

READY ✓ Lee County

Is the public **READY** ✓
to respond if Lee County has:

- Natural Disasters
- Man-made Disasters
- Pandemic Flu



Concept Meetings

Over the past three months several groups and organizations have come together lead by EAMC to consider community implications regarding disaster preparedness for our citizens.



Community Organizations





PROMOTIONAL STRATEGY

- Plan
- Build Awareness
- Community Collaboration
- Obtaining Funding
- Measure Success



Our objectives are to . . .

- Ensure that **Lee County Citizens** are well prepared for Emergencies.
- **Increase survival rate** and/or reduce the severity of injury.
- Decrease personal and physical trauma as a result of man-made or natural disasters, and **reduce the economic impact.**



Objectives con't

- **Decrease or prevent possible surge** of non-emergency consumers to Hospital and Medical Clinics during a disaster.
- Increase number of **completed disaster plans & kits.**



**Enjoys a relationship
that builds
on partner resources.**

**EACH GROUP
REPRESENTED
HERE TODAY!**



**How do we communicate the
message and educate the public?**

Groups that need to be addressed

PRIORITY 1 Healthcare
PRIORITY 2 Schools
PRIORITY 3 Government
PRIORITY 4 Business, Industry
& Faith Based Organizations
PRIORITY 5 Individual & Families



What is the PLAN?

- Community Collaboration
- Develop a Unified Message
- Obtain Funding
- Identify the Promotional Strategy
- Select a representative from each targeted group and test with public engagement pilot
- Revise and Finalize
- Build Awareness
- Measure Success



**These organizations currently support
one or more elements of CDE:**

- **American Red Cross**—wide range of CDE courses & web based information
- **EMA**—Disaster Education through schools and Citizen's Corp
- **Public Health**—The Center for Emergency Preparedness is currently offering new trainings for health care professionals, first responders and hospital personnel.
- **Alabama Cooperative Extension Service**—The Extension Disaster Education Network (EDEN) is a collaborative multi-state effort by Extension Services across the country to improve the delivery of services to citizens affected by disasters.

EACH GROUP ALSO OFFERS WEB BASED EDUCATION



**Get a Kit.
Make a Plan.
Be Informed.**

- <http://www.ready.gov/>
- <http://www.redcross.org/services/prepare>
- <http://www.adph.org/CEP/>
- <http://eden.lsu.edu/abouteden/>



TIMELINE



APR	– Develop a Unified Message
MAY	– Obtain Funding
JUN	– Public Engagement Pilot
JUL	– Revise and Finalize
AUG	– Build Awareness
SEP	– Launch Campaign
OCT	– Measure Success

**September is
National
Preparedness
Month**
Get a Kit, Make a Plan,
Be Informed and
Get Involved



Unified Message

READY ✓ Lee County

Prepare. Plan. Stay Informed.



Obtain Funding

- Community Education Guides
- Brochures, Flyers, & Promotional Literature
- Copying
- Postage
- Newspaper Ads
- Miscellaneous



Public Engagement Pilots

1. Healthcare
2. Schools
3. Government
4. Business, Industry & Faith Based Organizations
5. Individual & Families



What happens in a Public Engagement Pilot?



Formulating
Continuity of Operations
(COOP) Plan

Organizations are encouraged to develop a COOP Plan to meet their own needs and requirements.

- **PHASE I: ACTIVATION AND RELOCATION**
 1. Decision Process
 2. Alert, Notification, & Implementation Process
 3. Leadership
 - a. Orders of Succession
 - b. Delegations of Authority
 - c. Devolution
- **B. PHASE II: ALTERNATE FACILITY OPERATIONS**
 1. Mission Critical Systems
 2. Vital Files, Records, and Databases
- **C. PHASE III: RECONSTITUTION**



Other Considerations:

- **Plan for the impact of a disaster:**
 - on your business
 - on your employees & customers
- **Establish policies to be implemented during a disaster**



- **Communicate to and educate your employees**
- **Coordinate with external organizations and help your community**



Healthcare-Public Engagement Pilot

Azalea Place


- Azalea Place Retirement Living offers thirty one- or two-bedroom cottages
- Azalea Place accommodates their assisted living residents in its 39-bed residence.
- Azalea Place is the community of choice for those who are fairly independent, need a little assistance.





Schools-Public Engagement Pilot



University Daycare LLC
 2454 E University Dr, Auburn
 Approximately 160 children & 40 after school care students




Government -Public Engagement Pilot



City of Smiths Station
 Three full-time employees, four part-time employees and five council members

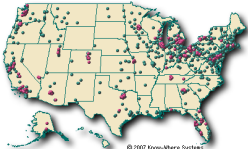
Mayor LaFaye Dellinger
 Council members: George Stringer, Jr., Morris Jackson, James T. Moody, Richard A. Cooley, & Bob Sawyer
 Clerk Jerry Bentley
 Attorney Richard L. Chancey



Industry-Public Engagement Pilot

JO-ANN™

3101 Anderson Rd, Opelika
 Operates two shifts with approximately 200 employees.



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Faith Based Organization-Public Engagement Pilot

First Baptist Church of Opelika

- Average Weekly Sunday School Attendance 1574
- Average Sunday Morning Worship Attendance 1999
- Average Sunday Evening Worship Attendance 563





Individual-Public Engagement Pilots




Individual-Public Engagement Pilots

Stay Informed.



Prepare. Plan.





Family-Public Engagement Pilot




Build Awareness

- Newspapers
- Radio, Television, & Cable
- Websites
- Marques
- Chambers



September is...
National Preparedness Month
Get a Kit, Make a Plan, Be Informed and Get Involved

Our goal is that
 by the end of September
 the citizens of Lee County
 will know how to
Prepare. Plan. Stay Informed.