


Culturally-Specific Populations Emergency Communications



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Vision For Citizen Preparedness

An engaged diverse population able to sustain itself through a disaster

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Outreach


The Health Preparedness Organization (HPO) asked us to establish:

"Methods for communicating with culturally-specific populations in an emergency . . . to improve the timely distribution of information . . . (so they) will receive, understand, trust, and be able to act upon the information."

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Goals

- Outreach
- Preparedness Campaign
- Educational Materials
- Website



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Strategies

- Provide information and tools to community organizations to assist the development of an all-hazard emergency response plan
- Engage diverse communities in emergency preparedness, awareness, and outreach
- Develop a culturally competent emergency preparedness plan coordinated with the County Emergency Operations Plan (EOP)

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Planning Activities

Citizen Preparedness

- Preparedness message and tools
- Annual preparedness campaigns
- Citizen preparedness website

COAD

- Training and exercise
- Disaster preparedness and outreach plan
- Emergency Coordination Plan
- Volunteers and CERT/NET teams

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Objectives Met ... And continuing!

- Established communications with culturally- specific populations
- Providing community education and outreach
- Developed an annual preparedness campaign
- Developing a consumer-friendly preparedness website
- Established a Community Organization Active in Disaster (COAD)

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Geographic/Population Scope

- Populations within six Counties
 - African American
 - Asian
 - Latino
 - Native American
 - African and Russian Immigrants and Refugees

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Citizen Preparedness

- Know your disasters
- Being prepared
- Culturally-specific communication plan
 - Assessment of Need
- Education and Outreach

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Know your disasters

- Know your disasters
 - Floods, volcanoes, earthquakes, inclement weather, etc.
- Have a plan
 - Personal/Family Plan, Evacuation Plan, Protect Vital Records & Resources, Insurance
- Build a kit
 - Essential items: water, protein-based foods, medicines, hygiene supplies, etc.

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Being prepared

Gaining a better understanding of a potential event helps with making a disaster preparedness plan. The better prepared the plan, the more likely it will be carried out if a disaster occurs.

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Culturally-specific communication plan

- Methods for communicating with culturally specific populations in an emergency
 - Conduct culturally relevant community assessments
 - Create a written plan describing how to communicate with each community (efficiently and culturally appropriate)
 - Participate in community events and/or gatherings to increase emergency preparedness

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Need Assessment

- Nine Community-Based Organizations (CBOs) engaged in emergency preparedness work with their constituents
- 12 cultural/language groups in Multnomah, Washington, Tillamook, Clatsop, Clark, and Clackamas counties

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Assessment continued

- CBOs conducted culturally relevant needs assessments to determine
 - ✓ existing communications methods
 - ✓ likely responses to emergencies
 - ✓ considerations that influence their response to an emergency
 - ✓ preparedness awareness levels and needs in the defined community

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Assessment continued

- Barrier: General public mistrust of information & instructions given by all levels of government
- Public info systems for populations outside majority culture have been mostly left out of emergency preparedness
- Financial Constraints – Lack of money affects ability to prepare.
- Impact on Response:
 - Need to apply additional resources to achieve usual and expected emergency response
 - Need to provide extraordinary resources to overcome problems experienced by “left out” populations

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Education and Outreach

- Emergency pocket guides and preparedness fact sheets in 12 different languages
- Partnered with community agencies in cultural events to raise community awareness
- Education and training need to be sensitive to community- experienced trauma and available to communities as part of overall communications plan.

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COAD

“To provide guidance to community organizations in their efforts to meet the needs of citizens during the response and recovery phases of a disaster”

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COAD

Memorandum of Understanding (MOU) with 30 Community-Based Organizations (CBOs) and Non-Governmental Organizations (NGOs)

■ NGOs	■ CBOs
– American Red Cross, Lutheran Disaster Response NW, Medical Teams International, 211, Salvation Army	– Catholic Charities, African American Health Coalition, Asian Health Service Center, IRCO, ROSS, Hacienda

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Building Trust

"If we can shake hands before an event,
we won't be pointing fingers afterwards!"

--Mike Sylves
Past President
IAEM

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COAD

- Training and Exercise
 - Engage CBOs and NGOs participation
- Disaster preparedness and outreach plan
- Develop an Emergency Coordination Plan
- Opportunity for volunteer programs and CERT/NET teams

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COAD: Training and Exercise

- Professional development classes
 - Incident Command Systems (ICS)
 - National Incident Management Systems (NIMS)
 - First Aid & CPR
 - Other optional trainings
- Tabletop exercises

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COAD: Disaster preparedness and outreach plan

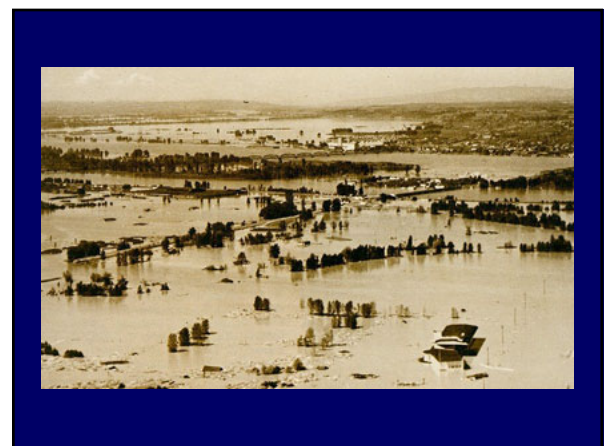
- Continue to develop emergency preparedness material in different languages
- Work with media outlets
- Train-the-trainer for individual communities
- Annual exercise that involves NGOs, CBOs, Multnomah County departments
- "Know your disasters" preparedness campaign

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COAD: Emergency Coordination Plan

- To provide guidance to community organizations in their efforts to meet the unmet needs of citizens
- Emergency Coordination Plan is in the final phase of approval and implementation

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COAD: volunteers and CERT/NET teams

- COAD will provide opportunity for community agencies and individuals to volunteer or become a member of a CERT or NET team
- COAD will provide all training

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Can YOU help?

Ask me about forming a CERT team in your neighborhood!



General Findings

The most effect way to engage people in communities outside of the major culture is to work through people and organizations known and trusted by community members.

Community Based Organizations can serve as a link to broad cultural groups.

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