

How can we reach ***everyone*** during a disaster?

Western Field Team

Office of Resilience and Emergency Management

May 21, 2025



State structure

- 18 Emergency Support functions
- ODHS is one of 33 agencies with emergency management roles
- ODHS leads mass care
- ODHS also leads social services recovery



Oregon Emergency Support Functions (ESFs)



ESF 1
Transportation



ESF 2
Communications



ESF 3
Public Works



ESF 4
Firefighting



ESF 5
Information and
Planning



ESF 6
Mass Care



ESF 7
Resource
Support



ESF 8
Health and
Medical



ESF 9
Search and
Rescue



ESF 10
Hazardous
Materials



ESF 11
Agriculture, Animals,
and Natural Resources



ESF 12
Energy



ESF 13
Law Enforcement



ESF 14
Business and
Industry



ESF 15
Public
Information



ESF 16
Volunteers and
Donations



ESF 17
Cyber and Critical
Infrastructure
Security



ESF 18
Military
Support

The role of state agencies is to support the needs of local communities

ODHS' Role in Oregon's Emergency Operations Plan (EOP)

State Recovery Function 4

Assess Community
Social Service Needs
Following a Disaster



Coordination
and barrier
navigation



Limited
English
proficiency
needs

Oregon's EOP



Emergency Support Function 6



Shelter



Food



First Aid



Distribution



Information



Water

Vulnerable populations are most impacted



United Nations

Impact of Natural Disasters Increasingly Affecting Those Most Vulnerable, Speakers Say as Commission for Social Development Continues Session

News // California Wildfires

**Tragic but familiar narrative in Camp Fire:
Most victims were older, disabled**

SCIENTIFIC
AMERICAN®

**Natural Disasters by Location:
Rich Leave and Poor Get Poorer**

Each big catastrophe like a hurricane increases a U.S. county's poverty by 1 percent, 90 years of data show



Scorched landscape four years after the Paradise Calif. wildfires



Gaps in our systems = barriers to recovery

The state's **emergency functions** have not met the **needs of communities** most impacted by emergencies and disasters.

Local jurisdictions have **limited capacity** to keep these communities safe during emergencies.

And in many cases, local and community-based human services providers are **not equipped to help communities recover** after emergencies strike.

ODHS created the Office of Resilience and Emergency Management to help bridge these gaps.



ODHS Service Snapshot

ODHS serves **1,510,231** people
in the State of Oregon.



Child Welfare

5,542
children¹

APD Long-Term Care

33,637
people



TANF

55,594
people

I/DD Case Management

36,148
people

SNAP

751,844
people

Medical Benefits Eligibility Services²

1,377,067
people

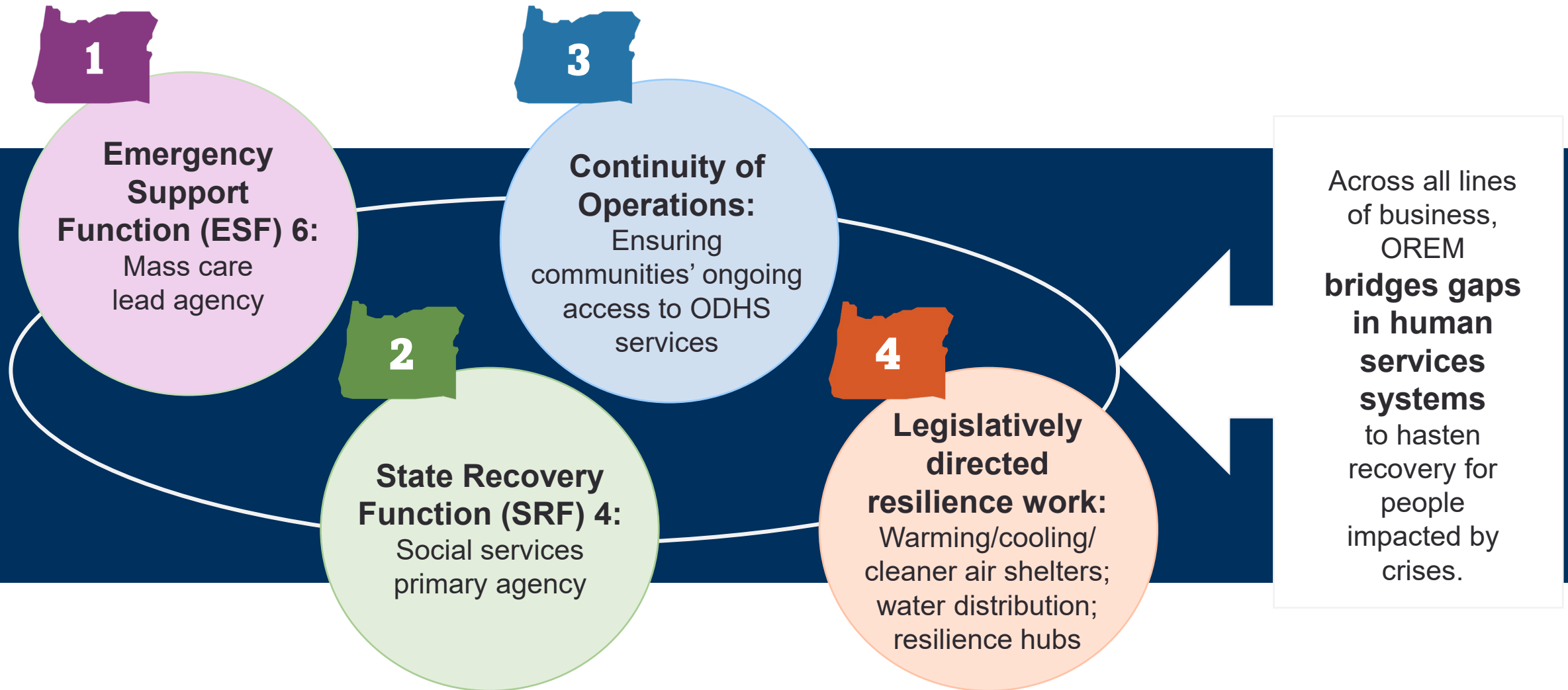


All presented data is as of June 2024.

1. In foster care or receiving in-home services through Child Welfare.

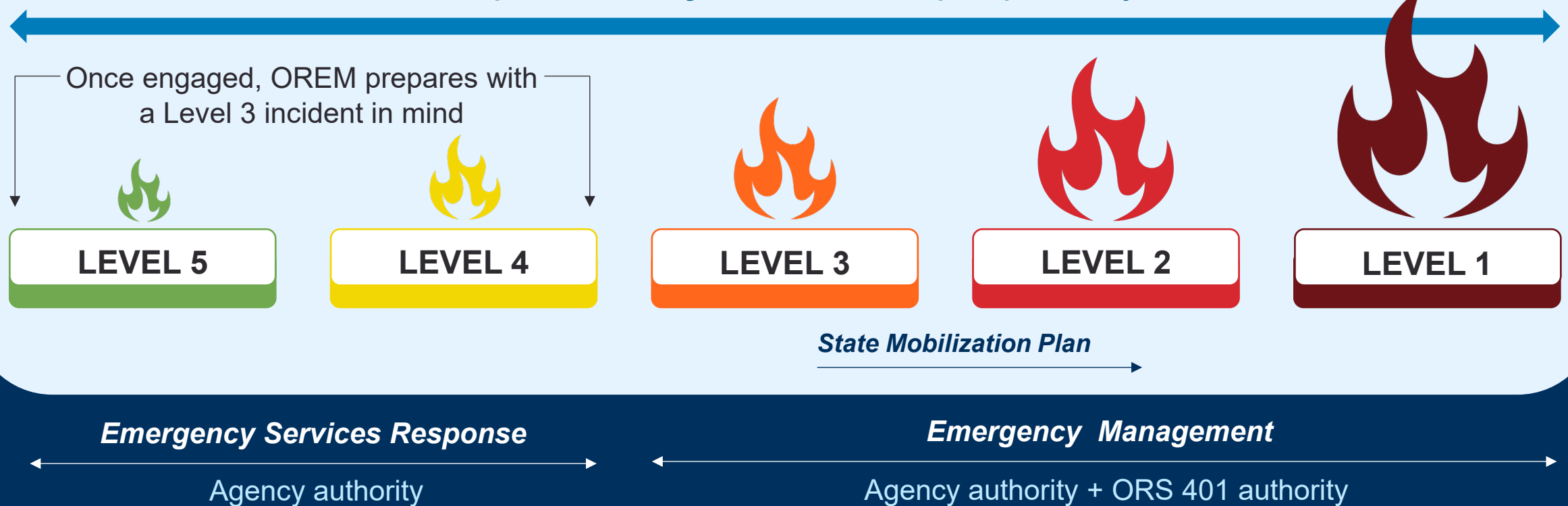
2. Total includes Oregon Health Plan (Medicaid and the Children's Health Insurance Program) and Healthier Oregon.

OREM's primary lines of business



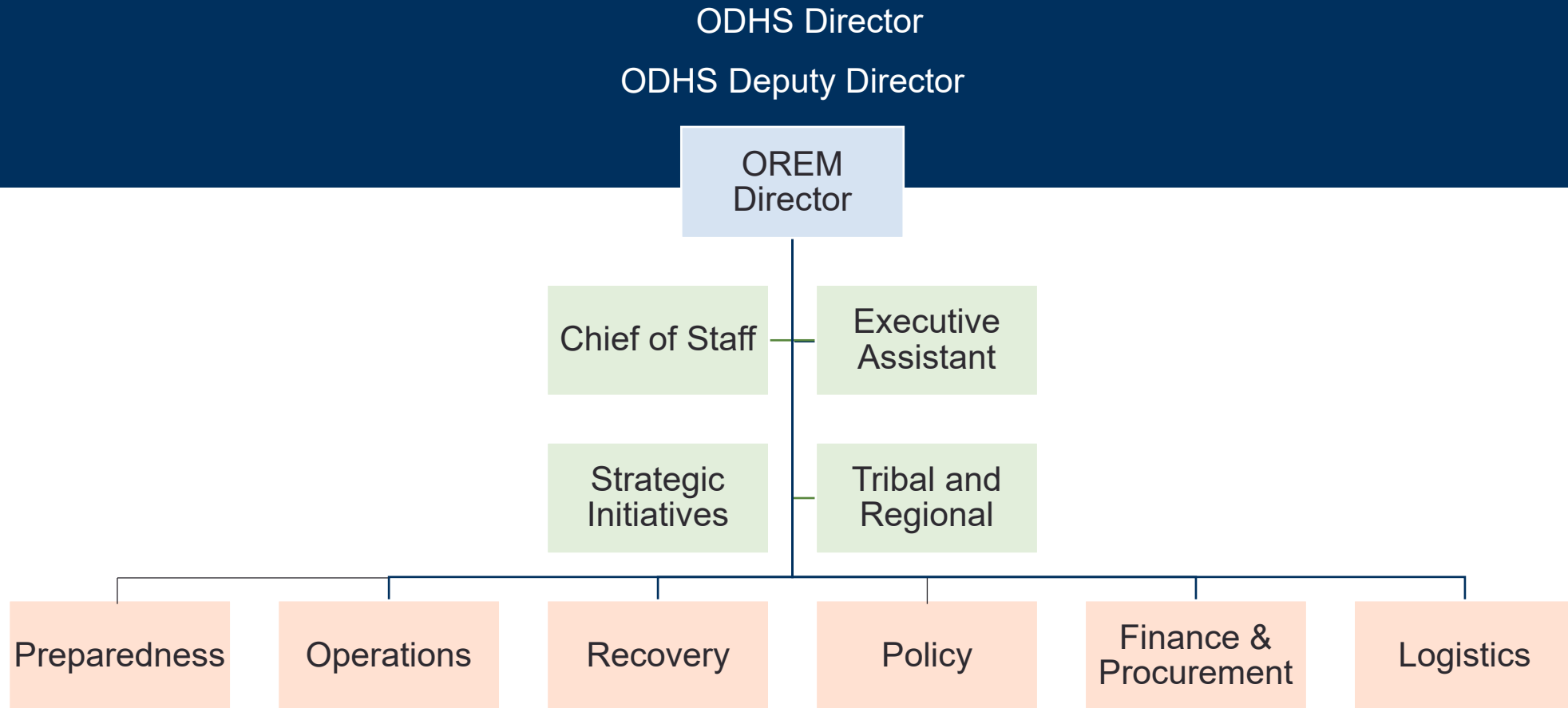
OREM activates before state mobilization

OREM will respond **at any level** where people may be at risk.



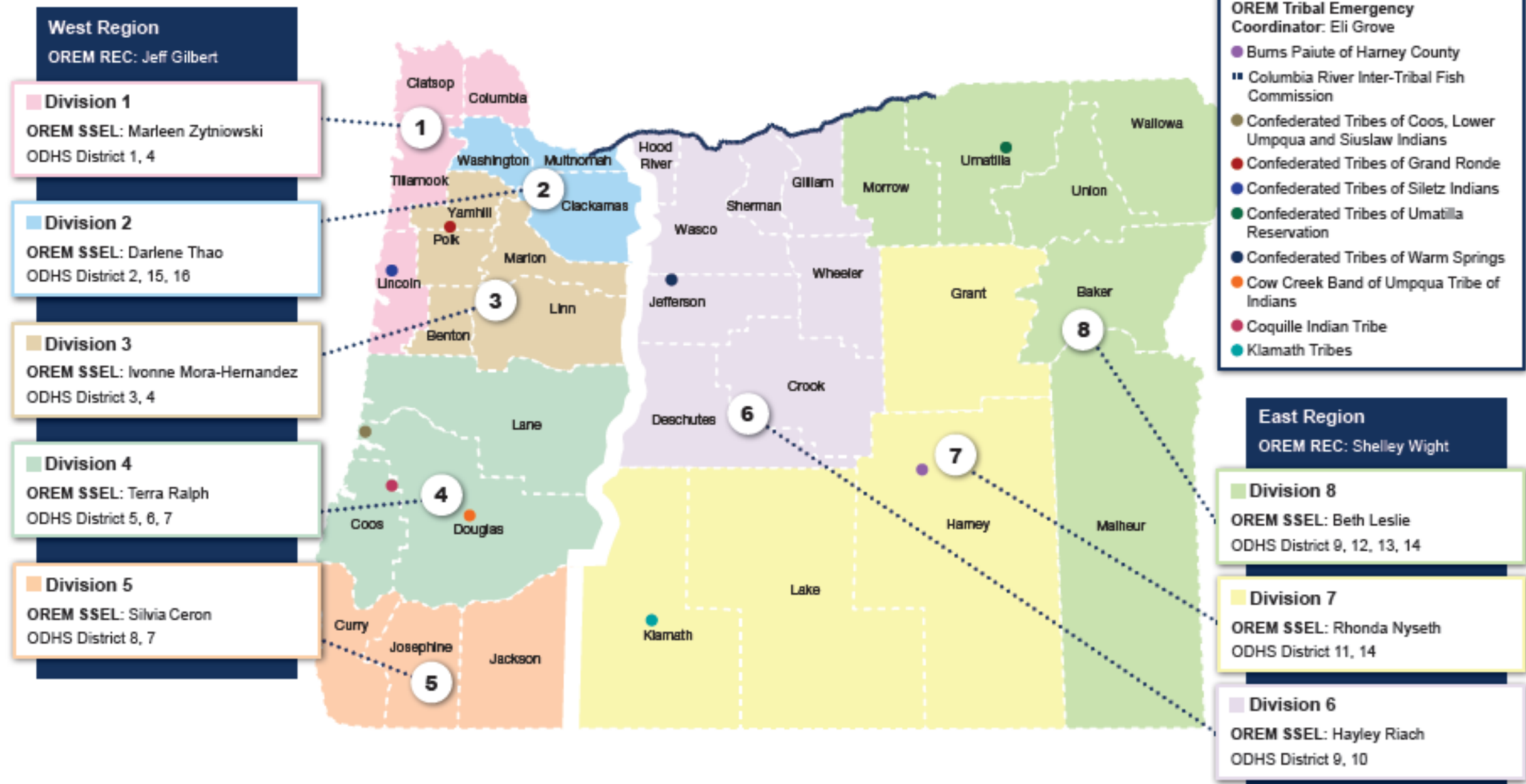
See FEMA's [National Incident Complexity Guide](#) for detailed discussion of each emergency level.

Overarching structure



How We Are Organized | Across the State

Office of Resilience and Emergency Management (OREM) | Regional Emergency Coordinator (REC) | Social Services Emergency Liason (SSEL)



Language Barriers and Access

EXAMPLE 2020 ALMEDA FIRE



Language access issues posed challenges for receiving disaster assistance

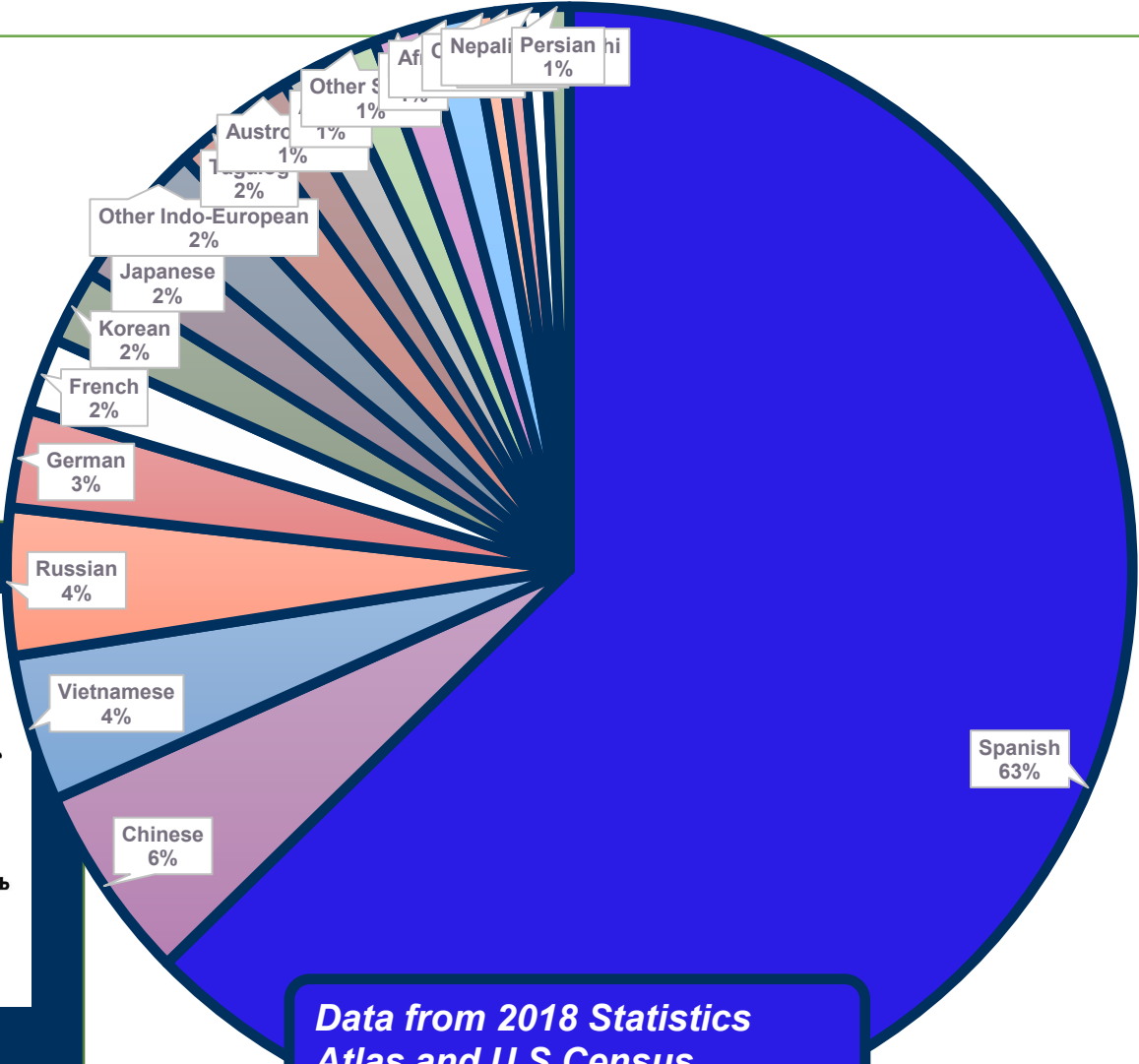
- Resource materials provided in English
- Applications only accessible by internet
- Experiencing loss of social network



Language Barriers and Access

OREGON LANGUAGES OTHER THAN ENGLISH

21.6% of U.S. Households Speak Languages other than English in their homes



Data from 2018 Statistics Atlas and U.S Census

Swagata Bienvenue
Mabuhay Akwaba 欢迎
Accogliere բարի գալուստ
Benvido Haere Mai Nau Mai
Bonavinuta Vitejte 환영
Tervetuloa Vitajte
Namaste Hosgeldiniz
Yokoso いらっしゃいませ
Welkomma Benvignuo
Acchoje Chào mừng

Welcome

Bem-vindo Degemer
Bi xêr hatî Toivotta
Ongietorri Dobrodošli
Üdvözet Svagata
Fäilte

- Spanish
- Chinese
- Vietnamese
- Russian
- German
- French
- Korean
- Japanese
- Other Indo-European
- Tagalog
- Austronesian
- Arabic
- Other Slavic
- Hindi
- Afro-Asiatic
- Other Asian
- Tai-Kadai
- Nepali or Marathi
- Persian

Language Barriers and Access - Translation vs. Transcreation

Translation is about transferring source-text meanings and nuances accurately and completely.

Transcreation is adapting the source text to resonate with a target audience, including cultural nuances, tone, and emotional impact

Examples:



"Preparedness is peace of mind."

Translated - *"La preparación es paz mental."*

Transcreated - *"Estar preparado te da tranquilidad."*

Transcreation is preferred

"Paz mental" isn't idiomatic in Spanish

"Tranquilidad" is much more natural and emotionally resonant.

Language Barriers and Access

14

How OREM helps
provide language
services
to eliminate
obstacles

Collaborates with local partners to review and modify documents

Provides staff training and policies to support cultural competency and communication strategies

Offers services to those needing language support

Example: Spanish emergency alert templates

Utilizes technology-based solutions

Example:  **VOIANCE**
a CyraCom International company

Access and Functional Needs



FEMA

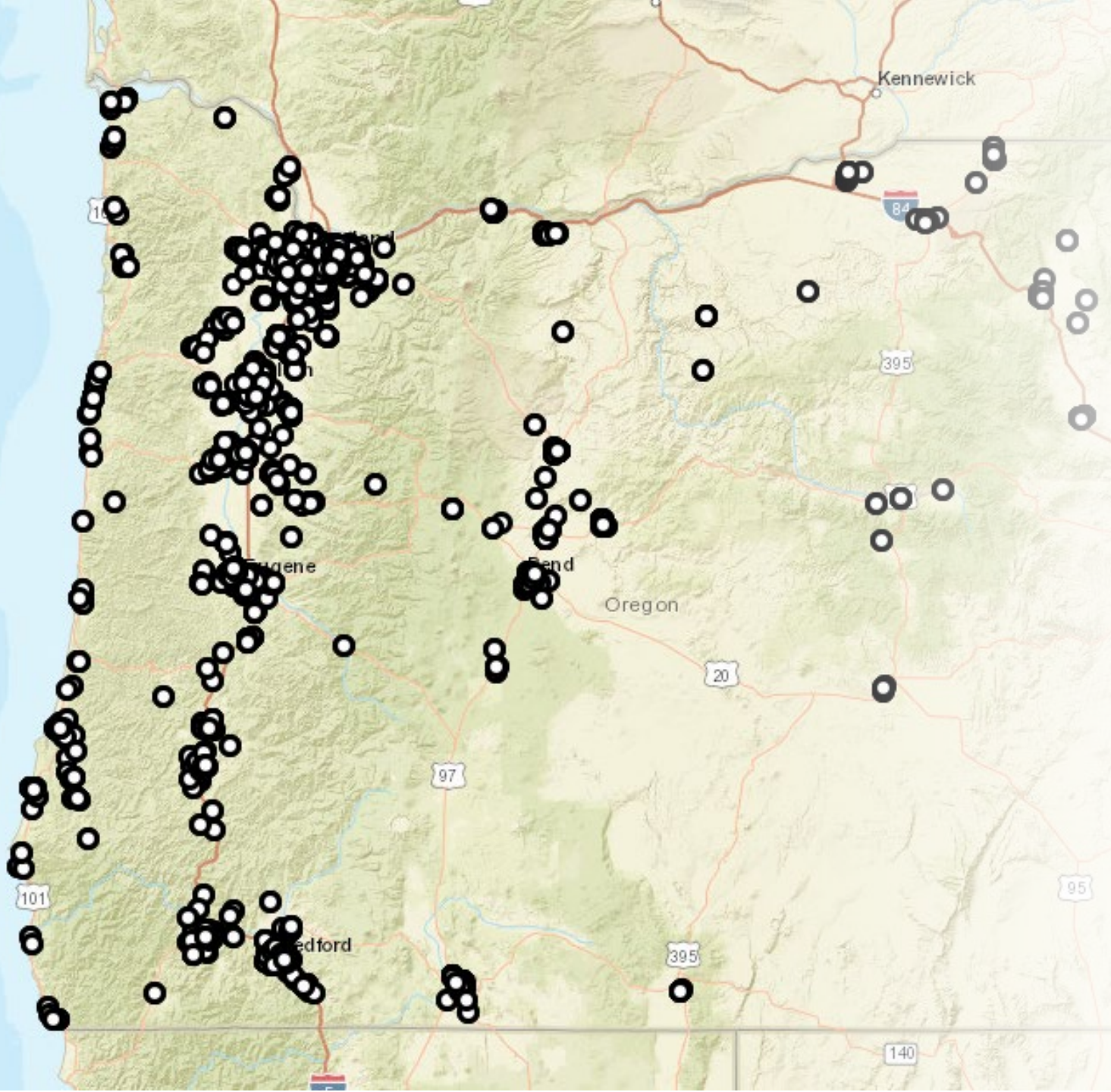
- People with access and functional needs make up to 43% of our population and may increase as a result of a disaster.
- A person may have needs in functional areas such as maintaining health, independence, communication, transportation, support services, self-determination, and medical care, which may impact their ability to access sheltering and other response assistance.
- Individuals with access and functional needs may include, but are not limited to, older adults, individuals with limited English proficiency, people with a disability, people with limited access to transportation, and/or limited access to financial resources to prepare for, respond to, and recover from an emergency.

Access and Functional Needs – Evacuations

Planning is key

Counties need to know who in their community has access and functional needs, what type of assistance may be required, and what capabilities the county has to assist.

OREM can help



Access and Functional Needs – Transportation

Planning is key

Facilities need to collaborate to ensure they are not all relying on the same transport plan during a large evacuation

OREM can help



Access and Functional Needs – Equipment

Durable medical equipment needs

- Preparedness
- Shelter in Place and Public Safety Power Shutoff
- Resources

OREM can help



Support and programs designed for you



Health and medical support



Backup power options

Evacuation Support



OREM deploys to
County
Emergency
Operation Center



Collect
information and
activate internal
ODHS network



Case managers
connect with their
customers to
understand needs
for evacuation



Monitor
evacuation
levels

Supporting Care Facilities



Data collection

- Gather information of care facilities near evacuation area.

Outreach

- Make phone contact with administrators to determine their safety plans.

Plan

- Assist in planning for evacuation.

Share

- Have information collected ready to provide to County Emergency Manager.

Transportation of Evacuees

**Activate
transportation
contracts**

**Track
evacuees**

**Augment ARC
shelters with
partner
agencies**



**VULNERABLE
POPULATIONS**





Zone- Based Evacuation Management & Communication

Quickly reach the right people with the right information at the right time.

Rapid Messaging

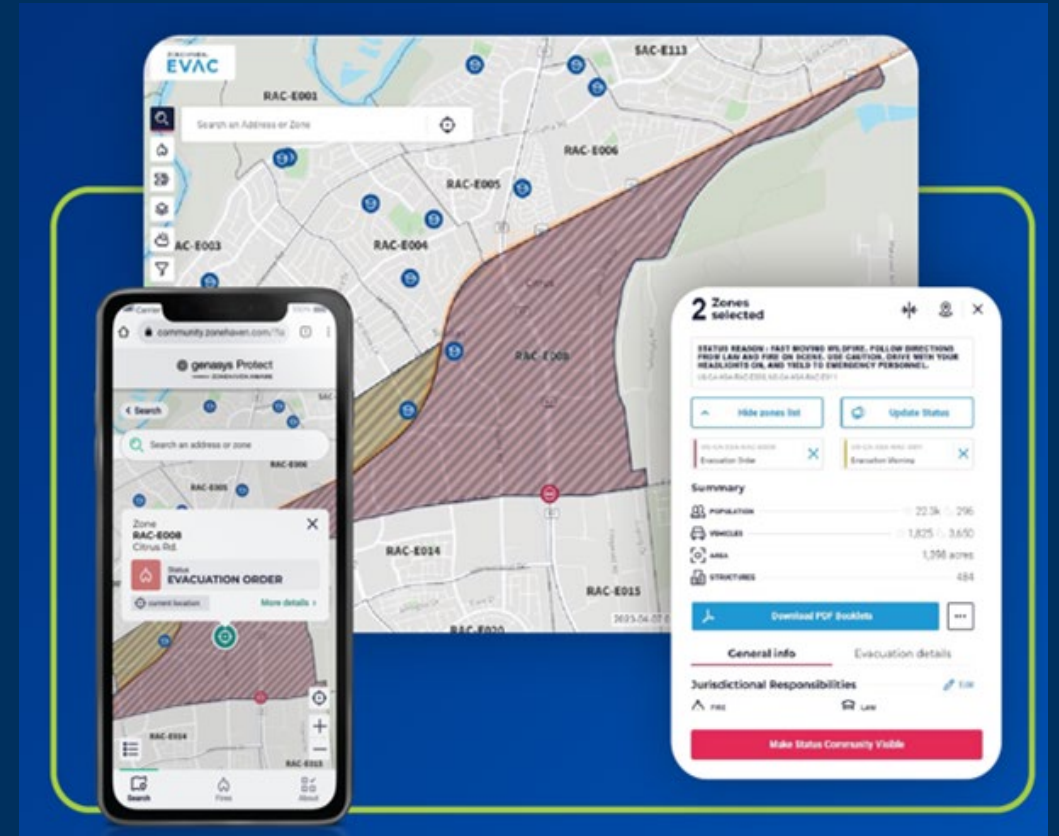
Reduce notifications time by 90 % and increase situational awareness.

Communication Notification

Share consistent evacuation and repopulation information and messaging.

Data-Driven Decision Tools

Reduce complexity for faster, confident, and accurate decisions.

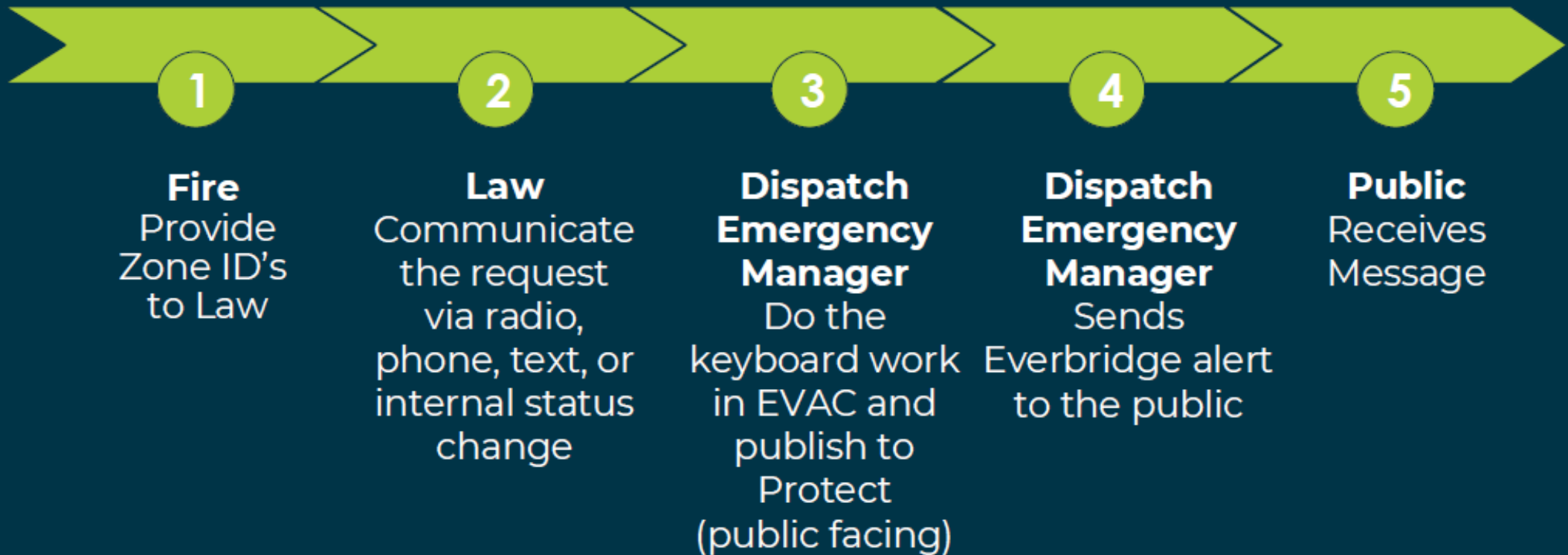


Genasys Evac/Protect

Genasys Evac	Genasys Protect
<ul style="list-style-type: none">• Agency Use• Identify the area (zone) under impact using EVAC or Protect• Message Formation – determine the status level and desired response• Agency Coordination	<ul style="list-style-type: none">• Citizen Use• Delivery to the Public via community facing website and mobile app

Example: Potential Workflow

Status called in from the field and keyboard work done in the EOC or Dispatch





Next Steps

- Statewide interoperable evacuation management
- Collaboration across counties and states
- Built plans using data and experience that can be used for training and exercises
- Identifying supports needed based upon values at risk
- Create system that support operations and data sharing
- Pre-Evacuation Planning for individuals with Access and Functional Needs

Resources

Genasys Brochures,
Blogs, Videos



Gensays Protect
(Public site)



Thank you!

Questions?

Panel:	Jeff Gilbert	503-756-0596
	Darlene Thao	503-575-3133
	Ivonne Mora-Hernandez	541-602-8464
	Terra Ralph	971-388-9081
	Silvia Ceron	541-602-4972