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Good afternoon everybody and thank you for joining us. Welcome to the FEMA Monthly Preparedness Update for June 2012 and launch of National Preparedness Month. If you have not done so, please take time to register for the National Preparedness Coalition following the webinar. There are a few technical considerations to keep in mind for today. Please turn up the volume on your computer speakers. The webinar will be free and open to the public. A question and answer period will follow the presentation. I would like to start us off with Chris Bernstein. Chris?

Hello and thank you for joining us. This is Chris Bernstein, and I am the web program manager for ready.gov, and I wanted to welcome you all to the national preparedness webinar launch. Ethan Riley from the Arizona Department of Emergency Management and Herman Schaffer from the New York City Office of Emergency Management will be our featured speakers for today's webinar.

Without further ado, I would like to pass it off to Paulette Aniskoff.

Chris, thank you. We do realize that there are a few of you that cannot see the PowerPoint, but we think that about 90% of you can see it now. We always post these webinars within a few days after presenting so we are going to walk through the slides and even though a few of you cannot see them, you will be able to access them later on. We do have technical issues from time to time. We will have well over 1000 people from the preparedness community on today and we are so thrilled for that huge turnout. I am going to start by saying the wide, wide, and resources that Chris will walk through. We want to remind you that national preparedness month was hugely successful last year and the years before that. What we are going to walk through is the 2011 results, how to deliver a message effectively and how to motivate the public to prepare and then we will walk through the tools and the resources and features of our new website. The role of the coalition members in hosting or promoting events, training and education, working on creating new partnerships and certainly using media and social media to engage the public.

We are going to walk through what national prepared this month is. We do have a lot of new stakeholders. Some of you have been around for some time and have been loyal soldiers in getting the preparedness message out. I will walk through this briefly. Throughout the year there are so many folks doing their own campaigns and efforts to get people to learn about hazards preparedness and get people to take steps, but every September, we designate national preparedness month so we all come together and deliver one message across the country in thousands of communities and on the national and state level as well. Our annual campaign where we can take an action, have an activity, do an event or a launch a new initiative in September to inspire folks to prepare.

We can accomplish more when we are banded together and the more media attention that we can draw on the more interest on the public, the more the message can get out. I want to thank you for being a part of that.

We are going to move to slide number six.

You will see last year's national preparedness month results. Look at that chart. Amazing. I want to tell you about how the numbers came close to doubling last year from the year before. 2011 national preparedness month was really a record result, 8935 coalition members, nearly a 200% increase from 2010. An enormous impact. 1550 messages posted and ideas exchanged on the message board. 1377 calendar events and encouraged communities to take specific steps toward preparedness in every state and territory's and there were 211 pictures uploaded. The reason we were so successful last year is record participation from you all that signed in again, folks around the country took this seriously, made a huge effort. We really had better resources to offer here for doing things like exchanging ideas and making sure that folks were all in the loop on new things that came out, new resources and particularly, tailored and targeted messages for a wide variety of audiences. One thing that we know from surveys and common sense is the more we target our messages and tailor messaging, the more people feel it is relevant to them.

As part of delivering a message effectively, there are a few big pieces, some of this you would all assume, but we have done some surveys to do – to see what is true when it comes to delivering an effective message. One of the most critical is that messaging is much more likely to result in action when folks receive it from a trusted source and when it is tailored to a specific population. For example, government is not most people's main entrance to the source, but a friend or neighbor, a nonprofit that they volunteer with, a set of partnerships; we have another reason to involve these folks. We want the general public to absorb the message and these partners are the trusted sources of information in their own communities, so we want to make sure to get them onboard.

The second is sharing ideas. On the coalition website, you will be able to connect with partners that you know in your region, you can also connect with folks that live nearby that you have never connected with and did not know existed. There's a wide for righty of types of organizations are there, many different sectors are represented and you can augment what you are doing by connecting with them. On the website, off-line, whatever might work for you or we have had a huge number of people sharing for stories and a lot of people getting new ideas from others. You may also recall that tailoring and targeting of messaging to specific audiences that we really pushed hard last year. Chris is going to walk you through the specific resources shortly, but you may recall some of them. We have a long list of who we are targeting and you will be able to see those on the website and in some of our resource pages

The other thing that I wanted to mention is that the best way to deliver a message effectively is to do it in many different ways over different times. That may seem obvious, but when you are writing your communications plan, instead of us talking to each other, we have to make sure that we are going after as many channels as possible. Social media, training, workplace, schools, e-mails from friends. When people hear things from many different sources, it really helps promote that message.

This is what we were talking about targeting areas that we need to connect with when it comes to preparedness. You will see on this list what last year's results were for coalition members. So many different ones, we really wanted to make sure we represented the whole community, but also targeted specific resources to these folks. The more we target and tailor our message, the better off we will be. On the federal level, to reach childcare facilities, we went -- worked with partners at Health and Human Services. Here are some resources, some tabletops, messaging that you can use, and here is a letter that you can send home to parents to tell them what your emergency plan is.

Delivering your message effectively. Multiple outlets and approaches that we want to take. We try to provide as many resources as we can and we watch the ideas for how to promote activities that you do through these channels. Press release templates, event media advisory, DSA then in structural videos, sample e-mails, sample tweets and Facebook status updates, newsletters/website article/blog entries for multiple audiences. We also have this really neat two-page event for different communities, things that a school might consider, a childcare authority might consider is that you may want to tell us if there are more that you know of that we can add to those were using them if you wish.

One thing that has been very consistent for everyone is seeing less funding for the grants process this year, and we need to make sure that we are thinking about how we can still do as much as we do and communicate with as many people as we do with less. Funding, I think it is tubal. For very few of us it is doable. Very few of us can afford a \$300,000 national television commercial. What options do we really have to get free media ? One locality alone gets potentially some traction of local media, but not always and the more we all do together and focus, the better off we are. The more media we will get as we been together ergo this is not an assumption, but it is a fact and we did a survey recently on where people hear about preparedness.

Where people are finding out about emergency information? We did a survey in an area that did the Shakeout in the Midwest, and we were trying to figure out how to get beyond the people who are already prepared and who would attend the preparedness fair. How do we target media? Amazingly, the Central US Shakeout put only about \$25,000 into media and none of it was on television. If you look at the slide, you will see that 68% of individuals heard about it on television, 47% in the newspaper, 40% online or of the radio, 16% over e-mail. What this really showed us is that a plan to get on the media, working with partners, making sure that we are working collectively and creating a bigger event together, can make it onto the news and can make it into the live stream of the day-to-day American life instead of us all just talking to ourselves all the time. This was a really big showing to us that the more consolidated campaigns that we all do together, the better off we may be when it comes to free media options and really pushing local regional, media to talk about preparedness. We're excited to do this on the federal scale and we are so glad to have an overwhelming response on this webinar today.

We are going to talk through the new website and all of the resources that we have put up. We are going to be launching new resources for the next couple of months and we would love your thoughts as to what additional resources you need to succeed.

Thank you. This is Chris. That was a great introduction for the what and the why and my portion of this call is going to go over the where. The website that we have been directing you to throughout this call is community.FEMA.gov and we really want that to be a resource for you to connect, collaborate and power the work you are doing and educate yourselves and your constituents with all of the information that is on there.

That website offers a wealth of resources and features. We have discussion forums, event calendars, event ideas-- you can upload photos and participate in regional discussions where you can connect with those in your area that are doing preparedness work and see how that can be integrated into the work that you are doing. Through that, we see it as an ongoing process so it is not just a one-time something, we really hope that that can become a space for you to engage with those in your community, engage with us, engage and collaborate with others throughout the country on this specific subject, talk about what works, what does not work and learn from each other.

The first component of the site that I want to highlight is the discussion forum. We have national discussion forums for which we can talk about all aspects of emergency preparedness. We have youth discussion forums and CERT forms. We also have regional forms that are broken out; we have 10 regions throughout the country and that is the place for you to connect with someone else in Arizona that might be in your community doing some work that you might not be aware to see how you can collaborate on something.

We also have an event calendar. This is where we have invested a lot of our time and painstaking work in the update that we launched trying to figure out how we can make our events calendar best work for you. This page is entirely open to the public, but posting an event does require registration within the system. But the advantage is anybody can log on and find events that are happening in their community. The calendar has the ability to search by zip code so you can see specifically what is happening in your state, town, and neighborhood. You can also search specifically by an entire state or just look for virtual events. It allows you to basically promote all sorts of national preparedness activities here. Last year we had about 700 events posted on this calendar. There is a lot going on in a lot of different states. We hope that this will be a resource for all of the public outreach initiatives that you do. You can share it with public information officers, and it is a great way to raise awareness of the great work being done around the country.

We also mentioned the event ideas. Tailoring communication to specific audiences is obviously one way that you can get folks to hear you out. When you are delivering a standard message or template, the likelihood that it will have the desired effect probably is not great because it is not relatable to all the audience. What we did this year is we worked to create some specific to pagers that you can use for private-sector audiences, faith-based communities, tribal communities, to just take it and run with it to put together events, and indications plans, to work on engaging all of these diverse communities

We also have a photo section on this site, which I am excited to say we have gotten more photos since this section has been live in 2012 that we did for the entire national preparedness month campaign in 2011. Folks are already doing so much around emergency preparedness. You can

upload photos, link to them throughout the site, this is just another mechanism to promote the work that you're doing and to share the ideas with others in the community.

Lastly I would like to direct you to the resources section of the site. If you take a look on the navigation, it is labeled and you can explore resources and we have a ton of information there on national preparedness month specifically. We have the event ideas, sample messages, e-mails that you can send out. There are a host of other information in the form of free publications, two checklists, plans, brochures that we offer, limited English proficiency and non-English items on there. We have specific items for promotion of national preparedness month that you can use up through September.

Looking at this, we wanted to bring on board a couple of folks we have worked with in years past that really took the spirit of national preparedness month and ran with it. Throughout national preparedness month we think of it as an opportunity to host events on the educate and train the public, for partnerships that work to achieve mutual goals of emergency preparedness and also to use social media to engage the public. With us, we have Ethan Riley who is a great example of that first bullet. Ethan can tell the listeners about the cook-off that he hosted last year.

I am one of the folks who cannot see the slides.

I want to know about the cook-off a little bit and lessons learned.

On the Arizona emergency information network, there are three of us in the office and we administer the website and we have an emergency bulletin system, you can think of it as a news ticker for state emergency information. The website also has several tabs, pages read promoting emergency preparedness and we use that website to get information out of how to plan and be informed.

Historically, we have observed national preparedness month with the normal vehicles, we get a government proclamation, get a press release, due staff booths, we also work with state health. Last year we were trying to find a unique way to get the message of plan, prepare, inspire, and we took inspiration from cable television. A couple of us watched Top Chef and the first 10 minutes of each staff meeting begins with the restaurant and recipe. Once we had the idea, we sent some e-mails out and called culinary schools in the area and we were counting the idea as a low-cost opportunity or interaction in public -- as it worked out, we were lucky and we got a good partner in the Cordon Bleu Scottsdale and we worked with them on a number of visits and e-mails to discuss the feasibility of the idea.

After we sat with them, we discussed it, we had to come up with our idea and we decided to base it on the black box competition in which the public would choose the ingredients for the black box. We created a website, survey and the voters were presented with four food categories and had to select to food ingredients from each of the four food groups. We also created the logo to the left which looks like a soup can. We use that and circulated that with the QR code and folks could share that and connect to the survey and take the survey. Over 70 ballots were cast, that is not great, but good considering the advertising that we did was a press release and a lot of social media. We created our own hash tag and we always try to create—in audible--.

The survey was open for about a month and then we announced the ingredients on the website and we also drew up a second press release or the public chose creamy soup and canned chicken, black beans and rice for the starches, they took apple sauce and dried cranberries we also had instant coffee and evaporated milk.

We encourage people to visit the website and to submit their own recipes using some or all of the ingredients that we had in the black box. Unfortunately we did not receive any recipe submissions, so that is something we are going to try to improve in 2012. Working with Chef John Paul Hutchins, we managed to get on a local morning show and we were able to secure three segments on the show. The first segment we talked about preparedness, and the other two segments we did a cooking demonstration. It is important to mention that we wanted to brand the cook-off as an Arizona thing. We wanted people to have the feeling that they were welcome to participate. Social media helped out with that especially with twitter.

Some of the media mentions we got... these are some screenshots. They titled the segment eating well in the face of danger. We talked about emergency preparedness in general and we talked about the 72 hour kit, the importance of eating comfort foods. We were lucky in that the shop was an enthusiastic spokesperson. I've met with him a couple of times going into the studio to give him our message and he took it from there. On the bottom left you see him holding a picture of a manual can opener. He was a really great spokesperson for us and really helped us out a lot. The second and third segments were him and his student baking dishes from some of the ingredients that folks have chosen. He made one that was a black bean dip and it was actually quite good. The host enjoyed it as well. As it turned out, the gummy bears were the host favorite. We do with everything in the box; we made labels, stickers with our logo and website. Other than the TV show, we had some bloggers that wrote about our event. We really had a lot of support out there as far as the grassroots and free advertising through social media.

Alternately we felt that we had moderate success and for our first year we were really pleased with it and we were pleased with the media coverage we got. There is room to grow and improve the event started by connecting with family and consumer science departments in the schools. In the Valley, Phoenix area, there are cooking schools, there are also a lot of food cultures so there are local celebrity chefs that are on social media that maybe we can engage them and asked them if there is any way that we can partner with them. We are also considering ways to incentivize participation. When it comes to getting folks to submit recipes to the contest or go we came up with an idea of self published cookbook online. There is one that I like that really is focused on high resolution photos is we like the idea of maybe a pictorial style cookbook. Maybe if we said cement your recipes that we will include them in the cold book that may help people participate in that portion. We want to get the word out through conventional and new material and collateral materials. We have the obligatory YouTube channel and we made a Facebook video. We have a sense of humor, we talk about making a teaser or a video for the cook-off, that is a possibility, but I think we need to be more proactive about reaching out to people we have relationships with. I also talked about share ability. To find creative ways to make the participatory aspect of the activity shareable and that goes beyond the question why -- how can we inspire people to share? We want to discover new vernacular campaigns and activities that involve some degree of public participation. Do-it-yourself, low-cost outreach that leverages

local partnerships. We are looking at some other competitions which I will touch on in the next slide which we are trying to leverage and use other partnerships or it is good that they are mutually an official, but we want to find ways to promote self advocacy and that people can make a kit.

Looking ahead, we are going to do the poster contest again. It has been successful especially with kids in elementary schools. Every year we get more creative posters and more classrooms participating. We usually create a poster of the poster and we circulate it electronically and share it with classrooms. We also have an educator's toolbox that we created a while ago and we try to add to it every year in which we created some coloring pages, worksheets, teaching resources, games or go --. We also do a signature block, we put on our e-mails and we encourage everybody to add to their e-mail. The cook-off and something new this year, can structure, there is a picture at the bottom of the Titanic going down. The idea is local partnership, there is a fundraiser that happens here with local architectural firms in which they compete and create scenes and displays out of cans of different sizes and colors. It was our idea that maybe we can commission a national preparedness month construction. The idea is we are going to draw up some designs and involve the public in choosing the design and we are going to build it and have it on display somewhere locally.

Always open to questions, ideas and brainstorming, we are open to discussion. What we do is try to come up with partnerships or go if you want to talk, brainstorm some ideas, maybe there is something we can do between states, we are open to the idea. My contact information is on the slide. We welcome it to all.

Chris: I love that! That is exactly what we are trying to encourage between coalition members. That is a perfect example of what we're trying to do here or go get folks who have not talked before talking to see what comes out of it.

Next we are going to talk about some of the training aspects that we think coalition members can undertake for national preparedness month. We were briefly disconnected from the audio bridge.

I am Marcus Coleman. That was a great local example. I want to share with you an additional tool that we entitling Preparedness Activities for the Community Everywhere. In terms of understanding the whole community, engaging all parts of the whole community and leveraging existing strengths. For example, emergency managers talking to emergency managers and neighbors talking to neighbors. It is in that spirit that we support state and local programs that have great neighborhood preparedness programs going already, and it is our hope that you pledge to prepare, you can use the tools that are are ready available in your local community. There are multiple programs here.

The tool that we want to talk about today supports these efforts and empower the community organizations looking for simple and easy ways to talk about preparedness. The name of the publication is called Community Preparedness Simple Activities for Everyone.

This is a package of tools in one of the tools is a web-based course where you can receive basic information on how to set up a community preparedness workshop as well as give you guidance

on ways to run a successful workshop. We also have 16 modular activities and titles for preparedness activities for communities everywhere ergo they are available for download now and it will be available to all national preparedness coalition members. They are all available in English and Spanish and it includes a program leader's guide, and a facilitator guide as well as activity sheets for participants

The modular activities are broken down into categories or go to court topics include how to create a preparedness on a budget, we have more specialized topics for those with pets and service animals.

These activities can be used by nonprofit, faith-based organizations, private sector organizations, voluntary organizations active in disasters and national organizations.

In addition, we have our program orders, CERT, Medical Reserve Corps, USA on Watch, Volunteers in Police Service, and Fire Corps.

These activities, one of the great things about them is that they are very flexible and they actually were created with partners. Each one of the activities can be used as a stand-alone training can be done in 15 minutes or can be combined to create a comprehensive community workshop with total flexibility. We encourage collaboration. The modules are available in English and Spanish

We have much more on the way. If you have a neighborhood preparedness tool or activity tool, we encourage you to shoot us an e-mail and let us know about it and will be sure to post it on our webpage. We recently updated our webpage on the Citizen Corps website.

This is Jeannie Moran. I want to go through some of the reasons why youth preparedness might be an addition to national preparedness month. Youth preparedness is a big priority for our office because of some of the statistics on the slide. It is a quarter of the population and the group that is most disenfranchised. That is why youth preparedness has become such a priority. We want to join our local and state partners in making it a priority. When we think about youth, we think about their particular capabilities. Children are positive influencers, they can talk to family members and community members in a way that adults cannot. Their focus is also tailored to the needs of their community. They can also be leaders. There are going to be situations where children are involved with disasters. It is important that we build their confidence and allow them to be leaders should they ever faced those situations

When we are looking at this, there are things to help you along the way. Direct technical assistance. We have youth preparedness workshops --preparedness seminars in Philadelphia and Wisconsin in September. We are going to be releasing research with successful youth programs with the goal of outlining successful program implementation strategies.

We have a how-to guide. The guide is intended for use by personnel in organizations that will work to ensure the welfare of children during an emergency or it will be available for printing and publications warehouse in the next couple of weeks.

We are also going to be releasing a more updated online resource portal. We have information on the website. There is a resource catalog; implementation guide, major updates and ways to connect to this larger emergency management and use preparedness community speak.

In September we are going to be hosting the youth baroness strategic framework -- preparedness. There is a huge network of national, local and regional partners out there or when you are building something having to do with targeting youth, to reach out to the federal partners. See if they have materials or resources or advice and content for you to use.

The next area that we think is really an effective way to bridge the gap between government and coalition members working with peers and their community to get prepared really has to do with partnerships. Our colleagues from New York City Emergency Management are on the line to talk about how their office leveraged partnerships effectively in the past.

I am glad we are able to share this program with you. I am Herman Schafer. I am with Ira Tenenbaum, and I am the director of the public/private initiative. The main program we wanted to talk about was our preparedness program. We've looked at some of the research about what is most effective when reaching out to individuals and Jeannie just talked about reaching out to youth and that is incredibly effective, but also reaching out through employers is an effective way of reaching out to individuals because it can become part of their daily lives and it is also a place where they spend a tremendous amount of time.

I am going to start by talking a little bit about the program. Ergo, when it was kicked off, this was something we did during last September for national preparedness and it was one of the focuses of our campaign last year.

The slide you are looking at features Commissioner Bruno at the launch event in Times Square joined by private sector partners including the New York Mets, NASDAQ, New York University and Bank of New York Mellon as well as Administrator Fugate. We tried to talk to our private sector partners and find a way to leverage these relationships that we had and that we have been nurturing to make sure that we could share our message and find champions in these different organizations who would be then able to take our message back and share with their employees through systems and that innocence that they have already established and use on a regular basis

This slide talks about the program ergo we took a look at what we do already. Many jurisdictions have a CERT program. There are many other initiatives that we have been working on. What we were looking for is a way to combine and package these in a way that a business or organization would be able to engage with us on that. What we took a look at is whether the things that we want folks to do. This is focused on individual preparedness. Something that we would like the employer to support. We took a look at a couple of different actions and we decided that hide actions was reasonable. We wanted to set the bar very low. There are five steps that we wanted them to take ergo the first one is the emergency notification system. We wanted people to promote this. We were looking to leverage some things that organizations do and one thing they do well is they communicate with their employees. They have the ability to do that and we wanted to be able to use that capability.

We also wanted the employer to test or write a contact plan or call tree for their organization. This was a step taste on planning, but was aimed at engaging the individual that they employ. The last thing was we wanted them to send out preparedness messaging.

We asked them to pick two more things that they wanted to do a. We gave them some examples, but we left it open for their creativity, including handing out materials, putting up displays, conducting presentations, becoming mentors for another organization. We wanted them to do five different actions and could clearly see the benefit of them

As we developed the program we did what many good organizations do, we brought together partners, the focus group. We asked what are the challenges that you would face executing a program like this and putting out this information and partnering with us or go when the things that we heard back from our partners, from organizations of all different sizes, many of them lacked the tangible benefit, something they can turn around and show and demonstrate to folks at their organization that they are working on this and can show that they are a partner with an organization and why they are moving forward with it. We developed these partners in preparedness. We are finding that people are displaying it proudly and showing it to their executives and it is an easy way to show that the work that they are doing is fostering this relationship and showing that they are connecting to the city and our office. We also wanted to encourage folks to recognize that this is not about resiliency or is this continuity, but it is an opportunity for businesses to go back to their staff, employees and say that we care about you and we want you to be safe during an emergency. We would be able to provide these resources for them to do that work and try to show yet another face of the organization to their employees. When people use that approach and have conversations with their staff, and it was not just an extension of the business continuity plan, but to think about their family, they were successful in communicating this information and really appreciated the way we were trying to share with them and the format we were using.

We wanted to share with you who we targeted. This was a collaborative effort between the Citizen Corps program, CERT and some of our cross-cultural outreach and as well as the public/private sector.

There are nonprofit organizations, faith-based organizations, hospitality, higher wage occasion; the reason why we targeted not just the standard business community is because we realize that what we wanted to do is build the capability of non-profits, faith-based organizations to be able to respond to organizations. They are relied upon during emergencies for help and summoned to talk.

The employees should respond and know what to do during times of emergency.

We wanted to leverage some large organizations and small organizations to leverage the force multiplier more than 200 organizations representing more than 200,000 employees and volunteers in the city.

There is a lot of focus on response frames organizations, and they will bring a particular type of resource to support in an emergency. We wanted to spread the information amongst the

organizations that do not have the response focus. We are looking for support from your organizations to make sure that the whole of community is recovering as quickly as possible and being as resilient as possible. We have had some great responses from partners from large financial corporations to small mom-and-pop bodegas who are taking to heart the message and sharing it with their employees

This slide is an example of one of the ways that we have tried to support our partners. We want to provide them the resources that we have in the city. We provide every participant who joins a box of material that includes packages of guides, ready New York Guides.

We include T-shirts and some display material so they can set up a table of their own at their cafeteria or in the lobby of their building. We try to support them by promoting the efforts that they have done. This is an example from one of our partner law firms in the city with a couple of hundred employees are further when out of their way to promote this message to their staff. We featured them on our website and promoted them through Facebook; we do whatever we can to share the message and show people what we are doing. Some of it is for our own gain, but at the end of the day, we are trying to grow this message and find a way for folks to leverage it. We did not include any of our website information on the slide, but you can get more information about this program at www.NYC.gov/partnersinpreparedness.

Just too close, we wanted to be on this call to share something that we did, but the main take away for everybody should be that what we tried to do is integrate this program into what we already do. Feel free to use what we learned, but it should be something that you could replicate in your church jurisdiction; it just takes outreach and putting the package together to focus on what you do on a day-to-day basis and support that

Chris: Thank you very much. Hitting 200,000 employees is a huge hit and I can see why leveraging the public/private partnership was so successful for you last year. The last strategy that we wanted to highlight is use of social media to engage the public. Lauren, I thought this would be a good opportunity for you to put up the Q&A box to give listeners the opportunity to start submitting questions

Can you tell our listeners how to engage with it ?

I already see questions coming in so I don't think we need to go over that.

In terms of social media engagement, we have created some sample tweets and they spoke messages which are Facebook messages which are available on our website. Just putting those into a social media profile is great, but there is so much more that we can do on social media and I look at it from the ready campaign perspective. It is a really great opportunity to put out our message to the public, but to have an ongoing communication and a dialogue with them. Is a two-way communication street and frequently when we put up a message, we will get questions in response and spending just a couple of minutes a day to answer those questions really does hurt the trust from the public that in addition, we do not just use twitter and Facebook as a new press release and a new way to distribute a press release, we want to make it as specific as possible and provide actionable content in the message itself. Frequently, if you follow our tweets or Citizen Corps tweets, we will have a safety tip. There is specific actionable

information in there that any end user can use to take that one step to get prepared. Rather than just linking to other information, we want to use that platform to get the information out there as much as possible.

Lauren, do we have some questions that we can connect with?

How do folks assess the effectiveness of the tools being used?

That is the great thing about the resources that we have online is that we can grow them. If we do not see users engaging with a certain component on the website, what we can do is take it off-line, but what we hope is that within the discussion forum, and within some of the other features on the site, what we can see is that users will themselves identify effective tools and will promote them amongst each other and that is how we see that a tool is as successful as it could be.

If I registered last year do I have to register this year as well?

I will pull up the link where they can register

Coalition members should register every year. We think it is the first step for preparing this community. We do require that users register every year or go if you go to the website, community.FEMA.gov, there is a joined the coalition feature and there is a login feature on that site as well. It will take you to the registration form and you can provide some quick answers to questions and then you do get access to posting and responding on those discussion forums, posting calendar events and downloading all the resources that we have in the resources section.

As far as partnering, can you partner with organizations like Susan B. Coleman, American diabetes Association, American heart Association during their key months?

The best answer to that question is that we really cast the net widely and we would love to be able to get out to as many organizations as possible. As for specific months or weeks, we have a committee of folks who sit together and develop our communication plan for the next couple of months and we do look at months or weeks that would make sense within the emergency management context and we do promote them and we promote our own material. Not necessarily the ones that were listed there, that EMS week or something like that, American Heart Association has national focuses at different times and we definitely bring that into our own outreach campaign.

For us, partners in preparedness are a year-long effort and we encourage all of our partners to find unique and interesting ways to share their message and share the message of preparedness. We've had organizations that are particularly tied to different weeks and they incorporate this message as they educate their staff and then let us know if that was what they did. We want to make sure that people are receptive to the message and not feeling like they are getting overwhelmed

We hope that our materials give people enough autonomy and creativity to be able to take the material and use them in a way that fits them best. It allows us to not have to be involved with

every single initiative around the city because we don't have the time to do that, but it allows them to tailor the message to best fit what they see would work with their population

Our next question is, is there a coalition number toolkit for NPM 2012?

We usually highlight a toolkit and we did not use those words explicitly this year because we did not follow the same format for 2012. In years past, we would develop this very long 75 page document that we would put a line and rather than putting such a large PDF on the Internet, this year but we did was we basically broke up the document and reposted all of those individual pages and sections in the resources of community.FEMA.gov. Rather than having to scroll through a 75 page PDF to find our social media messages, what we have is laid it out visually in the resources section so you can click right to sample social media messages and get those right away instead of having to go through the full document.

Can states search and download events that are posted on the calendar that are happening in their state?

I will need to get back to on that. Gina, if you would send an e-mail to the e-mail box, we can get you that specific information

Where are the slides being posted for those that did not get to view them on this webinar?

I am going to post the link now in the webinar library. I am posting the link for everybody to see right now.

Have any of the speakers given any thought to how to reach the more vulnerable low income populations, those that tend to be hit hardest when there is a disaster? What is the message to people who can't afford to be prepared in the ways that have been talked about today?

We actually do a lot of work in various vulnerable operations, one is income and one is English as a second language and there are a number of other categories. For that specifically, I think that you time and discussion with your family members, loved ones, support network. We have put a lot of time into developing tools and documents and ad campaigns that focus on planning. If you go to NYC.gov\ready New York, there is a guy there that says my plan and that was initially created lose people no matter what their income is when you start to talk about the things they need to buy. That is not necessarily the best way to approach it. A lot of what we talk about in this plan, which is for seniors and people with disabilities, but it is valuable for everybody and it can be a resource to talk about the importance of planning and making sure that you have everything in place that does not cost anything. We have also done an ad campaign that focuses on the importance of planning especially for seniors and children. What we have found is when you're working with disadvantaged communities, if you go in there talking about an emergency supply kit, you will lose them immediately. If you talk about the plan, then they can choose what they want to buy to meet their plan. We have a number of other programs that we use, but that is probably the most effective if you are trying to reach out to these different communities because it is proactive and does not cost any money, and it does bring people together.

The tools that we talked about earlier were actually formulated for those particular audiences. I would encourage going to your state and local emergency preparedness website. I will post the New York one now.

This presentation has been mainly for work communities and companies. Where can I get good information on personal preparedness?

All of ready.gov is geared toward individuals and families. It is a general education website. The goal is to educate and empower all Americans to get ready for emergencies. All of ready.gov has that information for personal preparedness information

I think we have concluded with the question and answer section of the webinar. Participants, please complete this poll and thank you for joining us.
