Diversity – Equity – Inclusion:
Prepared to Prosper & Ready for Resilience

Presented:
September 29th, 2020
NTHMP MES Virtual Meeting

Presented by:
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Today

• **Topics:**
  – OES Success in Diversity, Equity, Inclusion
  – Effective diversity and inclusion in your work
    • How do you measure your effectiveness?
  – Solutions, Solutions, Solutions!

• **Requests:**
  – Be Open and Courageous!
  – Answer **ALL** questions
  – **Accept that change is needed, necessary, and normal**
Intros

• Ana-Marie & The Prepare to Prosper Approach

• Chat Introductions:
  – Your name & title
  – Your organization name
  – Years involved in disaster/emergency management work
  – Your goal for this presentation

Please use the chat function to share your thoughts, ah-ha moments, insights, resources, etc.
Where Are You?

...related to changing how you think and what you share about emergencies and disaster readiness and resilience?

Law of Diffusion of Innovation

- 34% Early Majority
- 34% Late Majority
- 13.5% Early Adopter
- 13.5% Laggards
- 2.5% Innovator
- 2.5% Vocal Resistance

C.A.V.E. Dwellers...
Consistently
Against
Virtually
Everything
1906 Earthquake, Loma Prieta Earthquake, Oklahoma City, Y2K, 9-11, Hurricane Katrina, SuperStorm Sandy, every school shooting...

The United States has spent over 100 years and many billions of dollars “preparing” using fear and threat of disasters as the framework.
The Traditional Approach

- **Message:** Prepare for Disasters
- **Messengers:** American Red Cross, FEMA, fire departments, government offices/departments of emergency management/services, Department of Homeland Security, etc. *What do these agencies have in common?*
- **Method of Delivery:** Brochures, pamphlets, videos, webinars, websites, conferences, billboards, classes, PSAs, email, social media, etc.
- **What to do:** Get a Kit, Make a Plan, Be Informed/Get Trained
- **Why to do it:** Earthquakes, fires, floods, tsunamis, acts of terrorism and other disasters/emergencies happen. You’re on your own (YoYo) for 3-5 days, maybe even longer.
- **How to do it:** Buy food and water, put together clothes, money, medicine and other essentials. Write down where you will go, who you can call for help, where you will meet. Go to website, register for classes, sign up for our newsletter, etc.
- **Timing:** Disaster anniversaries and immediately after disasters or large emergencies

*2006 American Red Cross survey: 6% “prepared” after a yearlong campaign to commemorate the 1906 earthquake.*
Labeled People – Slide 1:

- Seniors, older residents, frail elderly
- Extremely low income, poor, significantly below the poverty level, and without financial resources
- Blind, visually impaired, low vision
- Single parents, lone guardians with no support systems
- Deaf, hearing impaired, hard-of-hearing (HoH)
- Limited English Proficiency (LEP), monolingual
- Emergent special needs (new needs due to disaster)
- Children, infants, unattended minors, runaways, latchkey kids
- Homeless or shelter dependent - including domestic violence shelters
- Chemically dependent – includes legal and illegal drug dependence issues
- Medically compromised, low immune system, medically fragile, contagious
Labeled People – Slide 2:

- Criminals, registered offenders and other clients of the criminal justice system
- People fearful of (or refusing services from) government, Red Cross or any unfamiliar organization
- Physically disabled - from minor issues to complete dependence on life support
- Mentally/Cognitively disabled - from minor issues to complete dependence on support systems
- Transient needs (tourists, people needing replacement hearing aids or glasses, etc.)
- Owners and guardians of pets/animals, people who make life and death decisions based on animal concerns
- Culturally isolated, with little interaction outside of their chosen community, or with most actions preferred inside their chosen community -- religion, sobriety/recovery, carless, LGBTQ, geography caused isolation, political affiliation, etc.
CARD History & OES Partnership

• 24/7 Media Attention – 1989 Loma Prieta Earthquake pre-empted the World Series.

• Despite great effort – government, Red Cross and traditional response organizations could not address immediate, short-term or long-term needs for the most vulnerable residents. This has always been true.

• CARD was created BY local community agencies, FOR local community agencies, and worked WITH community agencies and committed partners to fulfill on a vision of a prepared, inclusive, resilient, humane society. Coastal Region OES became the champion of this movement.

Lessons Learned:

• The language of fear and threat, and prioritizing future disasters over urgent community needs is not compatible with the cultures, structures and missions of nonprofit, faith, and service agencies and their clients and consumers.

CARD’s philosophy – Prepare to Prosper!

Have everyday brilliance be your disaster resilience.
Passions form around the “Why”

**Traditional Message**
- Prepare for disasters
- Get ready for the “big one!”
- Take classes/trainings
- Get kits, store supplies
- Do exercises and drills

**New Message**
- Become global leaders in a game-changing conversation
- Transform your extended community
- “Walk the Talk” with resilience and safety
- Be a more valued partner with local businesses/government
- Bring unique community perspectives and voices to the preparedness and resilience conversation
- Make your community more fundable for related grants/donations
  - Because You Can!

Because disasters happen! Our lives, homes and families are at risk. Terrorists want to kill us. It’s not a matter of “if” a disaster will happen, it’s “when”...

Color and heart shape added by CARD, based on the model created by Simon Sinek, author of ‘Start with Why’. Modified by CARD, 1-2012.
# The Resilience/Optimism Framework

<table>
<thead>
<tr>
<th>Action</th>
<th>More Pessimistic</th>
<th>More Optimistic</th>
</tr>
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<tbody>
<tr>
<td>Get Prepared</td>
<td>Earthquakes, floods, fires, terrorism, diseases – they are coming. You could die.</td>
<td>Build security, wellness, financial gain, brilliant teamwork, efficiency, love of family, OPPORTUNITY!</td>
</tr>
<tr>
<td>Learn martial arts</td>
<td>Avoid being mugged, raped, beaten, violated. To not become a victim.</td>
<td>Build strength, confidence, flexibility, mental calmness, agility, fun, social interaction.</td>
</tr>
<tr>
<td>Feed your family rice and beans</td>
<td>We are poor. It’s all we can afford. We must cut corners.</td>
<td>It’s a complete protein and a healthy choice. Learn about other cultures and their cuisines.</td>
</tr>
<tr>
<td>Be kind and loving toward your partner</td>
<td>Divorce is expensive. You’ll be financially ruined. Dating is hard, scary, and expensive.</td>
<td>Love. Affection. Desire for a happy, intimate and caring relationship. Because you can.</td>
</tr>
<tr>
<td>Be a friendly and helpful coworker</td>
<td>Because otherwise they will stab you in the back and take your job.</td>
<td>Create a happy and healthy work environment, build stronger relationships, be a great team.</td>
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What You Should Know About Using Fear

• Fear- and threat-based approaches don’t work for long-term, volitional, behavior change.

• “Threat” campaigns such as “Click It or Ticket” CAN work in part because it has teeth - there are consequences for not complying.

• Tragically, fear and threat CAN work well to push products or increase brand recognition. There are still negative consequences. Remember Y2K?

• Fear and threat CAN work in the short-term for some political campaigns because behavior change is not required -- you just have to be scared enough to vote in a particular way. There are still negative consequences.

• Trying to scare and threaten the American Public into compliance has been a multi-billion dollar failure -- D.A.R.E., Scared Straight, Abstinence-Only Education, etc.

Success: 2014 South Napa Earthquake

• Becoming Independent is based in Santa Rosa, California. They serve 900 individuals with Intellectual Disabilities.

• The 6.0 earthquake struck on August 24th, 2014, at 3:20am. Within 30 minutes of the earthquake, Becoming Independent staff had secured their own households.

• 8 Staffers deployed to respond to clients in the impact area.

• Clients were located in Napa, Vallejo, American Canyon, and Sonoma.

• Staff made contact with over 200 clients in the impact area -- face-to-face or by phone.

• Home visits included clearing broken glass, picking up toppled furniture, and ensuring that client homes were safe to occupy.

• One person had to be removed from her house, as it was deemed unsafe to stay.

Readiness is part of their culture, it’s part of how they serve their community. They have woven preparedness into how they empower their staff and clients.
The media rarely seeks out people or incidents that encourage us to be calm, rational or optimistic.

Seth Godin
Solution: Brain Training with Books

- Brain Rules
- The Unthinkable: Who Survives When Disaster Strikes—and Why
- Learned Optimism: How to Change Your Mind and Your Life
- There Was a Fire Here
- The Checklist Manifesto: How to Get Things Right
- Everything Is Obvious: Once You Know the Answer
- The Shock Doctrine: The Rise of Disaster Capitalism
Solution: Embrace the MacGyver Mindset

Brain Training 101: Couch Potato Preparedness
Response Success Stories

THE DAY THE WORLD CAME TO TOWN
9/11 IN GANDER, NEWFOUNDLAND
JIM DEFEDE

Boatlift - Tom Hanks Narrates "An Untold Tale of 9/11 Resilience"

09/11/14
Connection Success Stories

In a New Orleans neighborhood called Versailles, a tight-knit group of Vietnamese Americans overcame obstacles to rebuild after Hurricane Katrina, only to have their homes threatened by a new government-imposed toxic landfill. A VILLAGE CALLED VERSAILLES is the empowering story of how the Versailles people, who have already suffered so much in their lifetime, turn a devastating disaster into a catalyst for change and a chance for a better future.
Solution:

Program Your Cell Phone!

Every person with a cell phone can make a difference in emergency readiness & disaster response.
SWAG Tools & Buy-In - Whistle Success

- Davis Street Family Resource Center – petite woman vs. irate man
- Raphael, injured Marin County jogger – saved by the whistle
- The Volunteer Center of Marin County – volunteer vs. bear
- Stepping Stones Family Growth Center – woman in wheelchair uses whistle
- City of Oakland Senior Walking Program – fear removed, attendance tripled!
- CARD’s office – building fire inspector “Can I take pictures of this?”
- Henry J. Robinson Multi-service Center – Homeless people protecting their children

No one has ever said...

“That brochure saved my life.”
Frameworks...beyond disasters

What will YOU do?
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