Engage and Empower Youth in Emergency Preparedness

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Who Am I?

EPrep Advocate

FEMA Youth Preparedness Council Member, Region IX

- 2nd year member
- One of 15 youth on the council
- Advocates for Youth Preparedness
- Attended Youth Summit in Washington, DC this summer
- Discussed Preparedness related initiatives with other youth from across the country
My EPrep Activities

City Wide Poster Contest

Masters of Disasters For Kids

Local Newspapers

Community Facebook Page

The Palo Alto Neighborhoods (PAN) have partnered with the City of Palo Alto to form the Block Preparedness Coordinator (BPC) Program to ensure that residents, businesses, and other groups can participate with the City in disaster preparation, response, and recovery. The BPC Program trains volunteers to staff BPC positions for each block and Neighborhood Preparedness Coordinators (NPC) for each neighborhood (including businesses/districts or other groups).

Volunteer @ local BPC Program

Co-Chair FEMA Youth Council
Why Are Youth Important in Emergency Preparedness?
Youth Audience Is a Powerful Constituency

- Engaging youth is a way to engage the entire family
- Energy and Resourcefulness of youth is a proven asset during disaster recovery
  - Leads to a decisively more resilient community
- Engaging youth early helps them be in a lifelong association with EPrep
  - Prepared youth today = prepared community tomorrow
- Youth are creative and bring in fresh perspective and ideas on improving outcomes
How To Reach Out To The Youth?
Getting The Message Across To Youth

- NOT a one-time event, but constant and ongoing efforts to reach out and **engage**

- Behavioral change = Motivation (attitude) + Ability + **TRIGGER**
  - Motivators = Community outreach efforts, Adult Mentorship
  - Triggers = Community Events, National Preparedness Month, Quakeville

- Encourage creative expression!
Example of Community Outreach To Youth

- Working with School District
  - Integrating of EPrep in some part of school curriculum
  - Use school to parent communication newsletters
  - School assemblies

- Structured Teen Volunteer Programs
  - Run by local EPrep volunteer organizations

- Support from City Council
  - Honor and Recognize youth who participate and make a difference

- Target Youth at Local Community Events
  - Setup tables targeting youth (Flywheel Contests, Freebies is all you need...)
Sample Youth Projects

- High School Clubs: Movers and Shakers Club
- EPrep Poster & Essay Contest For Schools
  - A great way to seed key EPrep messages
- Community Volunteer Activities
  - E.g. Curbside painting
- Please visit the Fema YPC website to check out some of the projects from my colleagues
- Ask youth for their ideas about how to improve preparedness initiatives
With a show of hands-- how many in the audience know about the FEMA app?

Smartphone APPs help you
- Stay connected to real time events & news
- Provide ability to seek help in dealing with situations
- A lot of apps exist, but recommend
  - FEMA
  - Red Cross
Shh.. Secret of Success

Experience of the adult volunteers and EPrep officials + Energy/Enthusiasm of youth = Success!

Collaboration between all ages leads to more success and effective community preparedness

(Results in a More Engaged and Resilient community)
Thank You For Wonderful Adults Like You

- Thank Mr Mark for inviting me to the conference
- Ms Sharon will development of the talk
- Mr Randy my CPO for all his support and guidance
- And to you all for being such supportive great audience