

The Prepare to Prosper Approach

Presented by

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CARD – Collaborating Agencies Responding to Disasters

Objectives

Reclaim American history

 Embrace what you CAN DO for yourselves, your community, your country.

 Take a huge step forward in transforming the entire emergency preparedness conversation

Flow: You → Your Community → USA → World!



CARD History

- 24/7 Media Attention 1989 Loma Prieta Earthquake pre-empted the World Series.
- Despite great effort -- government, Red Cross and traditional response organizations could not address immediate, short-term or long-term needs for the most vulnerable residents.
- Three Alameda County agencies (Eden I&R, ESN, BOSS) championed having nonprofits unite for preparedness and response for vulnerable communities. United Way of the Bay Area brought together hundreds of Bay Area nonprofit leaders.
- CARD was created <u>BY</u> local community agencies, <u>FOR</u> local community agencies, and works <u>WITH</u> community agencies and committed partners to fulfill on a vision of a prepared, inclusive, resilient, humane society.

CARD's philosophy - Prepare to Prosper!



People with Special Needs 1:

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



People with Special Needs 2:

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



Actions to Take

What to do Why to do it How to do it

Examples:

- Evacuate
- Get Treated
- Drop, Cover and Hold
- Shelter In Place
- Go to our website

Now say it to:

- Poor/low income people
- Spanish speakers
- · Veterans with disabilities
- Frail seniors
- · Blind/visually impaired

Preparedness messages are written for the healthiest, wealthiest, most trusting and most able among us. After pressure and lawsuits, messages may be tweaked and translated for "diverse" audiences.



What's Really At Stake

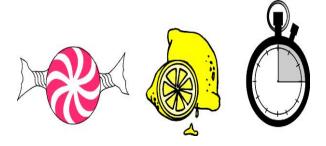
The Scenario: A contagious disease with a high morbidity and high mortality rate is spreading across the country - but a 100% effective kitchen-table cure is found!

The Cure:

- Grind up a peppermint
- Mix with ¼ tsp lemon juice
- Hold under your tongue for 15 seconds

Some Issues You'll Face:

- Distrust of message and messengers
- Access to, and distribution of, supplies
- Language barriers
- Cognitive and physical ability to act
- Compliance/enforcement
- Allergies



When we have this type of event, the United States and the world will need each of you, from every discipline, able to work together, share resources, and make it work.

Before this event, we need your help to transform emergency preparedness.

Reality: The health of the entire nation is inextricably linked to our ability to sustainably reach, serve, include and EMPOWER diverse communities.



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Exercise:

Sell this product -- shamelessly playing to the customer's wants, needs and desires.

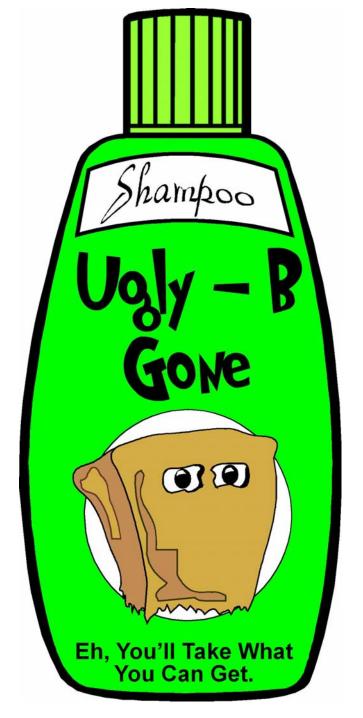
- What images would you use?
- •What words would be said?
- What feelings would you be trying to evoke?



Exercise:

Sell this product -- shamelessly playing to the customer's fears and insecurities.

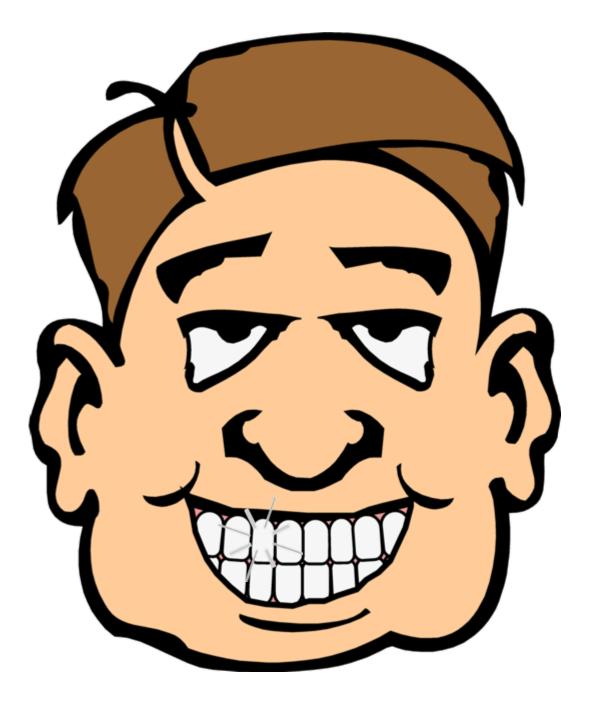
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Positive Imagery:

The real and implied benefits of brushing, flossing and having regular dental care:

- •White teeth
- •Fresh breath
- Attractive
- •Healthy
- Wealthy
- •Smart



Negative Imagery:

The real and implied consequences of not brushing, not flossing and not having regular dental care:

- Discolored teeth
- •Bad breath
- Not attractive
- Not healthy
- Not wealthy
- Not savvy





Why Context and Framing are Key

Positive Action	Negative Reason
Get prepared for disasters: get a	because earthquakes, fires, floods
kit., make a plan, be informed,	and flu are coming, we are at war
etc	and terrorists want to kill us.
Feed your children healthy	because otherwise you'll be
nutritious food: 5 servings of fruits	accused of child abuse and neglect,
and vegetables, limit sweets,	people will say you are a bad
eliminate junk food, etc	parent, your kids will hate you.
Be loving and caring toward your	because a divorce is really
spouse: do the dishes, send	expensive, you'll lose your house,
flowers, give massages, apologize	you'll be financially ruined and
first, say thank you, etc	things will get ugly.
Be a friendly and helpful coworker:	because otherwise they will stab
help out, bond, go to lunch, etc	you in the back and take your job.



7 Key Components of Effective Outreach



- Message: Freedom for India
- Messenger: Mohandas K. Gandhi
- Medium/Media of Delivery: Public address, word of mouth
- What to do: Civil disobedience
- Why to do it: Take away the justification of violence from our oppressors
- How to do it: March, collect salt, defy orders without violence
- Timing: Continuous

Success Factors: Appealing and empowering message for all of India. Message delivered by people from the community. Messages were tailored to each community. Actions addressed immediate needs, created new opportunities, and united previously divided communities. The vision was owned by the people of India.



Building Trust, Buy-In, Resilience and Prosperity

- Own your past relationship to this conversation.
- Get buy-in and agreement within your own team.
- Use our resources, build off of successes.
- Consider different training: team leadership, facilitation, research, conflict resolution, nonviolent communication, motivational speaking, etc.
- Be relentless about removing fear, threat and disaster images.
- Especially in preparedness: be the wind beneath the wings of community, the champion of their greatness.
- Remove barriers, make the hard stuff easier.



CARD Suggestions

- Seek first to understand. Knowing the wants, needs, desires, fears, constraints of the community is key to buy-in and engagement.
- Make preparedness efforts easy & fun! Humor and good will are critical to long-term, sustained success so we start with easy things.
 spread whistles and flashlights * put up potty posters and preparedness signs use ziptop bags * program phones * poll for skills abilities, talents, interests
- Require minimum levels of preparedness for staff, volunteers, etc.
- Judge success by the level of engagement, empowerment and participation of the team & remember that everyone is part of the team.
- Use plain language, clear text, common experiences.
- Embrace Couch Potato Preparedness.
- •Use TV, movies, books (Learned Optimism by Martin Seligman)
- Stay relentlessly focused on: what people CAN DO, what will bring immediate benefits, threading preparedness through everyday activities.
- Use NO fear or threat-based messages: Prepare to Prosper!



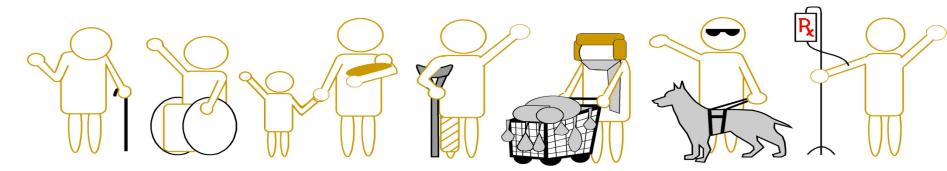
Thank You to Our Supporters!

CARD's work to prepare, support and empower nonprofits, faith agencies and the communities they serve is made possible by:

United Way of the Bay Area Alameda County Operational Area Alameda County Public Health Dept. Pacific Gas and Electric Company East Bay Community Foundation Walter and Elise Haas Fund San Francisco Foundation City of San Leandro **UC Berkeley CIDP** City of Oakland City of Dublin



Thank You!



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