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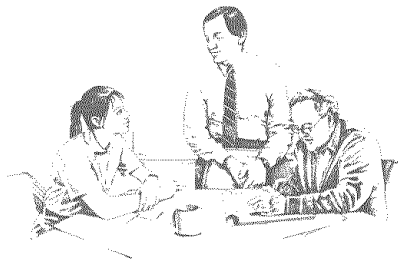
WHY FAMILY DISASTER PREPAREDNESS?

In 1987, the Federal Emergency Management Agency (FEMA) launched the Family Protection Program, a nationwide voluntary effort to help Americans respond quickly and effectively in times of disaster. The Program's goal is to leverage public and private-sector resources to encourage people to prepare for disaster.

The Family Protection Program was created because neither the government nor voluntary emergency response agencies can be everywhere helping everyone who needs assistance immediately following a disaster. Moreover, there are basic preparedness actions that people can take to increase their chance of survival and their ability to cope with disaster.

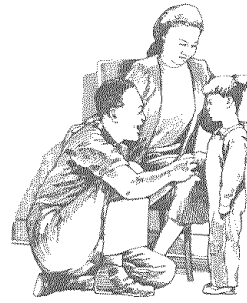
The Program seeks to encourage and support efforts by local, State and Regional emergency management, national private sector organizations, the business community and citizen volunteers to help individuals, families or neighborhoods prepare for disaster. Since participation in family disaster preparedness activities is voluntary, the Program's success relies on efforts by local emergency managers and other government officials, community organizations and citizen volunteers.

FEMA is committed to providing information and materials to help people educate others about family disaster preparedness. The core message of the Program is the Family Disaster Plan, a four-step approach to family disaster preparedness: ▶ ▶ ▶ ▶ ▶



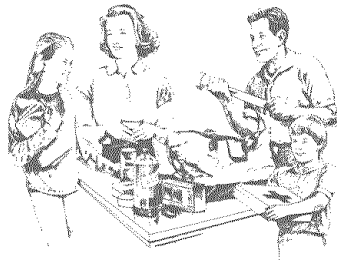
1 LEARN ABOUT HAZARDS AND HOW TO PREPARE FOR THEM

People are encouraged to contact their local emergency management office or American Red Cross chapter to find out what hazards their community faces.



2 HOLD A FAMILY MEETING

Once the information is obtained, people should gather their family together to talk about the steps they will take to prepare and respond to each identified hazard.



3 PUT THE PLAN INTO ACTION

Each family member, regardless of age, can be responsible for some part of the Family Disaster Plan. Activities can include posting emergency telephone numbers, installing smoke detectors on each level of the home, determining escape routes from each room in the home, assembling a Disaster Supplies Kit and taking first aid or CPR courses.



4 PRACTICE AND MAINTAIN THE PLAN

The final step emphasizes the need to practice the plan on a regular basis so family members will know what to do when disaster strikes.

GETTING INVOLVED IN FAMILY DISASTER PREPAREDNESS ACTIVITIES

The concept of family protection is shaped and defined at the local level. Local activities are developed either with the direct involvement of the Family Protection Program or independently, depending on the needs and interests of the organizers and participants.

Local program organizers find the greatest success in educating people about family disaster preparedness by planning activities that include face-to-face contact. In some cases, program organizers recruit friends, neighbors, co-workers or community groups to help plan activities such as giving family disaster preparedness presentations, organizing emergency preparedness fairs, planning school-based projects and building coalitions.

FAMILY DISASTER PREPAREDNESS PRESENTATIONS

Many program organizers choose to give family disaster preparedness presentations to help people prepare for disaster. Community organizations, clubs and religious groups are often looking for speakers who can provide useful information to their members.

FEMA has developed the *Speakers Kit*, a set of three stand-alone slide shows, to help people give family disaster preparedness presentations. The *Speakers Kit* addresses how to prepare a Family Disaster Plan, how to assemble a Disaster Supplies Kit and how the emergency management process works. It also offers helpful tips for giving family disaster preparedness presentations, includ-

ing how to tailor presentations to meet the audience's needs — such as using local anecdotes or slides.

Speakers find that using a hands-on approach gets audiences more interested in the subject being discussed. Slides, flip charts or demonstrations help audiences understand the importance of becoming prepared for disaster. Speakers can involve audiences by asking participants about their level of preparedness. Sample questions may be found on page 20.

ARE PEOPLE PREPARED?

While attending family disaster preparedness presentations, 661 emergency managers and 660 citizens were surveyed to determine their attitudes towards preparedness. The survey showed that emergency managers and citizens shared many of the same perceptions about family disaster preparedness.

The year-long survey consisted of 16 general family disaster preparedness questions.

Survey highlights include:

- ▶ 50% of emergency managers and 43% of citizens surveyed felt that their community was relatively well prepared for disaster. Many members of the public believed, however, that they didn't need to take additional preparedness steps because the government would help them when a disaster occurred.
- ▶ 60% of emergency managers and 41% of citizens had taken basic preparedness steps.
- ▶ 67% of emergency managers and 64% of citizens had installed smoke detectors on each level of their homes.

- ▶ 40% of emergency managers and 19% of citizens had received first aid or CPR training within the past 12 months
- ▶ 16% of emergency managers and 17% of citizens had assembled a Disaster Supplies Kit. Most who responded in the negative said that if they weren't at home, they would be in a shelter where such supplies would be available.

For a complete analysis of the survey, please write to

Dr. B. Wayne Blanchard
Family Protection
Program Manager
FEMA
500 C Street, SW, Room 602
Washington, DC 20472

REACHING MORE PEOPLE

Oftentimes, the demand for family disaster preparedness presentations exceeds the ability of any single person to give them. Enlisting the help of volunteers can make a big difference. For instance, a training officer with the Utah Division of Comprehensive Emergency Management developed a train-the-trainer workshop to teach volunteers how to give family disaster preparedness presentations.

The workshop covers topics such as: whom to give presentations to; where to give presentations; tips for giving a more effective presentation; and how to present sensitive information. Each volunteer is also encouraged to develop his or her own presentation style. So far, more than 200 people have been trained to give family disaster preparedness presentations.

To reach larger audiences, some program organizers conduct emergency preparedness fairs in conjunction with local emergency managers; local American Red Cross chapters; sheriff, police and fire departments; and other service groups. Fairs offer local residents the opportunity to talk directly with a variety of family disaster preparedness experts and obtain materials they need to prepare for disaster. Information booths discuss threats to the area, Disaster Supplies Kits, first aid, emergency equipment and supplies, child safety, fire prevention, home safety and car safety

MAKING IT HAPPEN WITH COALITIONS

As resources become increasingly scarce, the prospect of organizing activities may seem unlikely. Building partnerships is an effective way to capitalize on existing resources and enhance efforts to reach the public.

Over the past three years, the Family Protection Program has worked to develop cooperative relationships with private sector organizations that have an interest in family disaster preparedness. To encourage and support local activities, the Family Protection Program seeks partners with an organized membership at the local level in order to provide emergency managers and other program organizers with a number of individuals they may call for assistance in planning family disaster preparedness activities.

PARTNERS IN PREPAREDNESS

The Program is currently involved in partnerships with the American Red Cross, the National Sheriffs' Association, the National Weather Service, the Boy Scouts of America, the American Federation of Labor-Congress of Industrial Organizations (AFL-CIO) and the National Association for Search and Rescue. The program is working to establish cooperative relationships with other groups including the American Legion and the American Legion Auxiliary.

At the 1993 Family Protection Conference, Dr. Rocky Lopes, an American Red Cross Disaster Education Associate, told participants that by joining with other organizations, coalition partners find greater success in meeting their preparedness goals. He added that working within a coalition environment can broaden the reach of preparedness messages, lead to the creation of new preparedness activities and accelerate the production of materials and the sharing of life-saving information. Joint efforts can also raise the perceived credibility of messages and materials among the public.

THE FAMILY PROTECTION PROGRAM AND THE AMERICAN RED CROSS

The importance of partnerships can not be overstated. For example, in 1991, the Family Protection Program and the American Red Cross Community Disaster Education Program joined forces to produce informational materials and presentation tools. Since then, the partnership has produced a slide presentation that explains how to develop a Family Disaster Plan, a poster and a program kit for local organizers. A catalog of emergency preparedness materials and a series of self-help brochures including "Your Family Disaster Plan," "Your Disaster Supplies Kit," "Emergency Preparedness Checklist," "Preparing for Emergencies: A Checklist for People with Mobility Problems" and "Helping Children Cope with Disaster" have also been produced. Sharing resources has enabled both programs to reach more people. While FEMA has concentrated resources to develop the self-help brochures, the American Red Cross has printed and distributed, through its local chapters, more than 67 million copies to date.

**American
Red Cross**

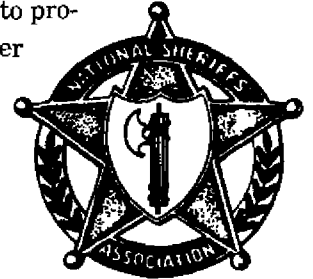
THE FAMILY PROTECTION PROGRAM AND THE AFL-CIO

FEMA recently entered a partnership with the AFL-CIO Community Services Department to ask union members to help promote family disaster preparedness in their homes and communities. The partnership will work to promote cooperative activities between the AFL-CIO's state federations and central labor councils and local emergency managers.



THE FAMILY PROTECTION PROGRAM AND THE NATIONAL SHERIFF'S ASSOCIATION

The Family Protection Program is also working with the National Sheriffs' Association (NSA) Neighborhood Watch Program to provide sheriffs with family disaster preparedness information. To introduce the concept of family disaster preparedness, FEMA and the NSA developed and distributed a brochure titled "In Case of Disaster... Are You Prepared?" to more than 6,000 Neighborhood Watch organizers across the country. The Program is currently working with several sheriffs' offices that have volunteered to pioneer the concept in their communities.



UNION MEMBERS — VOLUNTEERS STANDING READY TO HELP

There are a variety of ways in which unions may become involved, such as planning union-sponsored family disaster preparedness activities, training volunteers to give presentations to community groups and distributing brochures at union conventions and meetings.

State Family Protection Points of Contact are encouraged to contact AFL-CIO Community Services Representatives and Liaisons to determine ways in which unions may become involved in family disaster preparedness activities

THE FAMILY PROTECTION PROGRAM AND THE NATIONAL ASSOCIATION FOR SEARCH AND RESCUE

In May 1993, the National Association for Search and Rescue and the Family Protection Program agreed to jointly promote the organization of family disaster preparedness activities by search and rescue team members and local emergency managers.



DEVELOPING STATE AND LOCAL INITIATIVES

Emergency managers and other program organizers are encouraged to become involved in coalition activities by working with national partners at the State and local levels or by developing their own initiatives. That's what a training officer with the North Carolina Division of Emergency Management decided to do and developed a task force on family preparedness to better coordinate family disaster preparedness activities within the State.

With the backing of the State's emergency management director, the training officer invited eleven other State agencies, including representatives from the State sheriffs' association and an American Red Cross chapter, to sit on the task force. The task force agreed that its first project should provide high visibility for relatively low cost and that having a booth at a county fair would be a good place to start.

The task force organized a local coordinating committee consisting of the local emergency manager, sheriff, fire chief, American Red Cross chapter representative and a USDA Federal Cooperative Extension Service agent to coordinate local activities and resources. By working together, the task force and local coordinating committee were able to have the booth fee waived and the materials, supplies and manpower donated. Through this combined effort, the task force provided approximately 12,000 people with family disaster preparedness information.

At the local level, a variety of opportunities exist to develop initiatives: working with the AFL-CIO's central labor councils, sponsoring Exploring Posts, planning school-based projects, or local program organizers can develop initiatives of their own. For example, the emergency

manager for Sterling Heights, Michigan, solicited the support of the local American Red Cross chapter, local elected officials and the State Office of Emergency Management to develop the "Family Emergency Action Plan," a workbook designed to help individuals and families prepare disaster plans. In addition to the workbook, the coalition produced a video and developed a volunteer network of people to give family disaster preparedness presentations to community groups.

The Arapahoe County (Colorado) Sheriff and Local Emergency Planning Committee printed and distributed more than 15,000 copies of "Your Family Disaster Plan," "Your Family Disaster Supplies Kit," "Emergency Preparedness Checklist" and "Helping Children Cope with Disaster" featuring logos of the local sheriff, police and fire departments.

WORKING WITH BUSINESS AND INDUSTRY

Local business and industry can play an important role in a community's family disaster preparedness efforts. In a presentation to 1993 Family Protection Conference participants, the manager of special customer programs for Puget Sound Power and Light Company (Washington) said that local business and industry wants to become involved in the community's family disaster preparedness efforts, but doesn't know where to begin. He emphasized that local emergency managers need to help business and industry define its role in promoting family disaster preparedness to employees and customers.

That's how Puget Power became involved in the community's family disaster preparedness program. The local emergency manager explained how Puget Power could become involved in the community's disaster preparedness program: Kitsap Practices Responsible Emergency Management, or K-PREP. The power company agreed to print and distribute family disaster preparedness brochures with Puget Power's logo on the front. In fact, the power company was so impressed with K-PREP, they committed resources to the program for the next five years. (A case study on K-PREP appears on page 21.)

Participants were told that three people should be contacted to discuss a company's involvement in family disaster preparedness activities: the directors of public service, community service and/or corporate relations. These individuals are responsible for identifying opportunities for their company to become involved in public service activities.

It was pointed out that companies are approached by a number of organizations seeking assistance and that it's important to make the issue — in this case, family disaster preparedness — stand out. Participants were told to clearly state the benefits of being a partner in the community's family disaster preparedness efforts:

PARTICIPATION IMPROVES CUSTOMER SERVICE.

In times of disaster, a prepared citizenry and work force can help companies recover and return to normal business dealings in a shorter period of time, thus saving money.

PARTICIPATION IS COST-EFFECTIVE FOR ALL INVOLVED.

For example, partners can print family disaster preparedness brochures from camera-ready artwork and distribute them to employees or customers. Or companies can sponsor on-the-job family disaster preparedness training for employees. Partners can also offer political support to each other's causes.

PARTICIPATION IMPROVES THE COMPANY'S IMAGE IN THE COMMUNITY.

Customers appreciate a company's public service efforts.

WORKING WITH CHILDREN

A major focus of the Family Protection Program in the future is to encourage and support children's family disaster preparedness educational efforts. The purpose is not to create a curriculum for teachers, but to provide emergency managers, parents and volunteers with the opportunity and tools necessary to educate children about family disaster preparedness. Emphasis will be placed on working with schools to reach children in the classroom.

A national initiative with the Boy Scouts of America's Exploring Division was established to help achieve this goal. Exploring is the young adult program of the Boy Scouts of America, providing 14 to 20-year-old men and women with activities designed to build character, promote citizenship and develop personal and mental fitness.

Explorers will be encouraged to help local emergency managers educate children about family disaster preparedness.



Local emergency managers and other program organizers are encouraged to plan elementary school-based projects that target a specific age group for disaster education each year. This type of activity could include building a coalition with school-related organizations such as the local school board, a school's parent-teacher organization or a local teachers union.

Some communities have already started school-based projects. For example, the Knox County (Indiana) Chapter of the American Red Cross, in cooperation with the local emergency management office, local school district

and other State and local agencies, recently developed an earthquake safety program for K-4 students.

The program uses video to show basic earthquake preparedness. A teacher's guide includes a pre-test and post-test to measure students' progress as well as a variety of suggested activities for students.

STARTING A FAMILY DISASTER PREPAREDNESS EXPLORING POST

Local groups can initiate Exploring Posts by matching resources within their own organization to the interests of young people in the community. Family Disaster Preparedness Exploring Posts can provide young people with an opportunity to gain professional skills while helping others in their community learn about hazards and take steps to prepare for them.

Local emergency management offices are encouraged to sponsor Family Disaster Preparedness Exploring Posts. There may also be opportunities to work with existing posts,

such as a fire service Exploring Post, to organize a family disaster preparedness activity.

Most local Boy Scout councils are aware of the partnership between the Family Protection Program and the Boy Scouts of America's Exploring Division and are ready to help. A family disaster preparedness guidebook will be available in Fall 1993. To establish a Family Disaster Preparedness Exploring Post, call the local Boy Scouts council in your community. Local councils are listed in the telephone directory under "Boy Scouts of America."

APPROACHES

Hands-on activities play an important part in teaching children about family disaster preparedness. For example, a group activity designed to build awareness of the supplies found in a Disaster Supplies Kit could foster further discussion on other preparedness issues. Children could also conduct a classroom hazard hunt. Regardless of the activity planned, family disaster preparedness materials should be distributed for students to take home to their parents or guardians.

Preliminary research has shown that there are special considerations when educating children about family disaster preparedness, such as:

The Family Protection Program is developing a variety of materials including a video, parent-child activity guide and a coloring book to support local efforts. The materials will focus on basic messages such as:

- ▶ understanding what hazards can happen in the community,
- ▶ knowing what to do for each hazard,
- ▶ people can protect themselves if they know what to do,
- ▶ home preparedness is something everyone should do.

CHILDREN MAY BE UNEASY TALKING ABOUT DISASTER.

If children have experienced disaster, they may demonstrate fear or anxiety when asked to discuss preparedness. Information should be presented in a positive, non-threatening way to help alleviate any feelings of fear or anxiety.

CHILDREN TAKE THINGS LITERALLY.

New information should be presented by building on concepts or events with which children are familiar, otherwise they may become confused or frightened.

When planning activities in the classroom, consider what the major hazards are in the community. If the children live in an area at significant risk from a number of hazards, take an all-hazard approach. If they live in an area where there is significant risk from one or two hazards (such as earthquakes in California or hurricanes in Florida), plan activities that are hazard-specific

AVAILABLE MATERIALS

In conjunction with the American Red Cross, the Family Protection Program has developed a variety of materials to support local emergency managers and other program organizers' efforts. Brochures, slides presentations, videos, posters and exhibits with an all-hazard application were designed to ensure ease-of-use in communities across the country. The materials were designed to provide people with the information they need to prepare for all types of disaster. Other materials were created to assist program organizers in the development and implementation of family disaster preparedness activities.

CAMERA-READY ARTWORK IS AVAILABLE FOR

- "Your Family Disaster Plan"
- "Your Family Disaster
Supplies Kit"
- "Emergency Preparedness
Checklist"
- "Helping Children Cope
with Disaster"

TO OBTAIN CAMERA-READY MATERIALS, WRITE TO

Dr. B. Wayne Blanchard
Family Protection
Program Manager
FEMA
500 C Street, SW
Room 602
Washington, DC 20472

To help local organizers build their own supplies of materials to distribute in their community, the Family Protection Program makes available camera-ready artwork for several brochures produced by the FEMA-American Red Cross partnership.

The artwork provides space throughout each publication for sponsoring organizations to put their logo. Hundreds of requests from local sponsors have been received to date, including orders from private sector organizations such as electric power utilities and paper companies.

When ordering, include the full title of the publication, your name, address and ZIP code. Instructions for ordering pre-printed materials from FEMA, the American Red Cross, National Oceanographic and Atmospheric Administration and The Weather Channel are included in the "Emergency Preparedness Materials Catalog." Ordering information and a summary of key materials may be found on page 24.

HOW REGIONAL AND STATE FAMILY PROTECTION POINTS OF CONTACT CAN HELP

FEMA Regions and State Offices of Emergency Management have selected individuals to serve as Family Protection Points of Contact to help coordinate family disaster preparedness activities. Points of Contact offer support to individuals and organizations planning family disaster preparedness activities at the State and local levels and promote the concept within the Region and State.

The issue of how Points of Contact could take a more active role in coordinating and promoting family disaster preparedness was discussed at length by 1993 Family Protection Conference participants (many of whom were Regional and State Points of Contact).

SHARING IDEAS AND INFORMATION

Conference participants agreed that a key role of the Regional and State Point of Contact is to share ideas and information with their colleagues as well as with local emergency managers and other program organizers. Participants suggested requesting time on meeting and conference agendas or space in newsletters of State and local emergency management associations, giving Regional and State colleagues a family disaster preparedness presentation or posting program updates throughout emergency management offices.

Regional and State Points of Contact attending the conference identified several challenges associated with organizing family disaster preparedness activities at the Regional and State levels. They also determined approaches to meet each challenge. The following table outlines some of the identified challenges and proposed approaches to meeting them.

Conference participants offered a number of suggestions for ways Family Protection Points of Contact could facilitate and coordinate the planning of family disaster preparedness activities within the Regions and States.

CHALLENGE	PROPOSED APPROACH
Limited budgets	Join or form a coalition. By allowing partners to pool resources, coalitions help cut program costs.
Limited staffing	Seek out coalition partners who have access to an extensive volunteer base. These volunteers can be trained to help organize disaster preparedness activities.
Local organizers may not know of the Region or State's program	Seize every opportunity to promote the program to local emergency managers. For instance, specific types of disaster preparedness activities can be included in Comprehensive Cooperative Agreement negotiations.
Enlisting the Regional or State Director's support	Promote the program from within and highlight the benefits of being involved in family disaster preparedness activities.

FAMILY PROTECTION POINTS OF CONTACT

REGIONAL

Conference participants suggested that Regional Points of Contact take greater advantage of their current relationships with States to promote family disaster preparedness.

For example, Regional Points of Contact could:

- ▶ support coalition efforts at the National, Regional and State levels,
- ▶ host a meeting of State Points of Contact and State Directors to talk about family disaster preparedness,
- ▶ share family disaster preparedness information with State Points of Contact,
- ▶ coordinate family disaster preparedness information within the Region,
- ▶ provide the Regional Director with updates on family disaster preparedness activities.

STATE

Conference participants agreed that State Points of Contact are in the unique position to provide leadership and support to local emergency managers and others interested in organizing family disaster preparedness activities.

They suggested that State Points of Contact could:

- ▶ support local efforts and provide guidance to local organizers,
- ▶ coordinate national coalition activities at the State level,
- ▶ inform local organizers of the national program's progress as well as available tools and materials,
- ▶ host a gathering of local organizers to talk about family disaster preparedness,
- ▶ provide training opportunities for local organizers,
- ▶ maintain regular personal contact with local organizers.

GETTING STARTED

Organizing family disaster preparedness activities in the community can be easy. Start out by learning what type of family disaster preparedness activities are planned in your community, State or Region. Then contact your local emergency manager, State or Regional Family Protection Point of Contact, or local American Red Cross chapter to find out what you can do to help your community prepare for disaster. A directory of Regional and State Points of Contact may be found on page 27.

Or write to the: Family Protection Program Manager
FEMA
500 C Street, S.W.
Room 602
Washington, D.C. 20472.

Many of the 1993 Family Protection Conference participants had organized successful family disaster preparedness activities and programs in their communities. They have taken the concept of family disaster preparedness and shown that it can work in any community in the country. The suggestions and recommendations included in this report are based on their varied experiences. Their motivation and willingness to share ideas and information helped make this conference a success.