

## FEMA Monthly Preparedness Call

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This is Chris from FEMA external affairs. I would like to thank you all are joining us for the February FEMA preparedness call. We called this the ready call last month and in order to encourage inclusion, we have renamed this the FEMA preparedness call . We hope to have more varied speakers and offer additional information, not just Ready Campaign specific information. So all future monthly calls from his series will be known as the FEMA preparedness call .

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This week we will have Candice . She is with Safe Kids Worldwide and that organization does a lot of public outreach and public education. Currently it is an awareness week which is February 5 through the 11th. Safe to provide has a lot of great information that we can all use to reach out to our stakeholders regarding preparedness and public education around burn safety awareness.

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We also have Jody on the line and they will be talking about the ready St. Clair County and a preparedness campaign they hosted last year. After we hear from our guest speakers, I will give some brief Ready Campaign up its and we will be joined by Paulette from the prepared this division for some updates on ICPD and Citizen Corps. After all the presentations we will open the floor to a question and answer session, similar to last month. All those questions can be put into the question and answer chat box once it is opened up. So please be patient with us, because it does require the questions to come through to us, have us read them and then for us to address them and get them to the right person.

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So to kick things off, Candice . Let's toss it over to you.

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Thank you Chris and thank you for having me as a speaker this month. My name is Candice and I am from Safe Kids Worldwide where I am the program manager for the fire safety program. This week is national burn awareness week and is a national effort led by the American burn association and it's the first full week in February each year.

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So on the slide that says our mission, okay. Just to give you some background on safe kids worldwide, we are a nonprofit organization founded in 1987 by a trauma surgeon from children's national medical Center based in Washington DC.

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Our mission is preventing unintentional childhood injury, which is a leading cause of death and disability for children ages 14 and under.

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Unintentional injuries are the leading cause of death for children ages 1 to 14 years old. So we are actually one of the only organizations whose mission is solely focused on preventing childhood injury.

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We have a network of 21 member countries. That means there are coalitions in each of those countries that are focused on preventing childhood injury. Here in the United States we have 600 coalitions.

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Now you can see here some of the things that our safe kids worldwide members do. Mainly our focus is to teach families about the risks of unintentional injury and how to avoid those risks and keep their children happy, healthy, and safe from injury.

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One of our suburb partners includes the national Federal Highway administration, the consumer product commission and the organization that sponsors our fire safety program, which is the United States fire administration.

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This chart shows the leading causes of death to children from 1987 to 2008. There has been over a 51% decrease in unintentional injury deaths to children 14 years and under. Today the leading causes of death to children are motor vehicle crashes, drowning, pedestrian injuries and fire.

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Like we mentioned before, it is national burn awareness week. I want to talk about children and safety. each year about 481 children, ages 0 to 14 die to unintentional fire or burn related injury.

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In 2009, which is our most recent data , nearly 90,000 children under the age of 14 sustained a nonfatal fire or burn related injury. That is a huge number.

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Scald injuries are most prevalent for children under age 5. This is a burn that is caused from a hot liquid or steam. Fire and flame related injuries are most prevalent for children in all other age groups.

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Something you want to focus on this week, is preventing scald burn injuries because they are so prevalent, especially in young children, scald is a leading cause of emergency visits and hospitalization for young children. This is due to the fact that children have thinner skin and their skin burns more severely and at a lower temperature than an adult.

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Especially children under four, they may not be able to perceive danger. They have less control of their environment, they may lack the ability to escape a life-threatening burn situation, such as a fire in their home and they may not be able to tolerate the physical stress of a burn injury.

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I wanted to talk about some of our key messages. What can we do to keep our children safe from burns ?

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You should see a picture of a family. One of the things to remember, most burn injuries occur in the home, mainly in the kitchen -- most burn injuries occur in the home, mainly in the kitchen and the dining room. You want to keep a 3 foot area around the stove a kid free zone and children should not be near the stove.

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We want to be sure families know to cook on the back burners of their stove when possible and turn the pot handles toward the back so they cannot be easily reached by children and they can't pull the pot handles down.

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You also want to keep appliance cords away from counter edges, again for the same reason that you want to keep the pot handles put it back of the stove. Hot food and drinks should be away from the edges of counters and tables.

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You should see a picture of the table. I want to remind people, especially if you have small children in your household, not to use tablecloths or present, because again, children can pull them down and called -- scald themselves with that hot liquid. We see a lot of injuries from hot soup or coffee. Do not hold your child while cooking and use travel mugs with lids for hot drinks.

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Keep baby bottles in warm water, not in a microwave. And test it for feeding it to a child.

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Make sure your water heater is set at 120 degrees their night or just below the medium setting -- their night -- or just below the medium setting.

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When children are in the bathtub , watch them closely and run your hand through the water to test for hot spots. Most of this seems elementary, but these are the things that most people are not doing that causes children to be burned.

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We want to tell you about some of the educational resources we have here at Safe Kids Worldwide. On the next slide you will see the start safe fire program. There is a link to educational materials that are free. This was developed through a department of homeland security grant to the firefighters Grant. Our target is preschool children and their families. Some of the key messages in this program are to help children learn how to identify what is hot and to stay away from those objects. So what is hot and what is not.

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We are mainly targeting preschool children, ages 3 to 6. This program was pilot tested in head start programs across the country. So if you're interested in those results, I am happy to share them with you outside of this call.

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This program is unique because it is a full suite of materials where the approach starts in the classroom with the teachers teaching children the safety message and there is also take home materials for parents to use to reinforce the message that their children are learning.

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The third part of the program is how to work with your fire department to teach children about fire and fire safety on another level.

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We have a cooking safety program and this was developed through funding from the United States fire administration and the target audiences for this are the parents of young children. The key messages again fire and burn safety in the home. This program includes a power point presentation, and those are some of the slides you saw from my presentation earlier.

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There is a program guide and the lesson plan so that there is an activity to guide the presenter through each slide and how to engage a group of parents after you have shown the slides. This program was developed to be used with the head start parent groups or local communities to

teach about cooking safety because cooking fires are the number one cause of home fires in the United States.

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Other resources include a cooking safety checklist, a fire escape planning map is also included and to the left you will see the PowerPoint presentation which is customizable. You can add your own community information to it.

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We have a fire safety video series, and this is a series of safety videos highlighting how to take precautions in the home to help prevent injuries to children with physical, developmental or cognitive disabilities. These videos are available on our website and uploaded to our YouTube channel and the future topics such as water safety, poison prevention choking prevention, falls and here you see a screenshot of our fire safety series.

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Here is my contact information. You can use this link to find your local safe kids coalition. We have over 600 safe kids coalitions across the United States and you can find your local safe kids coalition and partner with them.

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Feel free to call me or send me an e-mail if you're interested in any of the resources that I talked about today I am happy to share them with you. And finally, at the end of the call, I will be happy to take any questions that you have. If there is time, let me know what are the fire and burn issues affecting your community and what would you like to see materials created on ? I appreciate your time and thank you for having me as a guest speaker today.

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Thank you very much Candice. Even if messages may seem elementary to us, cognitively, just having all of this written down is extremely helpful for outreach that we all do. So I appreciate you presenting all that and I will definitely spend some of my time this week on the safe kids website to try to find some of these resources that I could use for twitter and our e-mail outreach. I appreciate it.

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Moving on to Jodi . She is from the St. Clair County preparedness campaign.

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Hello everybody and thank you for having me. I am from St. Clair County, Michigan and we have a few things we will share with you this year. We borrowed from the ready.gov website. We had a logo designed and tried to pull some of the key scenery from around the county. So this has been a platform that we call be ready St. Clair County.

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Every year we do preparedness calendars. This is our second year doing them and we have about 635,000 residents. We did about 20,000 calendars this year, and they were gone instantly. Every month we feature a different theme, it could be see something say something or national preparedness month.

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Each month, whatever that theme is, we try to stick with that on radio shows or PSA's. People really liked this and insurance companies and all of that don't typically away -- give away free calendars, so people really liked them.

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Our special-needs campaign, we wanted to make sure we had printed materials that could reach out to anyone. We did have a lot of these materials put in braille and we also have a braille guidebook in each of our county libraries.

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We also did a retreat at Camp where some mentally disabled people reached out to us and told us what was important to them and what issues they had, many of them having a hard time reading.

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We incorporated those ideas in a logo they created to make a preparedness booklet more toward access and functional needs, using a lot of pictures instead of just text.

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I guess like everybody else, we are trying to save money, so how do you do a public preparedness campaign without spending a lot of money? We have used social media. When you talk to the people there is still a big disconnect between what they expect government to be able to provide following emergency versus what reality is great we wanted to think about new ways and saving money to reach out to the public and social media is a great way to do that.

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We have a Facebook, twitter and YouTube page. They can talk to us, focus on videos on YouTube and we are up to almost 1000 followers on Facebook after one year.

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Facebook I use two ways, I try to keep it updated with any weather alert and emergency information which is the best way to probably inform people. But it is a redundant system and gets the word out, because people spread the word very quickly among their friends. We also put preparedness information out there.

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We also have a website that is interactive, which is currently being redone. We are pushing these buttons and people can tailor the information to their needs.

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This is the thing we're most proud of that we accomplished last year, we had our first video and ad contest. We asked for donations and were able to use those donations for Best Buy gift certificates. They fit with the technology topic. We had a couple of different disaster topics and a couple different age groups. People could submit a print handout, a 30 second audio PSA or 30 second video PSA. I was really shocked, because at first nothing came am -- and, but then we had 118 submissions, 43 imprints, 64 and audio and 11 in video.

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These are our winners that we recognized at a breakfast. Out of 118 submissions, that is 118 people who learned more about preparedness by studying the topic.

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During the contest, our website went from 340 in January in January to 16,000 in April. With the winners, we featured them at our annual emergency services breakfast, we got them on the radio, and a local TV show, on Twitter and Facebook. We also had the videos displayed a mall before every movie.

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I will show you some print contest winners. In the government, we try to re-create the same message and throw it to the public. But why not listen to them, because they are more creative to me. For example, drive hammered get slammed.

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Next are the video PSA winners, and I want to play these because you can really get good quality work from the public. So if we could start with the first video please.

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That was our youngest contestant, he was only 13. From the sound effects, but his family was running around the floor with bags on their feet. So the public can really come up with some cool stuff.

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I wanted to make sure they were recognized for their hard work and so they were in our local newspaper. I got them on our social media, so if you find us on Facebook or YouTube, you can see those videos.

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And our audio PSA winners got to go to our radio first company which has four radio companies and they got to record with professionals. We played them on five the different radio stations. They were pretty excited about that.

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They did a display at Best Buy and they featured the big blowups of the print content and they streamed all the videos and streamed to the audio PSA's overhead.

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These are our three video contest winners, and we've got them on the Paul Bingaman show. The kid with blond hair was the youngest and he could not believe all the publicity he was getting. Their video played on TV, which was really cool.

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Finally, we work with the program to get a sixty second -- 62nd video PSA that plays before each movie at our mall. Each winner got to have their video aired for two months. And the movie theater liked it too, because they got their friends and family in there so they could watch it. So it is good to give credit back to the public because we are here to serve them.

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Lessons learned. I only have one submission of anybody over 20. So we might as well stick with high school and middle school ages because they are easier to target through the school system. We also narrowed the number of topics and like I said, I was kind of sweating it, so if we could have contestants register online prior to submitting their work, we have account as to what is coming in. And finally, award more prize money for videos and less for print and audio, because the videos are so much more work.

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Another thing I am adding to our contest this year, we are not doing the print section, but instead we are doing a 30 second audio PSA and also a 60 second rap or song. They wanted the song version and I know my 13-year-old daughter make silly rap songs for fun. So hopefully we will get a good song out of it and of course we will still do the video and audio portions also. So here is my contact information and I will be happy to share anything.

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One thing I wanted to mention, with the prizes being donations, this did not cost us anything. I know we have paid over \$1000 before to have a professional video made and these are all free. We have them to reuse every year for different themes on our calendar and we can share them with other counties and with the state and at the federal level. The more recognition the kids get, the better. It is a resource that is there forever. Thank you for having me.

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Thank you very much Jodi, and you did a great job of actually answering all the questions that I had as you went along. I wanted to ask about the donation of materials and if you are having the contest again, and you are the answer that.

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And the people go to our website, there is a link that says video contest and you can check out the information, the rules and regulations that we made.

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Do have a general counsel department in your office or is there somebody available for you at the local level that worked on the legal points?

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No, I just searched the Internet and looked at big companies that were doing similar contests and seeing how they did it. I just researched a lot and tried to repeat that. But we do have a lot of awesome ideas and they came up with the calendars. All I did was implement it.

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The network you have with citizen corps with people from different backgrounds is huge. Of course, having somebody representing the schools on our board also made it easy to get this contest spread through the schools. The principles e-mailed it to all the teachers and they did it again this year, so it is easy to get the word out without having to advertise.

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Excellent. How did you handle submissions of materials? Did you have the participants e-mail them to you? I would expect that the video files might be kind of big.

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The videos we said they could mail. Some did e-mail, and now there are free file share website you can go to and they can upload your larger files there and then send the link and I can download them.

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Thank you very much and for all the listeners on the line, we will have a question and answer session with both Candice and Jodi momentarily, probably in about 15 to 20 minutes.

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For Ready Campaign updates, we have not pushed out a ton of public information since the last call we hosted in January. I did want to direct you to a specific URL for the national preparedness month after action report.

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I talked about that briefly last month. It is fully 508 compliant and accessible and it is online. You can go to the URL that is on the screen, or if you want to navigate it through the site, you can go under get involved and be a preparedness leader. Our coalition has a page there and you can find it in the navigation as well.

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In addition, last month I mentioned that we had available for order a large print and braille version of our brochure for people with disabilities. I did want to let you all know that we actually have expanded on the resources that are available in additional formats. So now we have our general brochure, a brochure for pet owners about getting their family and pets ready for an emergency.

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We have a brochure for seniors and one on basic business preparedness. All five of these publications are available in large print and braille format. So if you go to ready.gov

/publications, you can find the order form which can be faxed or mailed to the distribution warehouse. They are all free of charge when they are ordered within their quantity limit. It takes about 4-6 weeks for those publications to arise after the order is placed.

I want to reintroduce the Ready Indian Country section of ready.gov. This was launched pretty close to the redesign of the website. During that transition, some of the materials weren't very well organized. I wanted to bring everyone's attention back to this section. We made sure the section is a little bit more usable. The brochures, posters, radio PSAs that we launched with the Ready Indian Country Campaign are easier to access.

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So one of the things I want to make sure, is information, clearly you are all part of the network receiving information. I want to be sure if folks are not getting information, they sign up on our mailing list and to know about every webinar that exists. I want to lay that out there so you know we will talk about the elephant in the room. We are assuming this will be in February, but there is a chance it may be in March.

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We will keep you posted and let you know and walk you through everything we know and give some guidance when it comes up.

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One other thing, showing off Jodi's great use of funds and creative mind is just one way that we make sure people hear about what we do. One of the things we did recently but I want to make sure you all hear about, in mid-January, we had nominated our Citizen Corps and individual community preparedness award winners. The White House was railed and amazed at the things that have been done by these folks.

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One thing we are working hard to do, is make sure that we are getting really good press and good leadership information about what programs are doing on the ground. We are not just showing a picture of the folks here and what they are doing just to show you the great ideas they had. But I think what we want to get across is that community preparedness is really being taken seriously at every level of government. We want to make sure that you will use this event to show that in any way you might need it. We want you to raise the profile of community preparedness to your state and to the folks that are in localities that you work in, to make sure folks know how important it is and that it is really a big deal. That creative and hard work really matters.

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One of the good things, the secretary Napolitano was able to join us and the assistant to President. Richard Reid was also able to join us. We had a massive live audience, which was really fun. And 4500 people watched it online. So we had a great opportunity to showcase what the program folks do day to day. If you did not get a chance to look at it, we included the YouTube and the photos and you can read about what they did. But I have to say, the Champion for Change program that runs in the White House, it is not all about preparedness, but it was this week. We got more page views and live viewers than any other change program.

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We got 13,000 views right away on the site and tons of local press. That really helps us get the word out about preparing and what else we can do to support that effort. So be sure to take a look at it if you did not get to see it. We sent it out via e-mail, but I wanted to explain why I felt it was important.



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I have a couple of other quick update for you to make sure you saw them and you know how to access these links. One, to give you a quick youth update. We just had our region IV update and they really knocked it out of the park. Everyone that we could get there was there, and it was very well done.

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We have one coming up in Denver this month and Kansas City in March and region 10 in April. If you have not been to workshop and you would like to go, this is to get trained on how to do you preparedness programming in your community. Please contact us and we will help you.

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If you get a chance to connect with other folks that are doing the same work in the region, we want to get a regional network going. Many people that had not met before, a lot of nonprofit communities, but a lot of people who know how to reach youth. It was fantastic and I think we are getting better and better at them. This is our seventh workshop and February 28 will be our eighth workshop. We also put the youth preparedness fact sheet and take a look at the overall strategy and things that we are working on, so you can get a full picture of what we are doing for youth.

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The other thing I wanted to make sure you heard about, was our CERT update. We have a massive webinar on the new tools for CERT. I wanted you to know that there is a great translation for Spanish, there is screen reader and braille. And of course program manager and train the trainer courses. Wanted to make sure you saw and knew those existed

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Our FEMA administrator jumped on a CERT call and was very happy to talk with our CERT audience to make sure that he let folks know that we continue to be sure that we have training and annexes available. He loves this program. It was fun for him to be on there

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The recording for the webinar, we have already had hundreds of people listen to that second recording and you can click on that at the bottom of this slide if you did not get a chance to be there.

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One other thing, and a great opportunity, and I would thank all of you to jump on and take a look at this. Our Deputy administrator really wanted to start tracking what people were thinking about in the emergency management committee. They launched a think tank, and a lot of times when this happens people put great ideas, but it is a black hole and no one knows what happens to them. The coolest thing is, they made a commitment to get the ideas and whatever the top ideas were, they would talk about them in a call and try to see if we could do these.

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No surprise to me, community preparedness things jumped to the top of the list. I think we want to keep that going. It is really great momentum for us. Community mapping and youth preparedness for two of the top items. It allows our leadership to learn more about the topic, understand that the local and state folks need to achieve these things. I think this is something that is a rare opportunity. I am sure you heard about this and thought, because we sent the link out a few times.

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But I want you to make sure there is a tidal wave of community preparedness comments. This is a great way to talk to leadership about the needs that you have, the things you think FEMA should be doing . They are going to do another follow-up call, and again, we always send the information out on our mailing list. I know it is hard to get through bunch of e-mails, but be sure if you're interested, you keep track of when our e-mails hit your inbox.

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So I wanted to make sure you heard about all of those. Thank you so much for joining today and I'm actually going to parlay this into what is called the Shakeout. Over 3.2 million people today did an earthquake drill. We wanted to pull someone in today was there at some of the big events in Tennessee.

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So Jeremy who is our spokesperson at the Tennessee emergency management agency is on the line and he will give us what happened on the ground viewpoint.  
Thank you for joining us. Jeremy, take it away.

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Basically this morning we had a media kick off in a public, private partnership we held it at a Wal-Mart store. We had over 300 Wal-Marts participating in the drill across five states. That is a tremendous amount of people that were aware of the drill that trained and that is just of the associates in the stores. They encouraged the people shopping to participate in the exercise also.

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We went into an elementary school in Memphis where the deputy director Serrino and the director for Tennessee emergency management and the local director could watch the schoolchildren. It was exciting to watch the second graders as we walked them through drop, cover and hold. They were very engaged in it.

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One of the second graders I talked to had actually been an evacuee from Katrina. He moved up from New Orleans and was very interested in emergency preparedness. 2.4 million people signed up and registered for this. It is our second year to do this drill in the eight states. I was very excited about that impact and we do get a lot of coverage, hopefully because this is one of the largest threats that the United States faces from a natural hazard.

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Excellent Jeremy, thank you very much.

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You're welcome, have a good day.

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Some additional announcements; If there is a topic you would like to see addressed in one of our future monthly calls, if there is a best practice in your state you would like to see featured, feel free to two e-mail [Citizencorps@dhs.gov](mailto:Citizencorps@dhs.gov) and we can add you to the distribution list as well.

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The next Citizen Corps webinar will be held next week and is on engaging your community in preventing terrorism and it will happen at 2 PM Eastern time on Wednesday.

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And the next monthly FEMA preparedness call will occur on March 6 at 3 PM Eastern. We do have about eight minutes, so let's try to do some quick question and answer. If you have any questions for Jodi or Candace, Paulette or myself, we will address them.

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If we do not have time to get through all the questions today, feel free to e-mail [CitizenCorps@dhs.gov](mailto:CitizenCorps@dhs.gov) or [ready@dhs.gov](mailto:ready@dhs.gov) and we will address your question.

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We will also post the slides on the webinar archive.

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I saw a question from Debbie about the ready Indian country brochure is. This brochure is not new. It is the same as it was when it is launched in mid-September last year. We just reorganized it on the website, so users could access those brochures a little bit easier. For everybody who does not know about this, this is specific preparedness material that we created for tribal communities in the continental United States and for Alaskan natives. We have tribal leader brochure is better for outreach to tribal elders and leaders about getting their communities prepared.

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We also have seven regionalized brochures that anyone in an administrative capacity can use to reach out to the general public on their lands for emergency preparedness.

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It sounds like he dropped off. There is the question, is there a shakeout tool kit that can be used in Eastern states ?

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I know that Mark Benthien, who organizes a lot of the events for shakeout would say yes. They are not the type of thing that you have to be in the central United States to do. I know that at 10:15 AM, we did our drill , even though we are located in Washington DC area a lot of the outreach materials that shakeout offers can be used throughout various regions and they are basically to encourage Earth quake drills.

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That is really driven from the local and state level. The state emergency managers would get together to determine if that is something they are interested in doing. I don't think this will happen right away, but the more you can promote that being something you would like to do, the more chance that there will be. If folks sign up on any shakeout site, you can do for many state. So you do not have to be in the central United States to participate, or in the -- or in California or in the California one. Anyone can sign up.

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I saw another question regarding FEMA publications. If items are available in other languages besides English and Spanish ?

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Currently I don't believe they are available for order. However the ready campaign has information available in 10 non-English and non-Spanish languages, from Chinese, to French, which are accessible at the top of our site. If you go to our publications site, you can see this available in computer format.

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Do we still have Jodi , line -- on the line ?

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How much time was needed for the contest ?

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Just the research on the rules and regulation, but we shared everything and you can re-create what we have done. Other than that, the networking and getting the word out with the schools and the media. We established a panel of judges and that took a little time. But it really did not take a lot of time.

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I have 4 PM on the dot, so I would like to thank you all for joining us today. We will have this presentations archived and you will be able to view the slides. If you have any questions, please shoot us an e-mail and we look forward to speaking with you again next month.

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All the links from the presentation will be put up on the website.

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