Welcome!

ECA Public Sector Committee
Community Engagement Webinar #5

EarthquakeCountry.org/community

Earthquake Country Alliance

• 4000+ Public-Private-Grassroots leaders
• Statewide committees develop resources and deliver programs
• Regional Alliances organize meetings and outreach activities
• California’s Office of Emergency Services provides NEHRP funding for ECA earthquake mitigation activities
• USC’s Southern California Earthquake Center (SCEC.org) administers ECA

Join: EarthquakeCountry.org/join
National Earthquake Hazards Reduction Program (NEHRP)

- Cal OES applies to FEMA for NEHRP funding, which is then subawarded to USC for SCEC to administer ECA’s earthquake education, outreach, and mitigation activities.

- NEHRP is a partnership of four federal agencies that provide resources to mitigate and reduce losses caused by earthquakes in the U.S., including support for:
  - Research on the causes and effects of earthquakes
  - Building design recommendations to reduce earthquake damage and disruption
  - Activities that advocate earthquake risk reduction awareness and practices

- ECA also receives funding from NSF and USGS via their support of SCEC.

ECA Statewide Activities

Develop Messaging and Resources:
EarthquakeCountry.org
EarthquakeCountry.org/resources
Terremotos.org

Support Tsunami Preparedness Week:
TsunamiZone.org/california

Created and Coordinate
The Great California ShakeOut:
ShakeOut.org/california

Webinars & other events
EarthquakeCountry.org/calendar
ECA Sector-Based Outreach Committees

- Public Sector
- Businesses
- Accessibility
- Non-Profit & Faith-Based Organizations
- Healthcare
- Higher Education
- PreK-12 Education
- EPIcenters (Museums, parks, libraries, etc.)

Each meets bimonthly; Join us!
EarthquakeCountry.org/committees

ECA Outreach Bureaus (Regional & Statewide)

- Events Bureau
  - Speakers for online/in-person events
  - Booths and tables at events
  - Request presenter or information table:
    EarthquakeCountry.org/events

- Participation Bureau
  - ShakeOut and Tsunami Week recruitment and communications
  - County/City Partners for local engagement

- Media Bureau
  - Statewide and local coordination
  - Media event planning
  - Year-round messaging / news releases
  - Post-earthquake shared messaging
Seven Steps To Earthquake Safety

1. Secure Your Space
2. Plan To Be Safe
3. Organize Supplies
4. Minimize Financial Hardship

BEFORE

5. Drop, Cover, and Hold On
6. Improve Safety

DURING

7. Reconnect and Restore

AFTER

EarthquakeCountry.org/sevensteps
Terremotos.org/sietepasos

Updated Materials in 15 Languages

EarthquakeCountry.org/languages
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Chair, ECA Public Sector Committee

Crisanta Gonzalez
Community Preparedness and Engagement
Los Angeles City Emergency Management Department
ECA Community Engagement Webinars

#1 (May 13, 2021):
Inyo County TEEN CERT & Topanga Coalition for Emerg. Prep. (TCEP)

#2 (July 28, 2021):
City of L.A. RYLAN program & Humboldt County CERT

#3 (September 22, 2021):
City of San Francisco Neighborhood Empowerment Network

#4 (November 16, 2021):
Martinez Area CERT (Bay Area) & Health Center Partners (So. Cal.)

Learn more and view previous webinars at EarthquakeCountry.org/community

Today’s Agenda

Presentation:

Coachella Valley Disaster Preparedness Network:
Empowering Leaders in Your Community

Carla Sullivan-Dilley, CVDPN President

Q&A

Open Discussion
WHAT CVDPN DOES

- We provide programs, education and community services to the population, which informs them of valuable and needed resources & information.
- We work with community and government partners, collaborating and providing complementary services to their organizations.
- And much more!
How to build your reach and impact!

KEY POINTS TO REVIEW

1. *KNOW* your Mission
2. *KNOW* who you want to reach
3. Identify, train, and partner with those with the largest distribution networks, who, in turn, will reach out to the maximum number of citizens

A FEW POSSIBLE RESOURCES DEPENDING ON YOUR "AUDIENCE"

- Property Management Companies
- Non-Governmental Organizations
- Local non-profits serving specific groups with a large membership
- Associations
  - Retired Teachers
  - Churches

How CVDPN Finds and Trains Community Leaders

We look for opportunities to reach out to people and organizations:

1. To learn who they are and what they do in the community
2. To join in appropriate venues with them to spread the information about our organization
3. To offer them our resources to "market" their upcoming community events when appropriate
4. To present valuable information about Disaster Preparedness to association meetings of any kind
5. Work with them and teach them how our message is important to EVERYONE!

- Fire Departments
- Police/Sheriff/Law Enforcement
- Military Background
- Medical-Doctors and Nurses, Paramedics
- Teachers
- Scouts
- Veterinarians
- Ham radio operators
- Contractors
- Electricians
- Building Inspectors
- Church members
- Service Clubs-Rotary, Kiwanis, Lions, etc.
Welcome to the Coachella Valley!

**Service Areas**
- Cathedral City
- City of Coachella
- Desert Hot Springs
- Indian Wells
- Indio
- La Quinta
- Palm Desert
- Palm Springs
- Rancho Mirage
- La Quinta
- County, unincorporated areas, and tribes

Birth and evolution of the Coachella Valley Disaster Preparedness Network (CVDPN)

**Formerly the Coachella Valley Emergency Readiness Group (CVERG), October 8, 2014**

- Budget cuts forced CVERG to pursue non-profit status

**2014**
- Merged with the Desert Standardized Emergency Readiness Team (DSERT) on October 8, 2014

**2017**
- Changed the name of CVERG to the Coachella Valley Disaster Preparedness Network (CVDPN)
- On August 9, 2017, the IRS granted our tax exemption 501(c)3 nonprofit status.
• The Mission of CVDPN is to prepare citizens of the Coachella Valley for catastrophic events by providing training, education, and networking opportunities.

• CVDPN envisions all communities in the Coachella Valley becoming cohesive, self-sufficient entities that are prepared to meet the challenges of major disasters, both natural and human-caused.

* Note: We are educators, and not first responders
Outreach - Education - Collaboration

Activities engaged in specifically, but not limited to, during the COVID-19 pandemic

The pandemic did not stop us! Let's look!

To learn more about Listos, visit their website at: listoscalifornia.org/

CVDPN was awarded 3 grants from Listos, and educated **28,000** individuals in the Coachella Valley from Jan. 1, 2020, through April 30, 2021.
Video Library: Disaster Response Skills Series

- Light Rescue / Victim Extraction / Cribbing Techniques.
- Injured Victim Carry / Transport Techniques
- How to do "Hands Only" CPR
- Proper use of handheld general-purpose fire extinguisher

- Please visit this link on our website to view the videos: cvdpm.org/resource-library

YOU can make a difference!

- Easy to follow interactive course developed by the American College of Surgeons!
- Bleeding emergencies from accidents or disasters can happen at any time. Become a Stop the Bleed Responder and save lives!
- Take the Stop the Bleed Interactive On-line Course, please visit our online resource library at: cvdpm.org/resource-library for the link to this training and other information.
EDUCATION

In 2021, CVDPN educated and distributed over 5,000 Rocket Rules to people with disabilities, tribal communities and other underserved populations in the Coachella Valley and Blythe!

Since then, CVDPN is working with the Desert Recreation District to share Rocket’s Preparedness messages.

To learn more, please visit: rocketrules.org
ENLIST VOLUNTEERS FOR SPECIFIC NEEDS
A GOOD WAY TO EDUCATE AND RECRUIT

BUILDING COMMUNITY AND GOVERNMENT PARTNERSHIPS

Fire Services Training Institute (FSTI)
• 11 Communities successfully applied for grant money and participated
• Bringing approximately $180,000 worth of disaster prep equipment into the Coachella Valley
• On February 14, 2022, Sun City Palm Desert trailer arrived with over $101,102 of disaster supplies
Since the Planning Academies have been so popular, we are now working with Riverside County Office on Aging and have provided training for 50 HOA’s in 2022 alone.

Webinars and other educational forums with Earthquake County Alliance (ECA)

Partnership is Key!

WEBINAR: EFFECTIVE COMMUNICATION BEFORE, DURING, AND AFTER AN EARTHQUAKE OR OTHER EMERGENCY

EarthquakeCountry.org/accessibility
CERT TRAINING FOR CATHEDRAL CITY!

This is a 20-hour classroom and practical exercise course designed to educate and train community volunteer responders!

Sponsored By: Cathedral City Fire Department

Class Schedule:

- Thursday, March 17, 6PM to 9PM
- Friday, March 18, 6PM to 9PM
- Wednesday, March 23, 6PM to 9PM
- Thursday, March 24, 6PM to 9PM
- Saturday, March 26, 8AM to 4PM

This class was offered "free of charge" for Cathedral City residents. Non-resident fee is $50 per person.

On-line "Hybrid" CERT Course

- This is an "On-line" basic CERT course offered by Cal OES (Governor's Office of Emergency Services).
- This is computerized classroom instruction only, and in an abbreviated format.
- To learn about essential services (fire suppression, cribbing, & other skills)
- Please visit our website at cvdpn.org/resource-library for more information.
FINDING THE RESOURCES AND SECURING FUNDING

SPONSORED BY A GRANT FROM

- CVDPN provides "on-site" assistance and "customized presentations" for individual HOA communities.
- This service is provided by Tony Ferrara, our CVDPN Contractor.
- While CVDPN provides this service free of charge, we do ask for a donation to offset costs.

Partnering with NGO groups with common goals
CONSISTENT SIGNAGE
WE PUT OUR “BRAND” ON EVERYTHING!

Have a Social Media presence
TRAIN, RECOGNIZE, HONOR AND THANK ALL VOLUNTEERS, SPONSORS, AND PARTNERS

CONGRATULATIONS TO OUR BOARD MEMBER SHARON HUDDLESTON, AND COMMUNITY PARTNER BUNNI BENARON (ROCKET RULES) RECOGNIZED AS VALLEY-WIDE HONOREES IN THE OUTSTANDING SENIOR INSPIRATION VOLUNTEERS FOR 2021!
Thank you for supporting CVDPN!

Thank you to our Board Members for their service!

- CVDPN has an all-volunteer board with no paid staff
- Board members volunteered 4885 hours in 2021

Officers:
- Carla Sullivan-Dilley, President
- Sharon Huddleston, Vice President
- Teresa Nall, Treasurer
- Nila Hagood, Secretary

Board Members at Large:
- Michael Brown
- Tom Niehaus
- Marcia Stein
- Ana Velasquez
- Tamica Foote-Rachal
- Kristine Beckman-Hennigan

Advisors to the Board:
- Tony Ferrara (Webmaster)
- Mary Lou Suter
- Larry Jones (FEMA/CERT/ARC)
- Dr. Kirk Dandridge (Medical)
- Edward Thomas, Esq.
- Julie Haltman (Emergency Comm.)

Constant Contact Administrator:
- Ron Nall

Volunteer Coordinator:
- Jane Treacy
Are YOU ready to help others become?

*better prepared for major disasters*

• **CVDPN is seeking additional Board and Committee Members**
• **If you have a strong interest and background in disaster preparedness and a desire to serve people, WE HAVE A HOME FOR YOU!**

*Please Visit our website at: cvdpn.org/board-of-directors to download an application and E-mail it to carlacvdpn@gmail.com*
To receive updates, announcements and information about events and training opportunities, register on our website at www.CVDPN.org
to be added to our E-Mail list

Follow CVDPN on Facebook
facebook.com/ CVDPN.org

Call us for more information
at (951)218-0188

For any inquiries, contact
Carla Sullivan-Dilley
carlacvdpn@gmail.com
Endorsements from a few of our community partners

• “In a time when human resources are stretched thin and demand for emergency response is high, Coachella Valley Disaster Preparedness Network has stepped up for Cathedral City. Their professional demeanor and dedication to serve the public has really worked well in addressing our needs. We have been able to collaboratively join forces and avoid duplications of effort that sometimes occur when boundaries exist. I urge all cities to explore what it is that CVDPN can do for your community.” Chief John Muhr, Cathedral City

• “The Hero in You Foundation”, Rocket Rules, has worked with CVDPN since late 2020 and found them to be the number one disaster preparedness nonprofit in the Coachella Valley. At every opportunity they are sharing the message of being personally prepared. They have provided thousands of copies of Rocket Rules to children and their families, an example would be, at The Living Desert Howloween event (1800), recently (1000) at the Opening Day of Little League, and many other events. They genuinely follow their mission of training, educating and networking people of all ages. Bunni Benaron, Founder

• “I appreciate CVDPN assisting with the Palm Desert Sheriff’s Stations safety fairs and National Night Out event. Your assistance in educating the public on disaster preparedness and safety is much appreciated. I look forward to working with you in the future.”

        CSO II Stacey Austin  Palm Desert Crime Prevention
        Riverside Co. Sheriff’s Dept.

• “Earthquake Country Alliance’s Southern California region has hoped to find a partner in the Coachella Valley for several years, to share our earthquake messaging and develop joint activities, and the CVDPN has been a great match! We have been inspired by their ambition, enthusiasm, and results—especially during COVID. We have provided materials for distribution, held joint webinars, and featured CVDPN within ECA SoCal online workshops and an upcoming statewide “Community Engagement Webinar” on May 17. We look forward to expanding our partnership and to further showcasing CVDPN as a model for similar local efforts elsewhere.”

        Mark Benthien  Dir. of Communication, Education, and Outreach
        Southern California Earthquake Center
Q&A

The recording of today’s webinar will be available next week at:
EarthquakeCountry.org/community

To be notified of future events and recordings, join ECA (free!):
EarthquakeCountry.org/join

Questions?
info@earthquakecountry.org

Please take our survey:
surveymonkey.com/r/778L8CK

Connect with ECA

• EarthquakeCountry.org
• Terremotos.org
• info@earthquakecountry.org
• Twitter.com/eca

Please take our survey:
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