 2025.

## Future Improvements:

In FY25, the Community Preparedness Program will continue to focus on building relationships with historically underserved communities and increase accessibility of preparedness education and outreach. This will be achieved through the following initiatives:

### Community Outreach

OEM continues to seek and provide new and innovative ways to connect with the community about emergency preparedness. A Cooking without Power community workshop is scheduled in Jackson County in September 2025 in partnership with the non-profit Rogue Food Unites. This no-cost, bilingual (English and Spanish) community event focuses on disaster preparedness and food resilience for families recently resettled at Talent Mobile Estates. The event is expected to serve approximately 60 families, with a mix of Latina/o/x and English-speaking households, many of whom face food insecurity and barriers to traditional emergency messaging.

The ***Communities Prepared for Disasters*** initiative will be an annual event addressing the needs and barriers of a specific community during disasters. The tentative focus for 2026 will be rural communities. The webinar will continue to be offered in English, Spanish, Vietnamese, Russian, and Chinese with American Sign Language interpretation.

### Preparedness Education

The Community Preparedness Program will develop additional videos with American Sign Language, close captioning, and voiceover to explain the different evacuation levels, how to prepare for winter storms, and preparedness tips for extreme heat. These videos will be shared across all social media platforms.

The Community Preparedness Program webpage will add a page dedicated to the Great ShakeOut and Great Oregon Camp-In by September 2025. This webpage will include information on how to register for events and a link to earthquake preparedness drills for different situations.