

Public Education Strategic Plan

EMD's Public Education Mission

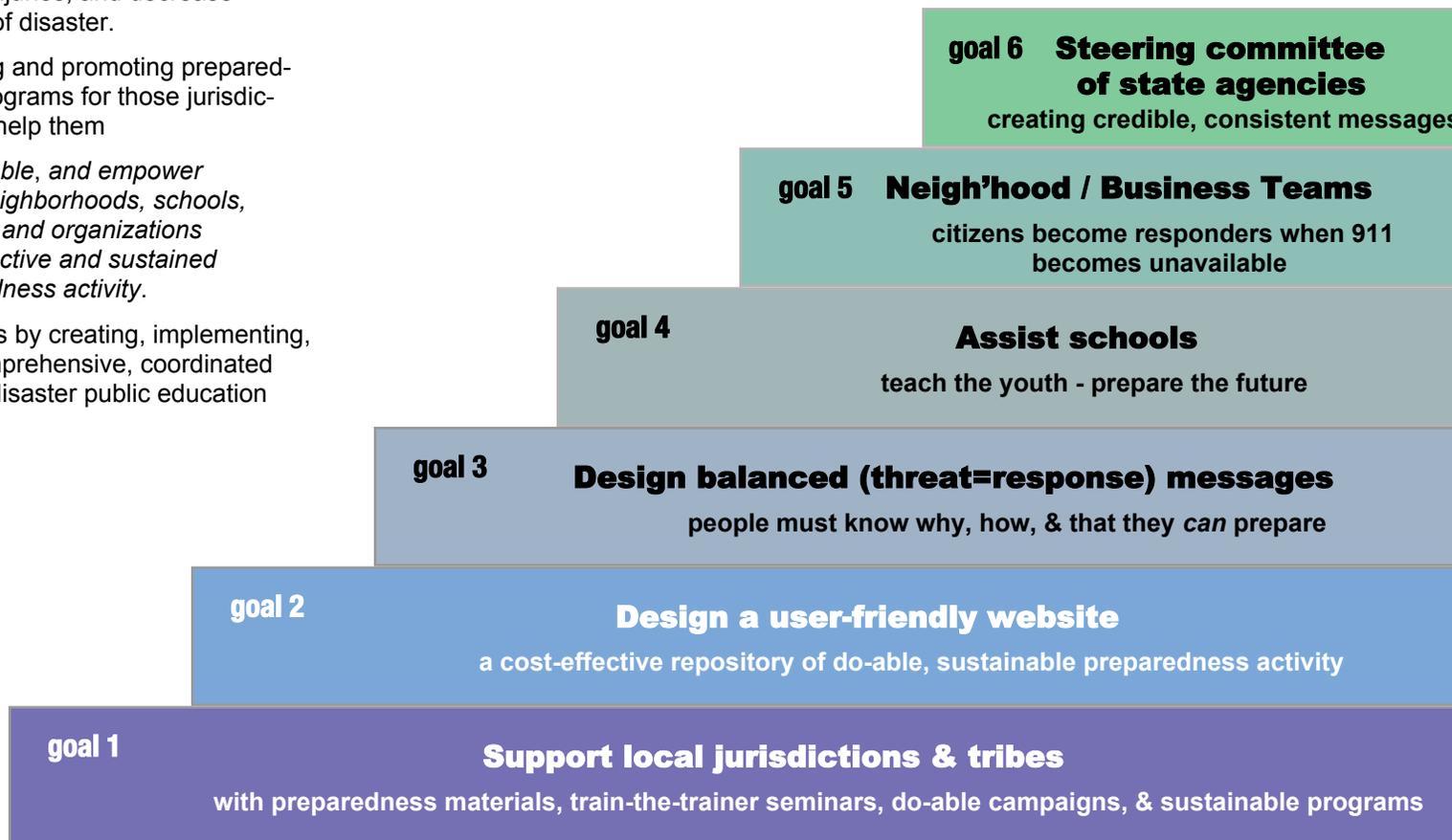
Effective all-hazard disaster preparedness is a shared responsibility between a government and its citizens.

Our primary focus is supporting local jurisdictions, tribes, and state agencies in their responsibilities to save lives, reduce injuries, and decrease damage during times of disaster.

Our mission is creating and promoting preparedness materials and programs for those jurisdictions and agencies to help them

*educate, enable, and empower
their citizens, neighborhoods, schools,
businesses, and organizations
engage in effective and sustained
preparedness activity.*

We will accomplish this by creating, implementing, and maintaining a comprehensive, coordinated all-hazard state-wide disaster public education program.



Washington State Military Department, Emergency Management Division

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Goals:

1. **Support local jurisdictions and tribes** in preparing their citizens by providing them with all-hazard disaster preparedness train-the-trainer seminars, materials, campaigns, and programs that are credible, do-able, and sustainable.
2. Design a user-friendly **website** that will allow local jurisdictions, citizens, schools, businesses, and organizations easy access to consistent, credible, and sustainable preparedness information.
3. Effect **behavioral change in personal preparedness attitude and activity** by designing messages that persuasively balance the reason (the threat) with the response (the recommended action).
4. Continue to support public & private **schools** in their responsibility to educate and train students and staff in effective disaster preparedness and safety behaviors.
5. Enhance the capacity of local jurisdictions and tribes to care for all citizens in the first hours of a disaster response by facilitating their ability to organize neighborhood, community, and business **disaster response groups and teams**.
6. Enhance statewide preparedness message consistency, credibility and effectiveness by organizing a **steering committee of state agencies** with disaster public outreach responsibilities.

Rationale:

1. All disasters are local.
2. An effectively designed, easy-to-navigate website is a repository for preparedness plans, templates, activities, strategies, FAQs, and tips. It is a cost-effective tool that facilitates education, motivation, and skill.
3. We cannot expect people to change their attitude and engage in routine, sustained preparedness behavior if they do not understand *why* they should, what to *do*, and that they *can* do what is recommended.
4. Washington State schools daily are responsible for thousands of students and staff. Prepared schools have taught their students and staff to be safe, are ready to care for them until parents safely can arrive, and work to instill readiness attitudes and behaviors that carry throughout life.
5. All disasters are local – all localities are comprised of individual neighborhoods and business districts. When disaster strikes, individual neighborhoods & businesses are affected by the unavailability of 9-1-1 responders. State EMD will support local jurisdictions in organizing and preparing their citizens to engage in effective and safe neighborhood response activity.
6. Almost nothing diminishes motivation to prepare more quickly than does a message which gives conflicting information, facts, and recommendations.

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**Goal 1:
support local jurisdictions & tribes**

Support local jurisdictions and tribes in preparing their citizens for disaster by providing them with all-hazard disaster preparedness train-the-trainer seminars, materials, campaigns, and programs that are credible, do-able, and sustainable.

Objectives:

- 1.1 Meet annually (in person or by phone) with each city and county office of emergency management to determine their public education needs and wants, and to obtain feedback on current materials, campaigns, programs, and projects.
- 1.2 Develop train-the-trainer seminars and materials for local jurisdictions that have targeted education needs because of specific or imminent local hazards (e.g., tsunami, volcano, wildland fire, health issues, etc.).

Performance Measures:

- 1.1.1 Establish a database of all city & county EMD offices
- 1.1.2 Develop a survey to gather feedback on current state programs and campaign materials, and to ascertain current public education needs & wants
- 1.1.3 Visit (regionally where possible) or call all city & county EMD offices approximately two weeks after survey has been distributed
- 1.2.1 Utilize feedback resulting from 1.1.2
- 1.2.2 Generally, map the state according to completed hazard vulnerability analyses
- 1.2.3 Review/develop tsunami materials, starting with planning guides for hotels, motels
- 1.2.4 Review/develop wildland fire materials
- 1.2.5 Review/develop floodings materials
- 1.2.6 Review/develop winter storm materials
(1.2.3 – 1.2.6 subject to change as needs change)

Timeline:

- 1.1.1 June 06
- 1.1.2 June 06
- 1.1.3 Sept 06
- 1.2.1 Oct 06
- 1.2.2 June 06
- 1.2.3 April 06
- 1.2.4 April 07
- 1.2.5 April 08
- 1.2.6 April 09

Lead(s):

- 1.1.1 Programs
- 1.1.2 Programs
- 1.1.3 Programs
- 1.2.1 Programs
- 1.2.2 Programs
- 1.2.3 Programs
- 1.2.4 Programs
- 1.2.5 Programs
- 1.2.6 Programs

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Goal 1: support local jurisdictions & tribes	Objectives:	Performance Measures:	Timeline:	Lead(s):
Support local jurisdictions and tribes in preparing their citizens for disaster by providing them with all-hazard disaster preparedness train-the-trainer seminars, materials, campaigns, and programs that are credible, do-able, and sustainable.	1.3 Review/develop materials for local jurisdictions & tribes that enable them to enhance preparedness activity among specific needs populations (the elderly, people with disability, those who are non-English speaking, etc.).	1.3.1 Survey existing materials	1.3.1 Nov 06	1.3.1 Programs/ DSHS
		1.3.2 Meet with state agency representatives and organizations with specific needs expertise	1.3.2 Jan 07	1.3.2 Programs/ DSHS
		1.3.3 Work with those agencies to develop disaster preparedness materials that promote activity	1.3.3 May 07	1.3.3 Programs/ DSHS
		1.3.4 Post those materials online	1.3.4 Jan 08	1.3.4 Programs
		1.3.5 Promote/advertise availability of these materials	1.3.5 Jan 08	1.3.5 Programs/ DSHS

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		1.4.2 Promote basic safety training by encouraging all individuals, on the day of the statewide drill, to <i>practice</i> quake safety at home	1.4.2 April 07	1.4.2 Programs
		1.4.3 Enlist media support for 1.4.1 & 1.4.2	1.4.3 Mar 07	1.4.3 Programs/ PIO
		1.4.4 Develop an annual all-hazard preparedness calendar that focuses on generating preparedness activity routinely completed. Each month will focus on one activity and will include the reason (the threat), the response (the preparedness activity), and illustrated how-to-do's	1.4.4 ongoing each Sept.	1.4.4 Programs/ DOH
		1.4.5 Utilize the September campaign to promote awareness of potential terror threats and how to prepare for them	1.4.5 Sept 07	1.4.5 Programs/ DOH

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		1.5.2 Coordinate with local jurisdictions and tribes to arrange meeting site	1.5.2 June 07	1.5.2 Programs
		1.5.3 Develop a 'dog & pony' traveling seminar for local jurisdiction disaster & fire public educators that explains & promotes current campaign materials & programs, & that fosters open communication and cooperation	1.5.3 Sept 07	1.5.3 Programs
		1.5.4 Participate in the annual Partners in Preparedness Conference	1.5.4 ongoing	1.5.4 Programs

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<p>Goal 2: design website</p>	<p>Objectives:</p>	<p>Performance Measures:</p>	<p>Timeline:</p>	<p>Lead(s):</p>
<p>Design a user-friendly website that will allow local jurisdictions, citizens, schools, businesses, and organizations easy access to consistent, credible, and sustainable preparedness information.</p>	<p>2.1 Create web pages that explain statewide hazards according to region - earthquake, tsunami, volcano, flooding, winter storm, & wildland fire, as well as health threats and possible acts of terror.</p>	<p>2.1.1 Develop informative pages explaining Washington State natural hazards, potential acts of terror, and identified health risks</p>	<p>2.1.1 ongoing</p>	<p>2.1.1 Programs</p>
	<p>2.2 Create web pages that illustrate specifically, easily, how to prepare for the threats identified in 2.1.</p>	<p>2.2.1 Develop preparedness pages for Washington State natural hazards, potential acts of terror, and identified health risks</p>	<p>2.2.1 ongoing</p>	<p>2.2.1 Programs</p>
	<p>2.3 Post the online planning & preparedness tools and guides for schools outlined in objective #4.</p>	<p>2.3.1 See objective #4</p>	<p>2.3.1 Sept 07</p>	<p>2.3.1 Programs/ Contractor</p>
	<p>2.4 Create a kid's corner to educate children about our hazards and how to prepare for them.</p>	<p>2.4.1 Post currently developed puzzles, activities, & stories, grouped according to grade level</p> <p>2.4.2 Develop new activities & puzzles to continue to interest kids on disaster preparedness</p>	<p>2.4.1 Sept 07</p> <p>2.4.2 ongoing</p>	<p>2.4.1 Programs Contractor</p> <p>2.4.2 Programs/ Contractor</p>

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Goal 3: design balanced (threat = response) messages	Objectives:	Performance Measures:	Timeline:	Lead(s):
Effect behavioral change in personal preparedness attitude and activity by designing messages that persuasively balance the reason (the threat) with the response (the recommended action).	3.1 Systematically redesign all public education brochures, publications, training DVD's, and instructional guides to follow the formula: THREAT (both the probability & the personal consequences) = RESPONSE (both its efficacy in reducing or eliminating the stated consequences, and the sense that "I" can complete & implement this recommended activity). This is a formula proven to effect attitude & behavior change.	3.1.1 Create a timeline for all written materials to be redesigned	3.1.1 April 06	3.1.1 Programs
	3.2 Develop EMD's "Response-Ability" personal preparedness campaign for distribution to local jurisdictions, tribes, state agencies, schools, businesses, and all organizations interested in promoting personal preparedness.	3.1.2 Obtain funding for publication of redesigned materials	3.1.2 ongoing	3.1.2 Programs
		3.2.1 Design EMD's monthly "Response-Ability" campaign to highlight one preparedness activity to be completed each month, and one kit item to add to a 72-hour or other supply kit each month, focusing on <i>Safety, Supplies, & Securing Your Stuff</i>	3.2.1 Sept 06	3.2.1 Programs
	3.2.2 Provide an illustrated column prepared for business newsletters, community newspapers, school bulletins, apartment lobbies, dorm elevators, etc available as a download from EMD's website	3.2.2 Jan 08	3.2.2 Programs	

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Goal 4: support schools	Objectives:	Performance Measures:	Timeline:	Lead(s):
Continue to support public & private schools in their responsibility to educate and train students and staff in effective disaster preparedness and safety behaviors.	4.1 Support schools in creating & maintaining a disaster readiness and response plan.	4.1.1 Produce an online planning template that will guide school safety committees through the planning process	4.1.1 Jan 07	4.1.1 Programs/ Contractor
		4.1.2 Post online sample school readiness & response plans	4.1.2 Sept 07	4.1.2 Programs/ Contractor
	4.2 Conduct regional training workshops on developing, exercising, and sustaining school readiness & response plans. Cover the state once every three years (meet annually with three of the state's nine regions).	4.2.1 Develop a database of private and public schools	4.2.1 Sept 06	4.2.1 Programs
		4.2.2 Develop a three-year regional training calendar	4.2.2 Jan 07	4.2.2 Programs/ Contractor
		4.2.3 Develop table top and functional training exercises	4.2.3 June 07	4.2.3 Contractor
	4.3 Create an online library of preparedness and planning resources for school staff and students, including: classroom activities, handouts, puzzles, fact sheets on tsunamis, earthquakes, volcanos, floods, fire, severe winds, severe storms, flu, acts of terrorism.	4.3.1 Post currently created activities, handouts, & puzzles	4.3.1 Sept 07	4.3.1 Contractor
		4.3.2 Create fact sheets on possible disasters that are specific to grade level	4.3.2 Jan 08	4.3.2 Contractor

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**Goal 5:
neighborhood
& business
response
teams**

Enhance the capacity of local jurisdictions and tribes to care for all citizens in the first hours of a disaster response by facilitating their ability to organize neighborhood, community, and business disaster response groups and teams.

Objectives:

5.1 Develop materials and conduct train-the-trainer seminars for local jurisdictions & tribes which enable them to prepare their citizens to be self-reliant during the first hours of a disaster response.

Performance Measures:

- 5.1.1 Develop program materials for EMD’s Map Your Neighborhood (MYN - “mine”) Project*
 *essentially, provides a reason for neighbors to converse about and easily organize the basics for a timely and effective disaster response by mapping the locations of natural gas meters, people who are elderly or have disability, kids who may be home alone, and other specific needs, and to discover the wealth of resources that exist in the neighborhood in the form of neighborhood skills, knowledge, and equipment
- 5.1.2 Conduct a pilot to test the MYN materials with a few local cities and counties
- 5.1.3 Revise the MYN materials as needed before general distribution statewide
- 5.1.4 Conduct statewide train-the-trainer seminars for locals

Timeline:

- 5.1.1 April 06
- 5.1.2 May 06
- 5.1.3 Aug 06
- 5.1.4 Sept 06

Lead(s):

- 5.1.1 Programs
- 5.1.2 Programs
- 5.1.3 Programs
- 5.1.4 Programs

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Goal 5: neighborhood & business response teams	Objectives:	Performance Measures:	Timeline:	Lead(s):
<p>Enhance the capacity of local jurisdictions and tribes to care for all citizens in the first hours of a disaster response by facilitating their ability to organize neighborhood, community, and business disaster response groups and teams.</p>	<p>5.1 Develop materials and conduct train-the-trainer seminars for local jurisdictions & tribes which enable them to prepare their citizens to be self-reliant during the first hours of a disaster response.</p>	<p>5.1.5 Develop program materials for EMD's 60-Minute Teams Project* *essentially, this project allows local jurisdictions to organize their neighborhoods into disaster response teams, and to teach them specifically what to do in the first 'golden' hour of a disaster response</p>	<p>5.1.5 Jan 07</p>	<p>5.1.5 Programs</p>
	<p>5.1.6 Conduct a pilot to test the 60-Minute Team materials with a few local cities and counties</p>	<p>5.1.6 Mar 07</p>	<p>5.1.6 Programs</p>	
	<p>5.1.7 Revise the 60-Minute Team materials as needed before general distribution statewide</p>	<p>5.1.7 June 07</p>	<p>5.1.7 Programs</p>	
	<p>5.1.8 Conduct statewide train-the-trainer seminars for locals</p>	<p>5.1.8 Sept 07</p>	<p>5.1.8 Programs</p>	
	<p>5.1.9 Provide materials for local jurisdictions to encourage their neighborhoods to come together annually to update their MYN maps and their 60-Minute Team rosters</p>	<p>5.1.9 April 08</p>	<p>5.1.9 Programs</p>	

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Goal 5: neighborhood & business response teams	Objectives:	Performance Measures:	Timeline:	Lead(s):
Enhance the capacity of local jurisdictions and tribes to care for all citizens in the first hours of a disaster response by facilitating their ability to organize neighborhood, community, and business disaster response groups and teams.	5.2 Utilize existing CERT-trained people to work in their neighborhoods, businesses, schools, and faith-based organizations.	5.2.1 Identify communities with existing CERT programs	5.2.1 July 06	5.1.1 Programs
		5.2.2 Modify the train-the-trainer (TTT) materials for local jurisdictions to utilize in training CERT members to implement MYN and 60-Minute Teams in their own neighborhoods	5.2.2 July 06	5.2.2 Programs
		5.2.3 Conduct a pilot to test the CERT TTT materials with a few local cities and counties	5.2.3 Sept 06	5.2.3 Programs
		5.2.4 Revise the CERT TTT materials as needed before general distribution statewide	5.2.4 Jan 07	5.2.4 Programs

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Goal 6: organize steering committee of state agencies with disaster education responsibilities	Objectives:	Performance Measures:	Timeline:	Lead(s):
Enhance statewide preparedness message consistency, credibility and effectiveness by organizing a steering committee of all state agencies with disaster public outreach responsibilities.	6.1 Conduct semi-annual meetings with designated state agencies to review and coordinate disaster-related messages (e.g., Dept of Health, Insurance Commissioner, Dept of Natural Resources, Dept of Ecology, dept of Agriculture, Washington State Patrol, Dept of Community, Trade, and Economic Development, Commission of Asian Pacific American Affairs, Commission on African American Affairs, Commission on Hispanic Affairs, Parks & Recreation Commission).	6.1.1 Determine which state agencies have a disaster public education function (see CEMP)	6.1.1 April 06	6.1.1 Programs
		6.1.2 Establish a semi-annual meeting schedule with these state agencies	6.1.2 May 06	6.1.2 Programs
		6.1.3 Host the first state agency coordination meeting at EMD	6.1.3 Sept 06	6.1.3 Programs
	6.2 Reduce the cost of material production and the duplication in distribution by coordinating material printing & distribution among state agencies.	6.2.1 Establish a database of routine state agency publications, including a timeline of normal distribution	6.2.1 Jan 07	6.2.1 Programs
		6.2.2 Coordinate material distributions at semi-annual meetings	6.2.2 ongoing	6.2.2 Programs
	6.3 Support state agencies in preparing their employees by supplying them with online downloadable newsletter columns, readiness tips, and preparedness strategies.	6.3.1 Develop a series of newsletter columns housed online & ready for download	6.3.1 Jan 07	6.3.1 Programs
		6.3.2 Promote availability of these online materials	6.3.2 ongoing	6.3.2 Programs