Welcome!

ECA Public Sector Committee
Community Engagement Webinar #6

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

5. Drop, Cover, and Hold On
6. Improve Safety
7. Reconnect and Restore

EarthquakeCountry.org/sevensteps  Terremotos.org/sietepasos

Updated Materials in 15 Languages

EarthquakeCountry.org/languages
Welcome!

ECA Public Sector Committee
Community Engagement Webinar #6

EarthquakeCountry.org/community

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.)

#5 (May 17, 2022):
Coachella Valley Disaster Preparedness Network

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

Today’s Agenda

Presentation:

Prepare U
Lars Eric Holm and Ron Halog

Q&A
Open Discussion
“Prepare U”
History, Format, and Future

18 Apr 2023

Introductions
How we introduce ourselves to our students

LET’S GET PERSONAL!

• Who are we?

• A bit about your co-instructors for this series.
A fast bit about Lars Eric Holm

“My first name is rather like Joe Bob, but Swedish”

Childhood in Alaska; learned the Yupik phrase “Upterrlainarluta” which translates as “always getting ready”.

“I am told that being ever prepared, Upterrlainarluta, is a common caution from Yup’ik elders to young people, whether they are preparing for fishing or a trip to the city. Implicit is the understanding that one must be wise in knowing what to prepare for and equally wise in being prepared for the unknowable.”

Always Getting Ready - Upterrlainarluta
Yup’ik Eskimo Subsistence in Southwest Alaska
James H. Barker

Relevant Background

• Backup software from Dantz Development – support for seven years!

• CARD – Collaborating Agencies Responding to Disasters for eight years, helping nonprofits “Prepare to Prosper!”

• Continuing to offer CARD’s innovative curriculum as Eden I&R’s Disaster Preparedness Coordinator.
Relevant Background

Current chair of ALCO VOAD (Alameda County Voluntary Organizations Active In Disaster)

"A humanitarian association of independent voluntary organizations active in emergency disaster relief."

The Four C’s: Cooperation | Coordination | Communications | Collaboration

Preparedness Geek

Yes...

I am a bit of a nerd about this topic!
A fast bit about Ron Halog

“My first name is actually... Ronaldo Augustine Cataga Halog”

Growing up in a California small agricultural town was a special treat for me – we were always around live animals. But some of the animals that I really liked, were in cartoons. One character especially resonated with me, and that was “Tigger” from the Winnie the Pooh cartoons.

Relevant Background

• Many years ago - 7 years as a Lifeguard

• Instructor Trainer and a Corporate Instructor teaching First Aid, CPR, Water Safety, Lifeguarding, and other classes

• Extensive non-profit work supporting people with disabilities and seniors with access function needs.
Relevant Background

Vice chair
ALCO VOAD (Alameda County Voluntary Organizations Active In Disaster)

FAST Member
Alameda County Functional Assessment Service Team

Member
Hayward CERT (Community Emergency Response Team)

Making Preparedness Fun

Yes...
If you enjoy what you’re doing, you will most likely repeat it!
Why personal introductions are useful:

Let’s Get Personal!

• Besides letting you know who you are in for...
• ... I’d like you to now think about your own biographies
  – What are your skills?
  – Interests?
  – Passions?
  – Hobbies?
  – Backgrounds?
And ponder a bit about how your own personal story helps you with your own personal preparedness
How it started

First, a bit of background…
…what’s the motivation?
…what’s the history?
How this approach evolved

How did “Prepare U” come to be?

- BAUASI had a suggested outline called Key Points for all Trainings, as part of the agreements with each of the four hubs.

- This specified topics and durations, and suggested content. Everyone followed these outlines, adapting the curriculum already in their possession.

- For example:
  - The curriculum Lars Eric, with Eden I&R / Alameda County 211 inherited from CARD - Collaborating Agencies Responding to Disasters and
  - The “Prepare to Prosper!” Curriculum used by Ron Halog, with CRIL (Community Resources for Independent Living)
  - Both of these already covered the “key points” for AEP, PEP, ICS, and others.
How this approach evolved
How did “Prepare U” come to be?

• I was experimenting with a “mind map”, mapping this Key Points for all Trainings outline led making a series of more tightly linked classes, rather than independent, “floating” classes.

• We want to help folks make connections. The idea being “Circles of Preparedness”, the innermost circle being “personal”, and then moving outwards to include more.

• This actually is more efficient, because some of the “free standing” classes require discussion of topics that are already covered, and in more detail, using this more mapped approach.

• Thus came our Summits, which were focused one-day events: One in Alameda County, and the other in Contra Costa County.

  • Pretty much all of the topics are general and are presented such that it’s not Hub or County specific.

  • The exception to this is the “Government / CBO Panel”

Connections
Making connections

• These topics are often presented separately

• But we saw an opportunity to create connections
Where this specific curriculum came from

- This was originally developed a number of years ago during my time with CARD - Collaborating Agencies Responding to Disasters
- Remember that CARD was created BY local community agencies, FOR local community agencies, and works WITH community agencies and committed partners to fulfill on a vision of a prepared, inclusive, resilient, humane society.

  Lessons Learned By CARD:

  - “The language of fear and threat and prioritizing tomorrow’s traditional disasters over today’s community needs is not compatible with the cultures, structures and missions of nonprofit, faith, and service agencies.”

  Our mottos
  
  CARD’s philosophy – Prepare to Prosper!
  
  Have everyday brilliance be your disaster resilience.

- I’m now using CARD’s curriculum in my role at Eden I&R, since 2016.
- This approach to COOP was developed from funding provided by TSFF - The San Francisco Foundation, as part of a cohort project, that identified key agencies in various counties. One of these key agencies just happened to be Eden I&R / Alameda County 211.

Weaving it together

- Just to reinforce one point, this time in words:
- We are working to weave these concepts together into a more unified whole.
- These are often presented as standalone topics, but we are going to try to make connections!
- Will this training series apply to you? Probably yes! And let us know any specific needs or concerns; none of these presentations are set in stone.
- Ron and I often, frequently pivot and adapt.
What we’ve done
What we’ve done
Every year, different cadence and rhythms

• 2019: All day summits, two of them.
• 2020: Late afternoon sessions, twice a week.
• 2021: Brown bag lunchtime sessions, twice a week.
• 2022: Early evening sessions, once a week.

2019 Summits
Before it was “Prepare U”, it was the “Preparedness Summits”

• First year on this project
• Two all-day summits, for both counties in the East Hub
  • Alameda County
  • Contra Costa County
FREE DISASTER SUMMIT!
TRAINING FOR NONPROFITS AND COMMUNITY BASED ORGANIZATIONS

Be on target with your preparedness efforts! Learn to navigate the “Circles of Preparedness,” starting with your own personal preparedness and safety, then moving outwards to your agency’s preparedness, then learn how to form an effective response team using the fundamentals of Incident Command System (ICS) for Community Responders, and finally engage with a panel about how to partner with government agencies to form a powerful whole community response, including preparedness for Access and Functional Needs (AFN) populations, because preparedness is for everyone!

Thursday, January 30, 2020 | 8:30 am – 5:00 pm
Concord Police Department
1350 Galindo Street, Concord, CA 94520

Schedule:
8:30 am – 9:00 am – Check-in at Community Room
9:00 am – 10:00 am – Personal Emergency Preparedness (PEP)
10:15 am – 12:15 pm – Agency Emergency Preparedness (AEP)
12:15 pm – 1:15 pm – Lunch Break
1:15 pm – 3:15 pm – Incident Command System (ICS)
3:30 pm – 5:00 pm – Partnering with Government Panel

While we encourage attending the entire day, you are also welcome to attend individual sessions. Light refreshments will be provided, but please bring your own lunch or be ready to visit a nearby restaurant or store. Space is Limited! To register go to: https://cc-voad-disaster-summit.eventbrite.com

2020 Sessions
COVID-19 requires a shift

• First year of COVID, and we had to pivot.
• An Eden I&R staff member was taking an on-line language class…
• …and this lead to the first session being called “Prepare U”.
• Eden I&R’s executive director coined the name.
Prepare U 2020
First by this name

- Seven weeks
- Late August, September, and into early October.
- 14 sessions, each 1 and a half hours, twice a week.
- This is also the first year we shifted to the Listos “4-step” outline for Personal Preparedness.

2021 Sessions
Prepare U adapts and expands

- We decided to make this year be a bit more concise, by having only one hour sessions, and following a “Brown Bag University” model.
- “Post Graduate” Prepare U happens for the first time
Prepare U 2021
“Hour of Preparedness Power”

- Also seven weeks
- This time through September and October
- 14 sessions, each 1 hour twice a week.
- Topics and format similar, just a shorter total number of hours.

“Post Graduate Prepare U”
“Pop Up” special topics occurred after this session

- Essentially “Pop up” sessions on special and specific timely topics.
- Referred to as “Post Graduate Prepare U”.
- Two special topics:
  - First was for the Reeve Foundation, on “Preparedness for Those with Paralysis and Mobility Impairment”
  - Second was for National Association for Mental Illness (NAMI), on Emotional Preparedness.
Preparedness for Those with Paralysis and Mobility Impairment
For the Reeve Foundation

- for the Reeve Foundation, on “Preparedness for Those with Paralysis and Mobility Impairment”

- Offered as two independent and standalone sessions

Emotional Preparedness
National Association for Mental Illness (NAMI)

- A “Prepare U” alum, who was with National Association for Mental Illness (NAMI), offered to run a session.

- This was so popular, we did it twice!
  - First was December 2021
  - Second was March of 2022
Parking Lot Graduation!
Back in person again!

• COVID Guidelines this year allowed for outdoor gatherings, so we did an outdoor “Parking Lot Graduation”!

• This was held at Eden I&R World Headquarters in Hayward, outside, and allowed us to give away physical items that had been accumulated, especially those from the 2020 “Listos California for All” program.
2022 Sessions
Prepare U shifts and downsizes a bit

• We went for fewer, but longer, sessions.

• There was a directive to look into covering “CERT and CERT-like organizations.”

• This helped “Prepare U” broaden some definitions, in particular making “agency preparedness” wider and more inclusive and less about formally having an agency.

Prepare U 2022
The “early evening audience”

• Seven sessions, once per week, each two hours.

• Some of the prior topics, such as “volunteer management” or “donations management” didn’t happen this time around.

• Instead, the focus was on the core topics of personal, agency, ICS, and COOP.

• Broader inclusion of a wider range of groups.
Post Graduate 2022

Topic was “Targeted Violence”

• Both instructors had been certified in the “Targeted Violence: Community Awareness and Prevention Strategies” curriculum earlier in the year.

• This was offered “as is”, in two parts, on two successive evenings.

What we’ve covered
Overall List of topics covered
What “Prepare U” has included

- Always, the “Core Topics”, as from the original requirements of the BAUASI project, and as reflected in the “Circles of Preparedness:
  - Personal Emergency Preparedness (PEP)
  - Agency Emergency Preparedness (AEP)
  - Incident Command System (ICS) for Community Responders
  - Continuity of Operations (COOP) Planning
  - Government and CBOs and FBOs (Community and Faith Based Organizations) panels
Overall List of topics covered
What “Prepare U” has included

• The other “Special Topics”, which reflect and support the core.
• These usually involved wonderful and knowledgable guest instructors, on topics such as:
  • Volunteer Management (both from the general agency and faith-based specific perspectives).
  • Donations Management
  • Building a Culture of Preparedness for your Agency
  • “Your Name Here” — expanding the definition ‘Agency’

Overall List of topics covered
“Post Graduate” Prepare U

• Essentially “Pop Ups”, contacting the existing audience of “Prepare U” alumni, covering timely topics, and maintaining awareness of “Prepare U” between the regular sessions.
• So far:
  • Preparedness for Mobility Impaired
  • Mental health and emotional self-care
  • Targeted Violence: Community Awareness and Prevention Strategies
  • One of our students did a short presentation about tornado safety in the midwest.
  • “Winter Preparedness/Driving” was planned, but the guest instructor was called away
The Future of “Prepare U”

Next steps and what we hope to do for future sessions

• Hybrid, perhaps at an actual school or actual “U”.

• Why hybrid, and not solely in-person?
  • Because the borders have been crossed, and the walls have come down, and we want to keep those borders left open, and those walls tumbled down.

• There are options to consider, such as set of sessions that focuses more on neighborhoods and individuals, but not attempting to be CERT.

• Small businesses and districts could have sessions focussing on their needs.

• There could be sessions focusing on specific populations, such as Access and Functional Needs (AFN).
How we’ve presented

Thoughts and Models
“Training-the-Trainer”: A few thoughts about pedagogy

• About “The CARD approach”, which is very much an interactive and engaged approach.

• CARD’s “Community Educator Best Practices” are document that can be shared.

• This is how we do it, but be like Bruce Lee: “Absorb what is useful. Discard what is not. Add what is uniquely your own.”
The “Prepare To Prosper” Model

- Developed and used by CARD - Collaborating Agencies Responding to Disasters
- This is the foundation for the curriculum used by both Ron and Lars Eric
- Won’t go into deep detail here, but important to mention, as this approach is probably a key reason for the success of “Prepare U”.

Community Educator Best Practices

The Key Points

- Use No Fear or Threat-Based Messages
- Actively Engage the Audience
- Champion Jargon-Free, Simple, Intuitive, Accessible Materials
- Create and Tailor Information Specifically for the Audience
- Provide Immediate Benefits
- Play to Strengths
- Fill a Need/Close a Gap
- Make It Visual
- Acknowledge History and the Experiences of the Community
- Stay Aligned With Your Vision and Mission
Community Educator Best Practices

Example: “Actively Engage the Audience”

Much emergency preparedness education is delivered in the “lecture” style – assuming that the audience will be a willing, passive recipient of all the advice you have to offer.

To really empower the audience – to address their needs and to motivate action – it is vital that you are able to connect to them and draw them into an **active participation** in the training.

---

**FACE**: Facilitate - Acknowledge - Clarify - Enhance

- **FACE**:
  - Facilitate
  - Acknowledge
  - Clarify
  - Enhance

---

**Basic Strategies**

- Use open questions to solicit input from participants.
- Use easy, closed questions to warm them up (such as “raise your hand if you have ever ...”).
- Invite participants to offer answers or suggestions to each other when appropriate.
- Validate participants’ contributions, whether questions or comments. Repeat them if necessary so everyone can hear.
- Don’t let engagement get out of hand. Sometimes you will have to limit contributions just to stay on track.
In Closing

Thank You!

Thank you all for being here today and for all that you do for your families, organizations, neighborhoods and the community!
Instructors

Ron Halog
Emergency Preparedness Coordinator
ILR Solano & Contra Costa Counties
925-536-9553
ronh@ilrscs.org

Lars Eric Holm
Disaster Preparedness Coordinator
Eden I&R / Alameda County 211
510-727-9516
leholm@edenir.org

ALCO VOAD (Alameda County Voluntary Organizations Active In Disaster) can be found online at:
alcovoad.wordpress.com
https://www.facebook.com/ALCOVOAD/
twitter.com/AlcoVoad

This presentation is curriculum originally developed by CARD - Collaborating Agencies Responding to Disasters.
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

Please take our survey:
surveymonkey.com/r/NNDSNQY

Questions?
info@earthquakecountry.org

Connect with ECA

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

Please take our survey:
surveymonkey.com/r/NNDSNQY

Questions?
info@earthquakecountry.org