

**Personal Preparedness Initiative Seminar**  
**Nationals Park on May 15, 2015 from 9:00 a.m. to 3:00 p.m.**

**Background –**

The PPI Seminar will highlight findings from stakeholder groups and recommendations for enhancing personal preparedness and emergency notification practices in Washington DC and throughout the National Capital Region. The seminar will present the results from an MWCOG-sponsored project investigating current and potential practices related to preparing individuals and families for emergencies. The Seminar will feature subject matter experts who will discuss lessons learned and areas for improvement on the following topics, Emergency Notification, High-tech, Low-tech, No-tech: Communication Strategies, User Communities, Next Steps and the Road Ahead. The Seminar will also provide a forum for the exchange of ideas by attendees.

Invited panelists include professionals representing Emergency Management, the Private Sector, the Academic Community, Federal Government, the District, Maryland, Virginia and New York City.

**Issues/Implications –**

As a result of the Seminar there is an opportunity for the NCR to revisit the “Be Ready Make a Plan” Campaign as an outcome. An updated NCR campaign could integrate social media and other new communication methods being used since the initial campaign. Studies show that persons are getting more and more of their information from social media. As part of the NCR commitment to personal preparedness, education on sheltering in place and evacuation an updated campaign can allow the region to explore the use of social media and alternative methods of communication and outreach to the whole community.

It is believed that it would be beneficial to have key information from the PPI seminar including web links to information from the Preparedness seminar housed on the MWCOG website so that persons in the region could easily access information as well as include the link on NCR jurisdictional websites.

**Questions for discussion -**

1. Is there interest and/or support for undertaking a new “Be Ready Make A Plan” outreach campaign?
2. Is there support from MWCOG to host information from the Seminar on its website?