



National Preparedness Month

September 2008

NCR Preparedness

Presented by:
Merni Fitzgerald, chair
R-ESF 15: External Affairs



National Preparedness Month

Key Activities:

- Jurisdictions across the NCR are conducting various events to promote and celebrate National Preparedness Month 2008.

NCR Citizen Emergency Preparedness Events Summer 2008 (May-September)

District of Columbia

September 3

- District of Columbia National Preparedness Month Kick off Fair: 12 p.m. - 2 p.m., Franklin Square Park, between K and I streets and 13th and 14th streets, N.W.
- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 10 a.m. - 1 p.m., US Department of Labor, Frances Perkins Building, 200 Constitution Ave., N.W. *
- "Get Informed" Day - sign up at www.7hours.dc.gov to receive emergency text alerts.

September 4

- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 11 a.m. - 1 p.m., US Department of Treasury, 1500 Pennsylvania Avenue, N.W.
- Elderfest, 10 a.m. - 3 p.m., Freedom Plaza, Pennsylvania Avenue between 13th and 14th Streets, N.W.

September 6

- Multicultural Preparedness Fair: 10 a.m. - 2 p.m., Powell Elementary School, 1350 Upshur St., N.W.

September 9

- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 11 a.m. - 1 p.m., US Transportation Security Administration, 601 S. 12th Street, Arlington, VA *

September 10

- "Make a Plan" Day - Visit www.7hours.dc.gov to learn how

September 11

- Serve DC Patriot's Day Observance, Trinidad Recreation Center, 1310 Childress Street, N.E.

September 15

- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 9 a.m. - 1:30 p.m., General Services Administration, 301 7th Street, S.W. *

September 16

- American Public Health Association Annual Get Ready Day: 3:30 p.m. - 5 p.m., CentroNia Main Office, 1420 Columbia Road, N.W.

September 17

- The George Washington University Safety Expo: 11 a.m. - 3 p.m., University Yard at Foggy Bottom, H Street, N.W. between 20th and 21st Streets.
- International Monetary Fund Preparedness Presentation: 1 p.m. - 2 p.m., IMF Auditorium, 700 19th Street, N.W. *
- Environmental Protection Agency (EPA) Employee Outreach Fair: 11 a.m. - 2 p.m., EPA *
- "Make an Emergency Kit" Day - visit www.7hours.dc.gov to learn how

September 18

- National Preparedness Awareness Day: 10 a.m. - 2 p.m., the Hart Senate Office Building, Constitution Avenue between 1st and 2nd Streets, N.E. *
- 2008 Partners in Preparedness Symposium: How Ready Are You? 8 a.m. - 5 p.m., 1825 Connecticut Avenue, N.W.
- Safety, Security and Emergency Preparedness Branch of the Administrative Office of the U. S. Courts Preparedness Forum: (time-TBD), Thurgood Marshall Federal Judicial Building at One Columbia Circle *

September 20

- SAVU (Smoke Alarm Verification and Utilization program); location (TBA)

September 22

- U. S. Department of Justice Lunch and Learn: 11:30 a.m. - 1 p.m., Department of Justice, Robert F. Kennedy Building, 950 Pennsylvania Avenue, N.W. *

September 22-26

- CERT General Public Session (training), 441 4th Street, N.W., 11th floor Conference Suite; To register: (202) 727-8965

September 23

- District of Columbia and Golden Triangle BID Emergency Preparedness Fair: 12 p.m. - 2 p.m., Farragut Square Park, 17th and K Streets, N.W.
- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 11 a.m. - 1 p.m., Government Accountability Office, 441 G Street, N.W. *

September 24

- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 10:30 a.m. - 1:30 p.m., US Pentagon *
- "Be Aware" Day - visit www.7hours.dc.gov to learn more about how to protect yourself and your family by being aware of your surroundings wherever you are.

September 25

- FEMA ONCRC National Preparedness Month Roadshow & Serve DC Outreach Fair: 11 a.m. - 1 p.m., US Department of Treasury, 25 New York Avenue, N.W. *

September 27

- CPR Training: 10 a.m. - 2 p.m. and 1 p.m. - 2 p.m., Old Council Chambers, 441 4th Street, N.W.; to register, contact Regina Moran, Serve DC, (202) 727-0709, Regina.Moran@dc.gov or Ops Clegg, Department of Health, (202) 671-0692, Ops.Clegg@dc.gov.

September 29

- Understanding State, Local and Private Sector Roles During Times of National Crisis, HSEMA Director Darrell Damed, featured speaker: 10 a.m. - 11 a.m., General Services Administration, 301 7th Street, S.W. *

September 30





National Preparedness Month

Key Activities:

- The Make a Plan Web site, which was created for “Be Ready. Make a Plan,” has been **updated with new content.**

Information about **preparing for specific emergencies** was added, and the text alert systems are featured more prominently.

R-ESF 15 will be conducting **Internet advertising to drive traffic** to the site starting this fall and into next summer.

www.MakeaPlan.org



National Preparedness Month

Key Activities:

- To raise awareness about emergency preparedness and drive traffic to the “Be Ready. Make a Plan” Web site, **15 cars, trucks and SUVs** were wrapped with campaign advertising. These vehicles will be on the road through June 2009.



National Preparedness Month

Key Activities:

- **Z-cards were printed** with updated contact information for individual jurisdictions.



www.makeaplan.org

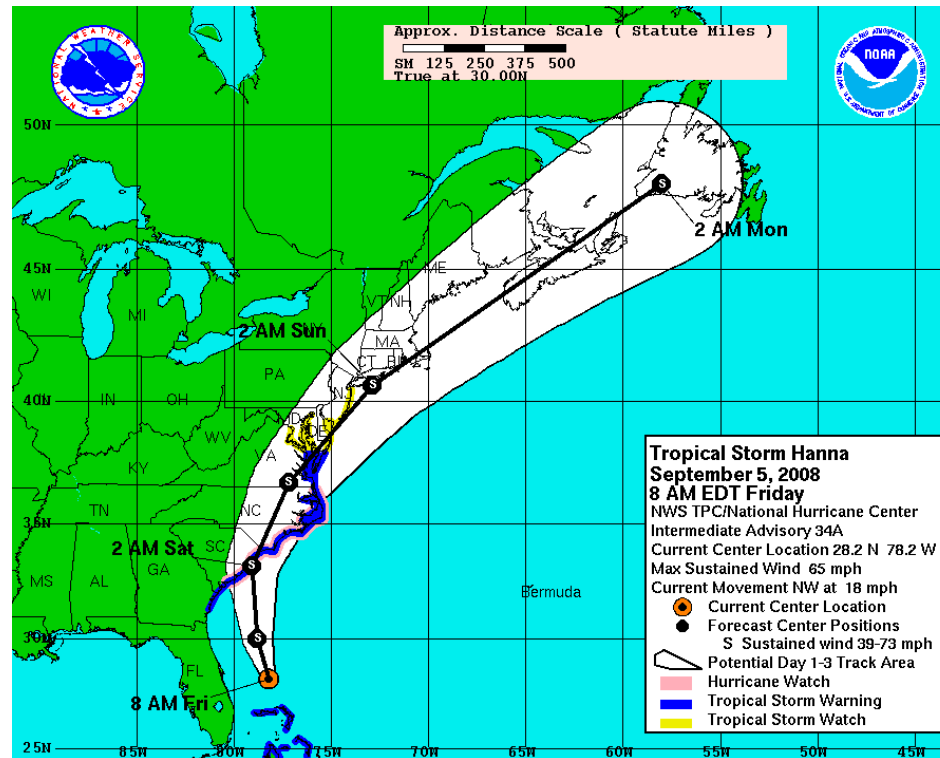




National Preparedness Month

Key Activities:

- Tropical Storm Hanna was a “teachable moment” for emergency preparedness throughout the National Capital Region.



Still on the way...

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Josephine

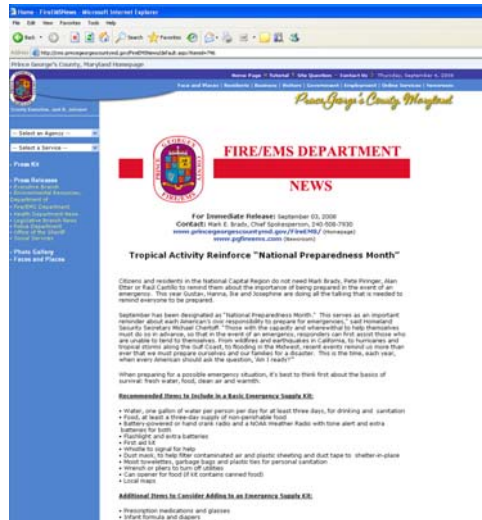




National Preparedness Month

Key Activities:

- **Regional news release** was issued to media in the National Capital Region encouraging the public to prepare.
- Numerous **jurisdictions also did localized news releases** about National Preparedness Month and used the rash of tropical storms and hurricanes to promote the preparedness message.



Virginia Department of Emergency Management News Release

CONTACTS:
Bob Spenser, VDEM (804) 676-2400
For Release at 9:00 AM
Sept. 8, 2008

Citizens Should Prepare Homes Before Tropical Storm Hanna Arrives

RICHMOND, Va. - Citizens still have time to prepare their families, homes and property for the potentially damaging impacts of Tropical Storm Hanna, which could bring dangerous winds, tornadoes and flash floods to Virginia Saturday morning. "The potential for tornadoes and flash floods with this storm is very real," said Michael Cline, state coordinator for the Virginia Department of Emergency Management. "Falling trees could also cause widespread power outages, so you should be prepared to be without power, telephone, water or other utilities."

State officials offer the following advice to protect lives and reduce damage before, during and after the hurricane.

Before the storm

- Floods cause more damage and loss of life nationwide than any other natural disaster. If you live in an area subject to flooding, then you need to be prepared.
- Learn the safest route from your home to a safe shelter from the high winds or flooding. If there is a flood, you may only have minutes to get to safety.
- Have a battery-powered radio to stay informed in case the power goes out. Consider purchasing a NOAA Weather Radio for National Weather Service reports and severe weather warnings.
- Pre-pack a hurricane supplies kit with a minimum three-day supply of essential items such as water, non-perishable food, first-aid kit and extra batteries.
- Trim back dead or weak tree branches and secure garbage cans, lawn furniture or anything that could become airborne and cause damage.
- Fasten exterior items securely to your home to prevent them from becoming flying debris. Move loose items indoors.
- Caulk/put weather stripping to all doors and windows to prevent wind from entering.
- Install impact-resistant shutters or have shutters and mountings ready for all windows and doors.
- Make all entry doors impact resistant by installing dead and bolt bolts with a minimum one-inch bolt length into solid material to guard against wind pressure and to improve security.
- Make an itemized list of all your personal property for insurance verification purposes.

Heavy rain occur

- Keep your battery-powered radio tuned to a local station and follow all instructions. If you are told to evacuate, move out of the house or building to safe, high ground.
- Be aware that floods are deceptive. Avoid known flooded areas. Floodwaters that are above your knees are dangerous. Turn around and go back to higher ground.
- If you find floodwaters on the road while driving, turn around and find another route. The road could be washed out and rapidly rising water could lift your car and carry it away.

In addition, Virginia Dominion Power offers the following advice for homes affected by a power outage.

- Turn off major appliances such as heat pumps, water heaters and stoves. Unplug other appliances such as televisions, stereos, microwaves and computers. This will prevent damage to the appliance and possible overloads to the company's system when power is restored.
- Disconnect cable lines from televisions and stereos. This will prevent lightning damage to these items.
- Leave one lamp or light on so you will know when power is restored.



Preparedness Poll



So How Prepared is the NCR?

Preparedness Poll

Objectives:

- To track any shifts in attitudes and behaviors among NCR residents on emergency preparedness issues since 2005.
- To better utilize UASI funding by understanding residents' level of preparedness and motivations to become better prepared.

Methodology:

A random and representative telephone survey was conducted among 1,801 adult residents of the National Capital Region in June 2008.



Preparedness Poll

Key Findings:

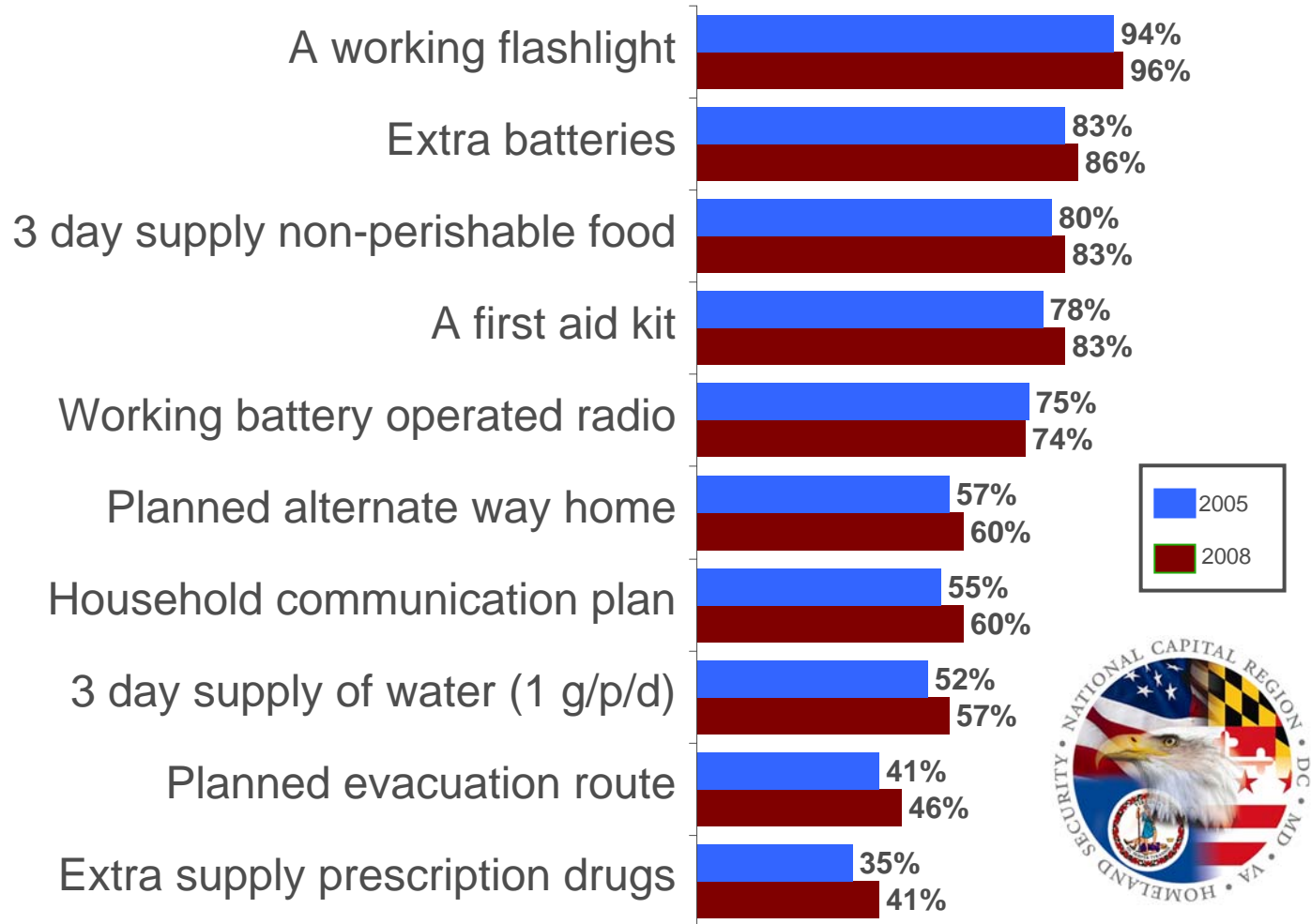
- There have been positive gains since 2005:
 - The number of NCR residents who have key emergency supplies increased.
 - The number of residents who are aware of their school or workplace emergency plans increased.





Preparedness Poll

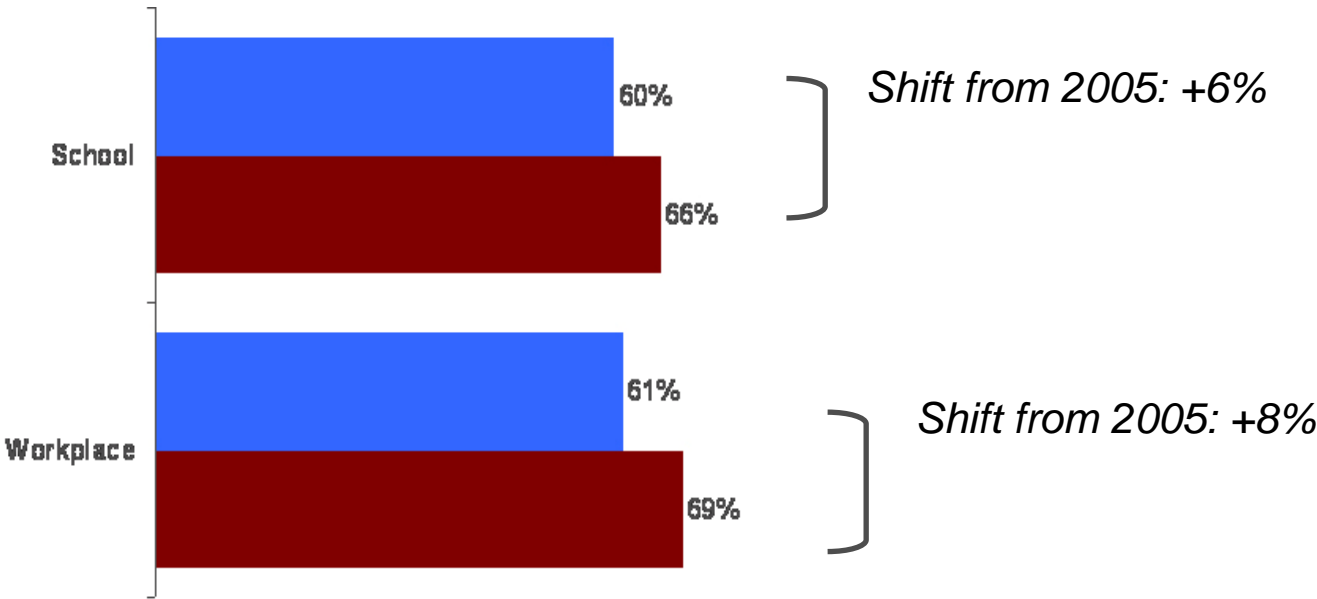
Many households have many of the key emergency supplies recommended, including food, flashlight, radio and water.





Preparedness Poll

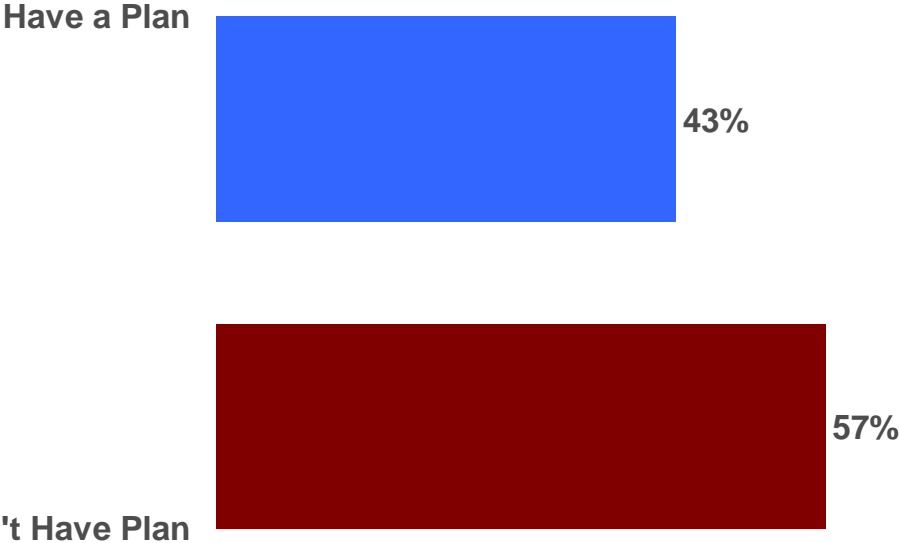
Since 2005, **more residents** are **aware of emergency plans** from schools and employers.



Preparedness Poll

Personal Emergency Plans:

Majority of Residents Do Not Have Plans

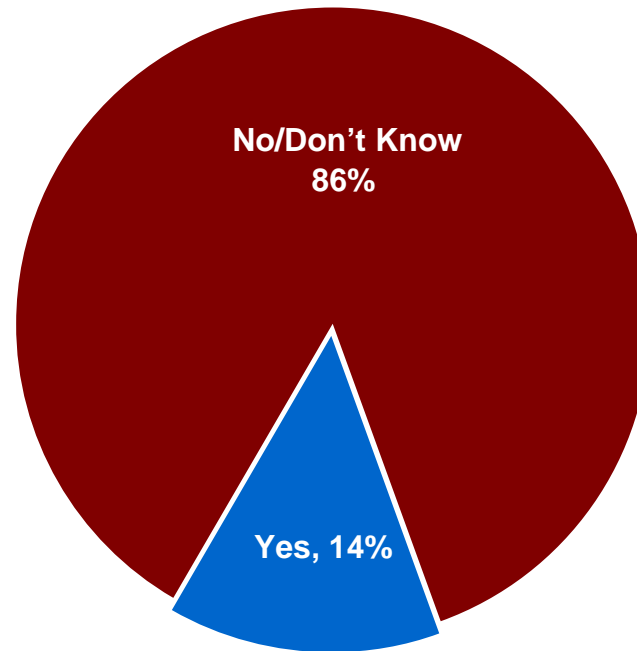


Preparedness Poll

Text Alert Systems:

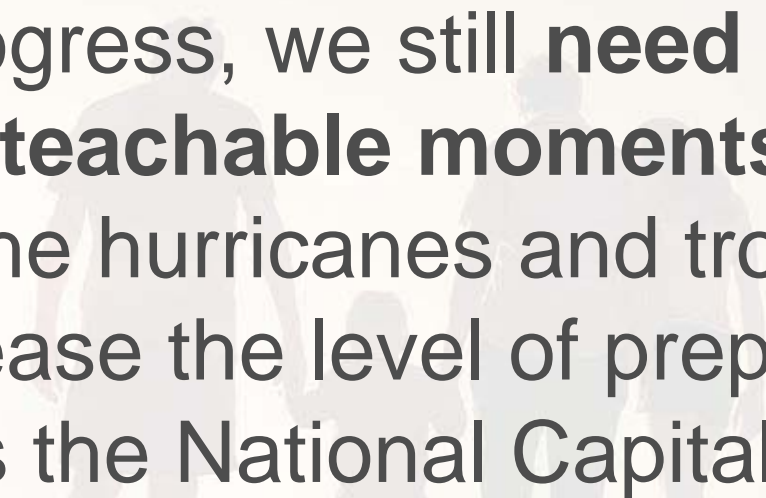
- A little more than 1-in-10 (14%) say they have subscribed to their local system.

Have you
signed up
for the
free
message
alert
system?





National Preparedness Month



Despite progress, we still **need to do more** and **use teachable moments** like we've had with the hurricanes and tropical storms to increase the level of preparedness across the National Capital Region.

Questions?

Merni Fitzgerald, chair
R-ESF 15

