



# Emergency Management 2016-2017 Public Education Plan

## Goals & Targets

1. To engage & educate public
2. Emphasis on self-preparedness, before disaster strikes, leading to more resilient communities

## What are we trying to communicate?

**Awareness:** Natural Hazards, who is at risk, understand the risk, introduce the agencies (players) in the Emergency Management community. Fire, Police, SAR, Red Cross, CERT, MYN, FEMA, DHS, WA EMD, IMT's etc.

**Preparedness:** How to stay informed, warning systems, your routes out of home & work, grab & go kits, emergency contacts, business continuity plans, flood insurance, shelter in place...

**The intent should be to change risk perception and behaviors utilizing the following theories:**

- **Person Relative to Event (PrE) Theory.** People act depending on their perceived resources. People are less likely to prepare or protect themselves if they think their resources are less than the perceived threat. If readers believe their resources are greater than the threat they are more likely to act and have an increased sense of self-efficacy. We need to highlight the low cost and easy preparedness measures. Readers are more likely to take action if they know they can protect themselves without having to spend a lot of time or money.
- **Precaution Adoption Process Model (PARM).** Individuals go through seven stages when recognizing risks and moving to action. The stages are 1.unaware, 2.unengaged, 3.deciding about acting, 4.decided not to act, 5.decided to act, 6.acting and 7.maintenance. Those most at risk are people in stages one, two, three and five. We want to focus on individuals that need to be informed of the hazard and give enough information to convince them to act. We can provide resources for those in stages six and seven who have already taken action and desire more information.
- **Locus of Control.** Readers have an internal locus of control if they believe their actions are effective in reducing risk. Readers have an external locus of control if they believe their actions are ineffective or that their safety is dependent on someone else. We can the difference between the uncontrollable hazard and the controllable effects creating an internal locus of control. We can de-emphasize hazard descriptions focused on the power and uncontrollable nature of hazards. We should keep hazard descriptions short and emphasized effective preparedness and mitigation actions.

## Good images for conveying this message?

Maps, historic photos, training activity photos, community members, and localized images are good.

### January

- Volcano / Lahar
- Prepare in a Year – *calendar?*

### February

- Land Movement
- Business Preparedness/COOP (Continuity of Operations Plan)

### March

- Chemical Spill
- Shelter in Place
- Tsunami Safety
- Evacuation Route Awareness

### April

- National Preparedness Day 4/30
- *Disaster Kits: Grab & Go, Home, Pet, and Vehicle*

### May

- Wild Fire
- Pet Preparedness (Brochures)
- Firewise

### June

- Fire Safety
- Firework/ Outdoor Safety
- Prepare Your Home

### July

- Firework Safety
- Earthquake

### August

- Drought
- CERT

### September

- Kids/ Preparedness
- National PrepareAthon Day 9/30
- Map Your Neighborhood

## **October**

- Flood
- Disaster Preparedness Month
- Weather Radio Month
- Weather Preparedness
- Great ShakeOut 10/20

## **November**

- Severe Storm
- Winter Safety
- Co2 Poisoning

## **December**

- Avalanche
- Tree Safety/ Holiday Safety

**\*\* In conjunction with monthly e-newsletters on-line @ county website, list-serve, and sent to jurisdictions to post online. Tip of the month done in a similar manner. Both can be printed and distributed to jurisdictional Town Halls.**