



SCHOOL OF PUBLIC HEALTH
UNIVERSITY AT ALBANY State University of New York

University at Albany
Center for Public Health Preparedness
Grand Rounds Series

April 10, 2008

***Alternative Marketing to Prepare
Vulnerable Populations***

The Prepare to Prosper Approach

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Responding to Disasters (CARD)**

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Evaluation

www.UAlbanyCPHP.org/evals

**Nursing Contact Hours,
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Learning Objectives

- Learn why traditional threat-based preparedness has never achieved positive, sustainable results
- Understand the important distinctions between emergency preparedness and disaster response
- Learn the 7 key components of effective outreach
- Understand why the context for preparedness action is critical

What's Really At Stake

**The Scenario:
A contagious disease with a high mortality
rate is spreading across the country - but a
kitchen-table cure is found!**

The Cure:

- Grind up a peppermint
- Mix with ¼ tsp. lemon juice
- Hold under tongue for 15 seconds

Issues You'll Face:

- Distrust of message and messengers
- Access to and distribution of supplies
- Language barriers
- Cognitive and physical ability to act
- Compliance/enforcement

The Reality

The health of our nation is linked to our ability to reach, serve, and include diverse communities.

Thank You!



CARD History

- Media Attention – 1989 Loma Prieta Earthquake.
- Despite great effort, traditional response organizations could not address immediate, short-term or long-term needs for the most vulnerable residents.

CARD History


Three Alameda County agencies championed having nonprofits unite for preparedness and response for vulnerable communities [Eden Information and Research, Emergency Services Network (ESN), Building Opportunities for Self Sufficiency (BOSS)]

- United Way of the Bay Area brought together hundreds of Bay Area nonprofit leaders.

CARD History

CARD was created


- *BY* local communities
- *FOR* local community agencies



and works *WITH* community agencies and committed partners to fulfill a vision of a prepared, inclusive, resilient, humane society.

CARD's Philosophy

Prepare to Prosper!



A rose by any other name...

Disaster Preparedness For:

- People with special needs
- Vulnerable populations
- At-risk residents
- Marginalized communities
- Hard-to-reach clients
- Underserved constituents
- Individuals with unmet needs

People with Special Needs

- Physically disabled
- Mentally/Cognitively disabled
- Blind, visually impaired, low vision
- Deaf, hearing impaired, hard-of-hearing
- Seniors and/or frail elderly
- Children, infants, unattended minors



People with Special Needs

- Poor, without resources, extremely low income
- Homeless or shelter dependent
- Owners or guardians of pets/animals
- Limited English proficiency, monolingual
- Culturally isolated



People with Special Needs

- Emergent Special Needs
- Medically compromised or contagious
- Transient needs



People with Special Needs

- People fearful of or refusing services from government agencies or unfamiliar organizations
- Chemically dependent
- Ex-convicts and clients of the criminal justice system



CARD Core Trainings

- Basic Agency Emergency Plan
- Incident Command System (ICS) for Community Responders
- Personal Emergency Preparedness
- Disaster Exercise Scenario / hands-on practice
- Shelter-in-Place
- CARD Basics

PERSONAL PREPAREDNESS

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Overview

- 1 Importance of Your Emergency Plans
- 2 Your Family Disaster Plan
- 3 Your Personal Emergency Plan
- 4 Testing Your Preparedness Plans

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<http://www.ualbanycphp.org/learning/registration/tab.cfm?course=pep&s=Overview>

CARD Core Trainings

CARD classes and services are created as part of a “use no fear” empowerment-based curriculum designed to address the cultural, social and financial needs and learning styles of our diverse society.



Traditional Public Preparedness


- **Message:** Prepare for Disasters (storms, floods, fires, earthquakes, pandemic flu, terrorism, etc.)
- **Messenger:** American Red Cross, local government, DHS, etc.
- **Medium/Media of Delivery:** Mass media, brochures, websites

Traditional Public Preparedness

- **What to do:** Get a kit. Make a plan. Be informed.
- **Why to do it:** We are the experts; this is what you should do.
- **How to do it:** Get the items we list. Figure out what you are going to do. Take preparedness classes.
- **Timing:** Continuous, but more intense efforts follow disasters

Traditional Public Preparedness

Surveys consistently show that most Americans remain unprepared.



Actions to Take

What to do? Why? How?

<p>Examples:</p> <ul style="list-style-type: none"> • Evacuate • Get Treated • Drop, Cover & Hold • Shelter In Place • Visit our website 	<p>Consider now how to relay to:</p> <ul style="list-style-type: none"> • Poor/low income people • Spanish speakers • Disabled veterans • Frail seniors • Blind/visually impaired
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Ignored Realities

Form Follows Function

- Disaster Response ≠ Emergency Preparedness/Prevention
- Mass Care ≠ Special Care
- National Initiatives ≠ Local Capacity

Disaster Response Agency Limitations

- Top-down command structure
- Disaster focused, driven by political/financial engines
- Success depends on compliance, standardization, shared protocols, etc.
- Challenged by change and bureaucracy
- Almost no day-to-day access to the most vulnerable people, little ability to influence behavior.

Why Context is Critical

Positive Action	Negative Reason
Get prepared for disasters...	...because floods, flu, etc. is coming!
Feed your children healthy foods...	...or people will say you're a bad parent
Be loving toward your spouse...	...because a divorce is really expensive.
Be a friendly coworker...	...otherwise they will stab you in the back.

What You Already Know...

Every Message Appeals to a:

- | | |
|--------|----------|
| • Want | • Desire |
| • Need | • Fear |

Positive Messaging



Positive Messaging



Traditional Messaging



Traditional Messaging



Traditional Messaging

Mass Violence > Technological Disasters > Natural Disasters



Traditional Messaging



Positive Messaging



Positive Messaging



Traditional Messaging to the Public

1. Have a Plan
2. Get a Kit
3. Be Informed

Pro: Looks and sounds easy

Pro: Widespread agreement

Con: Resource heavy (money, time, etc.)

Con: Most people don't plan ahead

CARD's Approach: 'Non-Traditional' Messaging

- A. Think
- B. Communicate
- C. Mobilize

Pro: Creates multiple immediate benefits

Pro: Applicable to all cultures

Con: Trainer requires higher level of training

Pro/Con: Different than traditional approach



7 Components of Effective Outreach

- Message: Freedom for India
- Messenger: Mohandas K. Gandhi
- Medium/Media of Delivery: Public address, *word of mouth*
- What to do: Civil disobedience
- Why to do it: Take away the justification of violence from our oppressors
- How to do it: March, collect salt, defy orders without violence
- Timing: Continuous



Successful Messaging Factors

- Appealing and empowering message for all of India
- Message delivered by people from the community
- Messages were tailored to each community
- Actions addressed immediate needs, created new opportunities, and united previously divided communities.
- The vision was owned by the people of India.

Preparedness Possibilities: You Can...

- Say **NO** to fear and threat-based preparedness messages.
- Advocate for direct service providers to have culturally appropriate preparedness for themselves and their consumers as a funded deliverable.

Don't Prepare for Disasters Prepare for Peace & Prosperity!

- Ask not what first responders should do to respond after we've become victims –
 - Ask what you can do to stop that first vulnerable person from becoming a victim.
- Embrace preparedness from the contexts of health, leadership, love, economic development, community building or peace.

CARD Supporters!

United Way of the Bay Area
Alameda County Operational Area
Alameda County Public Health Dept.
Walter and Elise Haas Fund
Pacific Gas and Electric Company
East Bay Community Foundation
San Francisco Foundation
City of San Leandro
City of Oakland
City of Dublin
U.C. Berkeley Center for Infectious Disease
Preparedness (CIDP)

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Evaluation

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