

Office of Emergency Management Work Plan
Aware & Prepare: Public Education Campaign

The Santa Barbara County Office of Emergency Management (OEM) further outlined the goals of an operational area public education & awareness program in the 2011 OEM Strategic Plan:

- To have an Operational Area constituency that understands their risk probabilities
- To provide timely information to the general public, business community and nonprofit sector through a broad variety of readily accessible media
- To provide emergency and disaster education and awareness in a culturally appropriate and accessible ways (e.g., Braille) that bridge cultural gaps and improve preparedness of the diverse populations in the Operational Area
- To provide consistent instruction to individuals, businesses, nonprofit agencies and other community-based organizations within the Operational Area that assists them in achieving a maximum level of preparedness (e.g., basic preparedness, CERT or Advanced CERT)

In order to appropriately and effectively guide the Operational Area wide public education efforts, OEM has set up a Public Education Subcommittee (PES) through the Santa Barbara County Emergency Managers Committee (EMC). The PES is responsible for advising OEM as to education and outreach efforts for emergency readiness throughout the county, including individual jurisdictions, unincorporated areas and special districts (also known as the Operational Area). The goal of the PES is to coordinate and streamline the public education efforts throughout the Operational Area into one common program delivering the same message in every community.

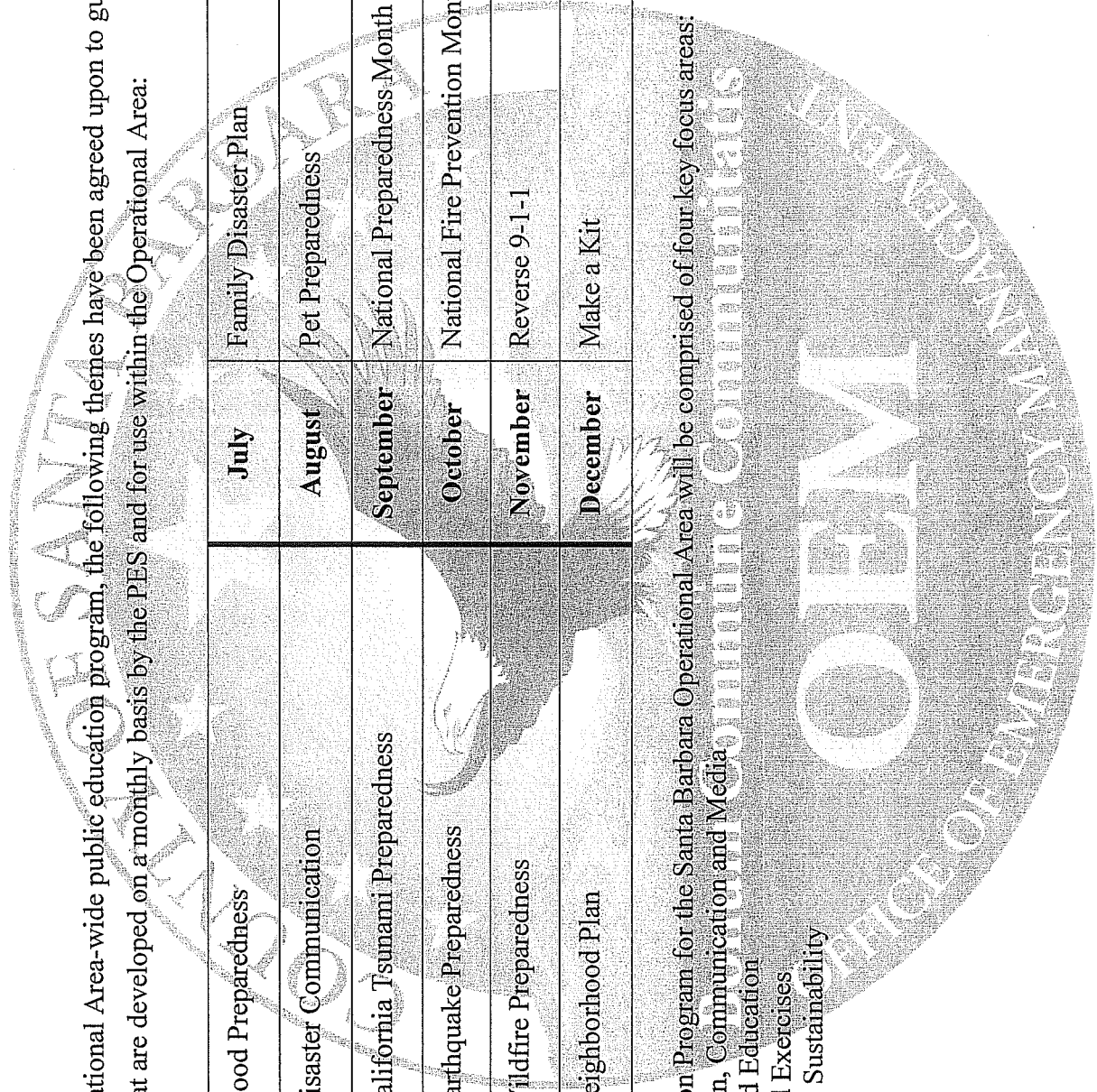
All EMC subcommittees are comprised of emergency managers from throughout the county and have an OEM staff member assigned to the subcommittee. The Emergency Operations Chief coordinates with the Operational Area Council on efforts involving their respective jurisdictions and collaborates with the EMC and its subcommittees to ensure that what is shared in different groups is being communicated across the board.

As part of the Operational Area-wide public education program, the following themes have been agreed upon to guide the public education efforts that are developed on a monthly basis by the PES and for use within the Operational Area:

January	Flood Preparedness	July	Family Disaster Plan
February	Disaster Communication	August	Pet Preparedness
March	California Tsunami Preparedness	September	National Preparedness Month
April	Earthquake Preparedness	October	National Fire Prevention Month
May	Wildfire Preparedness	November	Reverse 9-1-1
June	Neighborhood Plan	December	Make a Kit

The Public Education Program for the Santa Barbara Operational Area will be comprised of four key focus areas:

1. Collaboration, Communication and Media
2. Outreach and Education
3. Training and Exercises
4. Funding and Sustainability



Collaboration, Communication and Media

This focus area of the public education program is aimed at continuously delivering information to citizens through all media and communication outlets, (including internet, print, television and radio) and providing guidance for a coordinated program.

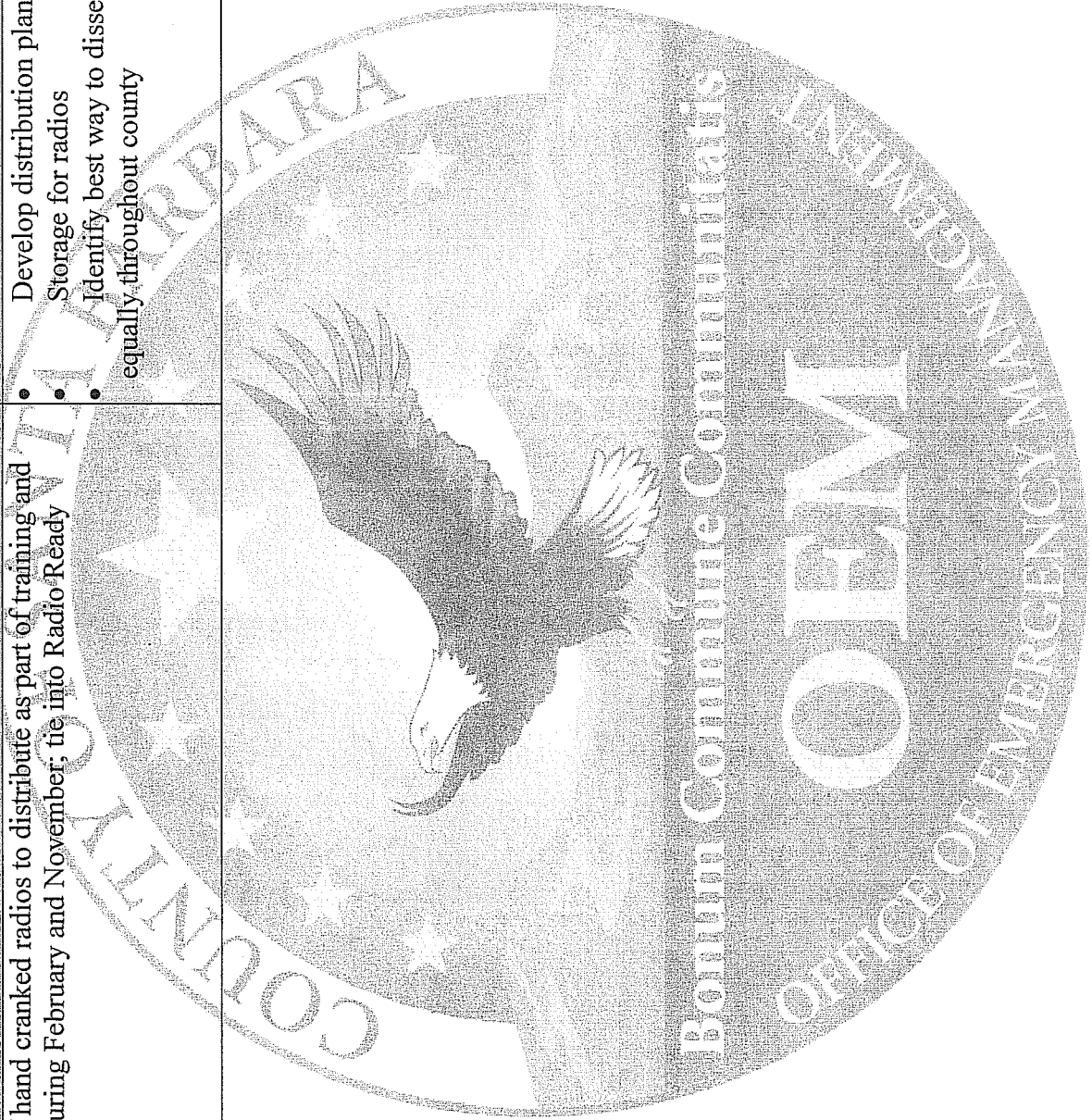
Goal: Develop a coordinated media campaign that addresses key hazards throughout the Santa Barbara County Operational Area

Objective: To reach the citizens living and working within Santa Barbara County through an all-hazard emergency public education program

Activities	Performance Measure
Develop and design website to capture all online public education efforts through Aware & Prepare and link to each individual program and jurisdiction involved	<ul style="list-style-type: none"> Fully developed and functional website launched
Deliver Public Service Announcements with media partners	<ul style="list-style-type: none"> 24 radio and TV PSAs in English and Spanish delivered each month in correlation to monthly themes
Create Spanish and English print materials on local hazards to accompany outreach and education efforts	<ul style="list-style-type: none"> Coordinate and research existing efforts throughout County Design and produce print material on earthquakes, fires, floods, tsunami, etc.

Activities	Performance Measure
<p>Develop template press releases for use by media partners in response to disaster situations with stock messaging</p>	<ul style="list-style-type: none"> Develop templates for each hazard to drive internet traffic to www.awareandprepare.org, volunteers to VOAD and funding to LTR Fund
<p>Develop campaign advertising to drive visitors to websites and to seek out resources</p>	<ul style="list-style-type: none"> Print advertising TV and Radio interviews with media partners
<p>Develop Opinion-Editorial articles each month to highlight efforts in each jurisdiction and throughout the Operational Area</p>	<ul style="list-style-type: none"> Develop assignment of Op-Ed pieces to each jurisdictional representative in line with monthly themes Submit Op-Ed pieces to all local press partners for publication by 10th of each month
<p>Review the "20-Weeks to Preparedness" guide and co-brand into the efforts of the Aware & Prepare public education program</p>	<ul style="list-style-type: none"> Review and edit guide to ensure it fits the needs of the local communities to which it is being delivered Produce 20,000 guides to be disseminated by each jurisdiction and agency, distributed in accordance to size of population and activity of programming Translate into Spanish

Activities	Performance Measure
Supply a source of hand cranked radios to distribute as part of training and education efforts during February and November; tie into Radio-Ready Program	<ul style="list-style-type: none">• Develop distribution plan• Storage for radios• Identify best way to disseminate radios equally throughout county



Outreach and Education

This focus area of the public education program is aimed at providing programming throughout the Operational Area to prepare for a disaster and making known the various resources that are available in Santa Barbara County.

- Goal:** Educate individuals and families on the hazards of Santa Barbara County and develop and/or implement mechanisms to increase the preparedness of individuals and families
- Objective:** Create a more prepared Santa Barbara County for emergencies and disasters

Activities	Performance Measure
<p>Provide disaster education workshops in English to all jurisdictions in alignment with the hazards of each jurisdiction and highlighting the various resources available in communities</p>	<ul style="list-style-type: none"> • Develop presentation in 30 and 60 minute formats • Proactively offer presentations to all communities throughout the OA • Work with local fire and law enforcement to introduce resources • 1 workshop for every 1,000 people each year. (approximately 450 each year)
<p>Provide Spanish language disaster education (<i>Listos</i>) throughout the Operational Area, specifically Train-The-Trainer (T-T-T) modules to develop more instructors in local communities</p>	<ul style="list-style-type: none"> • Deliver approximately 8 T-T-T throughout OA, equal to Latino population ratios in each community • Jurisdictions to maintain program and referrals to trainers after T-T-T program
<p>Provide Disaster Education programming and resources targeted to Access and Functional Needs (AFN) Populations throughout the Operational Area</p>	<ul style="list-style-type: none"> • Develop program utilizing best practices and existing community networks • Develop all materials for communication to address the issue of AFN within and not as a separate issue • Address AFN issues within Listos and disaster education workshops

Activities	Performance Measure
<p>Provide opportunities for children to gain disaster preparedness education through the Masters of Disasters (MoD) program</p>	<ul style="list-style-type: none"> • Deliver MoD presentations at each school throughout Santa Barbara County • Incorporate MoD into other Pub Ed Programming to allow for children involvement in adult activities when possible

Training and Exercises

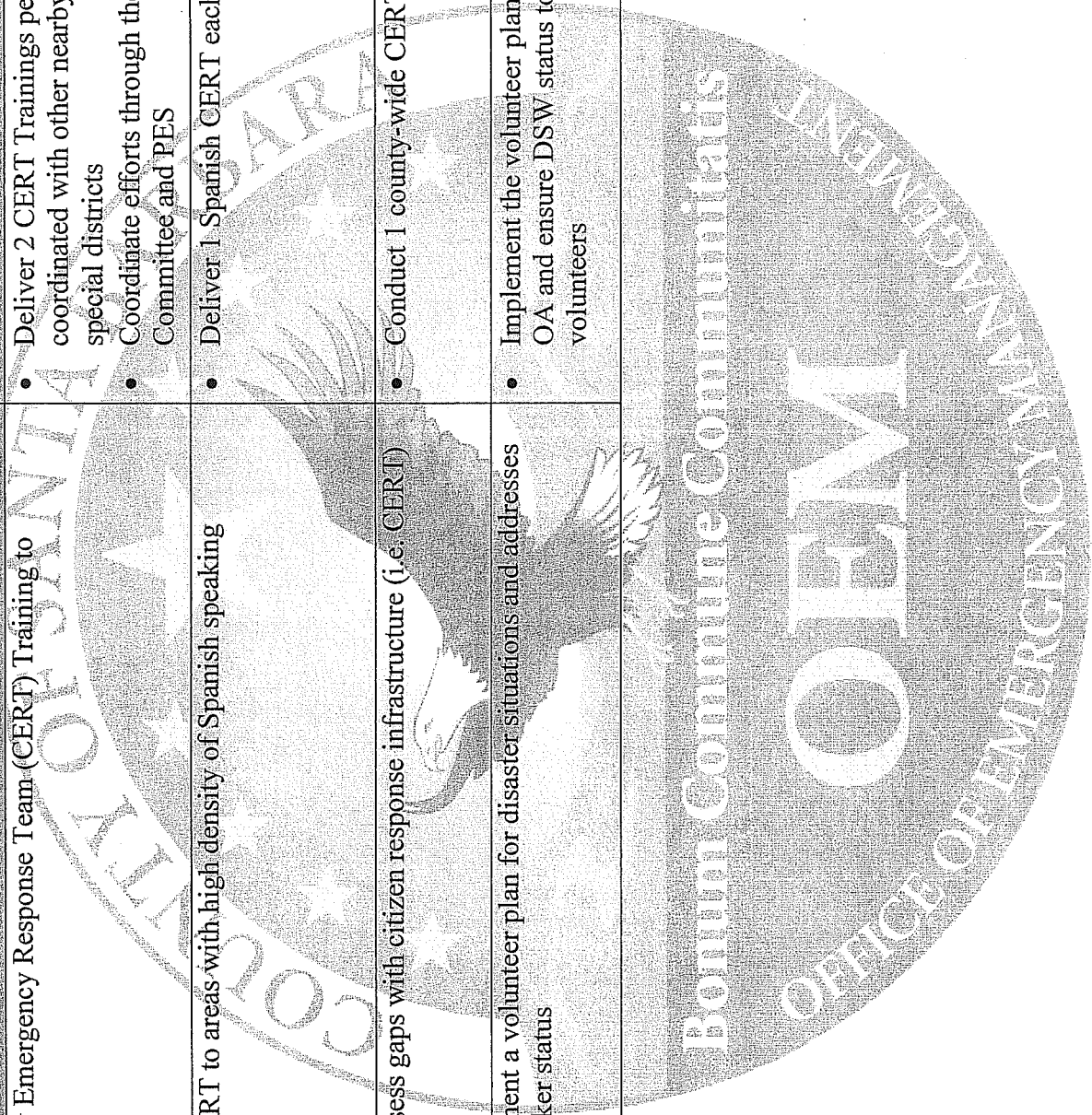
This focus area of the public education program is aimed at providing additional and more specialized training to specific segments of the community

Goal: Train individuals, organizations, businesses to be more prepared

Objective: Create a more prepared Santa Barbara County for emergencies and disasters

Activities	Performance Measure
<p>Develop a resource listing and training opportunities for the business sector to address preparedness efforts</p>	<ul style="list-style-type: none"> • Coordinate with CAER to offer and implement business training programs that address A&P priority themes, local hazards, business continuity and disaster planning • Implement an "At Work" disaster education workshop program for individual and family preparedness
<p>Provide training specific to nonprofit and community based organizations to become more prepared for disasters</p>	<ul style="list-style-type: none"> • Deliver 1 each: Continuity of Operations Planning and Disaster Planning trainings • Implement an "At Work" disaster education workshop program for individual and family preparedness

Activities	Performance Measure
<p>Provide Community Emergency Response Team (CERT) Training to individuals</p>	<ul style="list-style-type: none"> • Deliver 2 CERT Trainings per year, coordinated with other nearby jurisdictions or special districts • Coordinate efforts through the CERT Steering Committee and PES
<p>Provide Spanish CERT to areas with high density of Spanish speaking residents</p>	<ul style="list-style-type: none"> • Deliver 1 Spanish CERT each year
<p>Conduct drills to assess gaps with citizen response infrastructure (i.e. CERT) and first responders</p>	<ul style="list-style-type: none"> • Conduct 1 county-wide CERT drill each year
<p>Develop and implement a volunteer plan for disaster situations and addresses disaster service worker status</p>	<ul style="list-style-type: none"> • Implement the volunteer plan throughout the OA and ensure DSW status to emergency volunteers



Funding and Sustainability

This focus area of the public education program is aimed at being able to continually address public education efforts within the Santa Barbara County Operational Area and develop mechanisms by which to effectively collaborate and coordinate with various entities.

Goal: Develop a coordinated sustainable structure for long-lasting public education efforts

Activities	Performance Measure
Explore the development of a Citizen Corps steering committee to further coordinate public education and preparedness efforts and link to state and national efforts	<ul style="list-style-type: none"> • Develop a feasibility study on creating a Citizen Corps in Santa Barbara County OA. • Identify requirements, structure, benefits, and components already in place within the OA
Seek out additional funding sources for ongoing public education programming through Aware & Prepare	<ul style="list-style-type: none"> • Identify additional sources of funding for emergency public education • Develop procedures for matching program through A&P funding from OEM
Develop policies and procedures for the subcommittee	<ul style="list-style-type: none"> • Identify how this subcommittee will function in relation to other subcommittees • Reporting structure and leadership of group
Continually seek out and share current public education best practices and resources from other communities	<ul style="list-style-type: none"> • Identify resources that can be shared and implemented by the A&P program • Create database of resources to share with PES and other stakeholders

Grant Budget for Items requiring Funding 2011-2013

	Project Budget
A&P Jurisdictional Matching Program (matching grants for projects not identified here but tied into the OA strategic plan)	\$100,000
OA Public Education Facilitator	215,000
CERT (expended through committee)	10,000
Private Sector Preparedness	8,000
VOAD Training (2013)	8,000
Masters of Disasters (ARC)	15,000
Listos Workshops (T-T-T: start in July 2012)	65,000
Community Disaster Education Workshops/ Radios	20,000
Preparedness Guide (Spanish and English)	20,000
Advertising Campaign	15,000
Print Materials	30,000
Website Development – www.awareandprepare.org	10,000
Total	\$ 516,000

