



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**

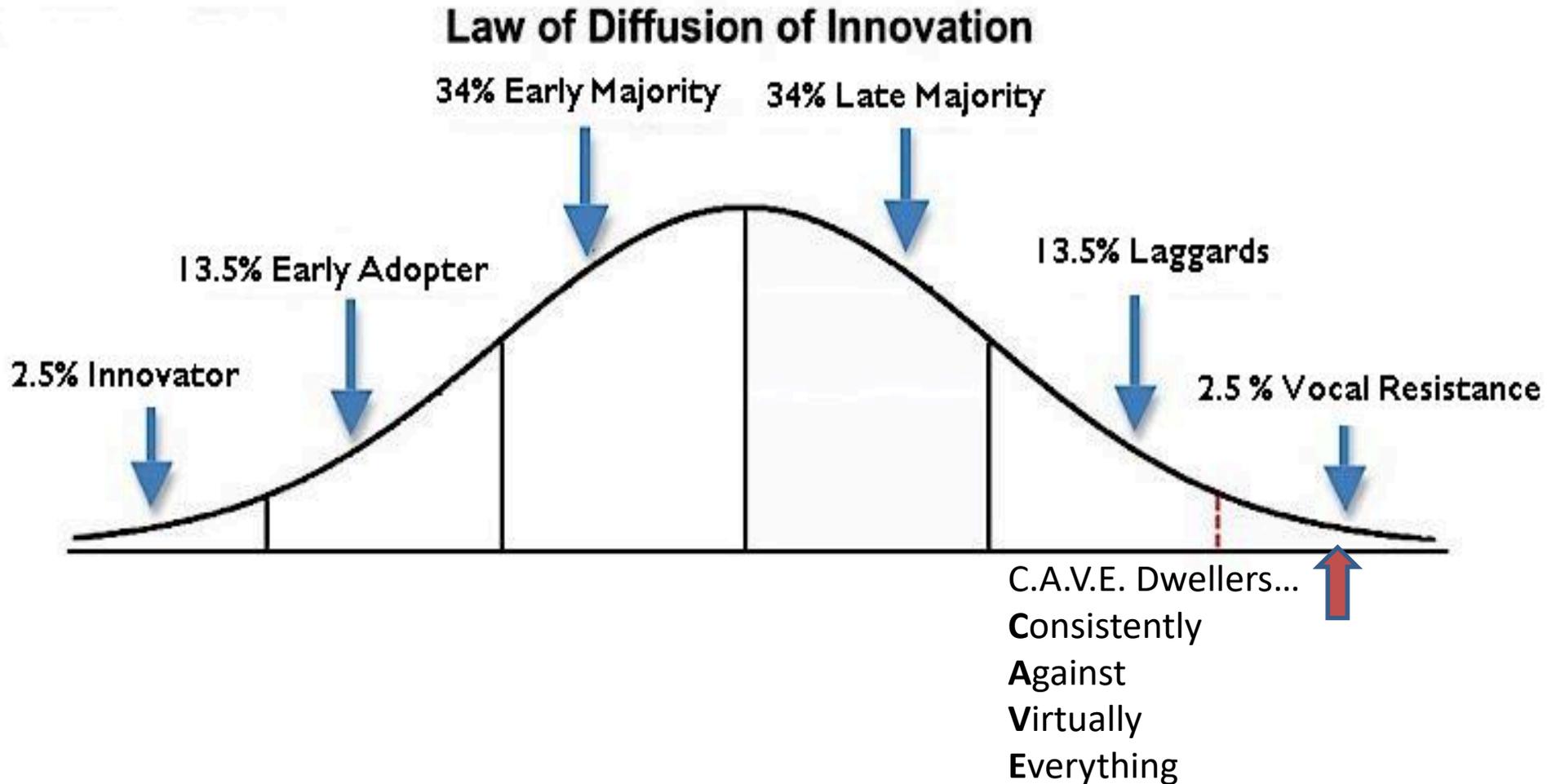
Intros

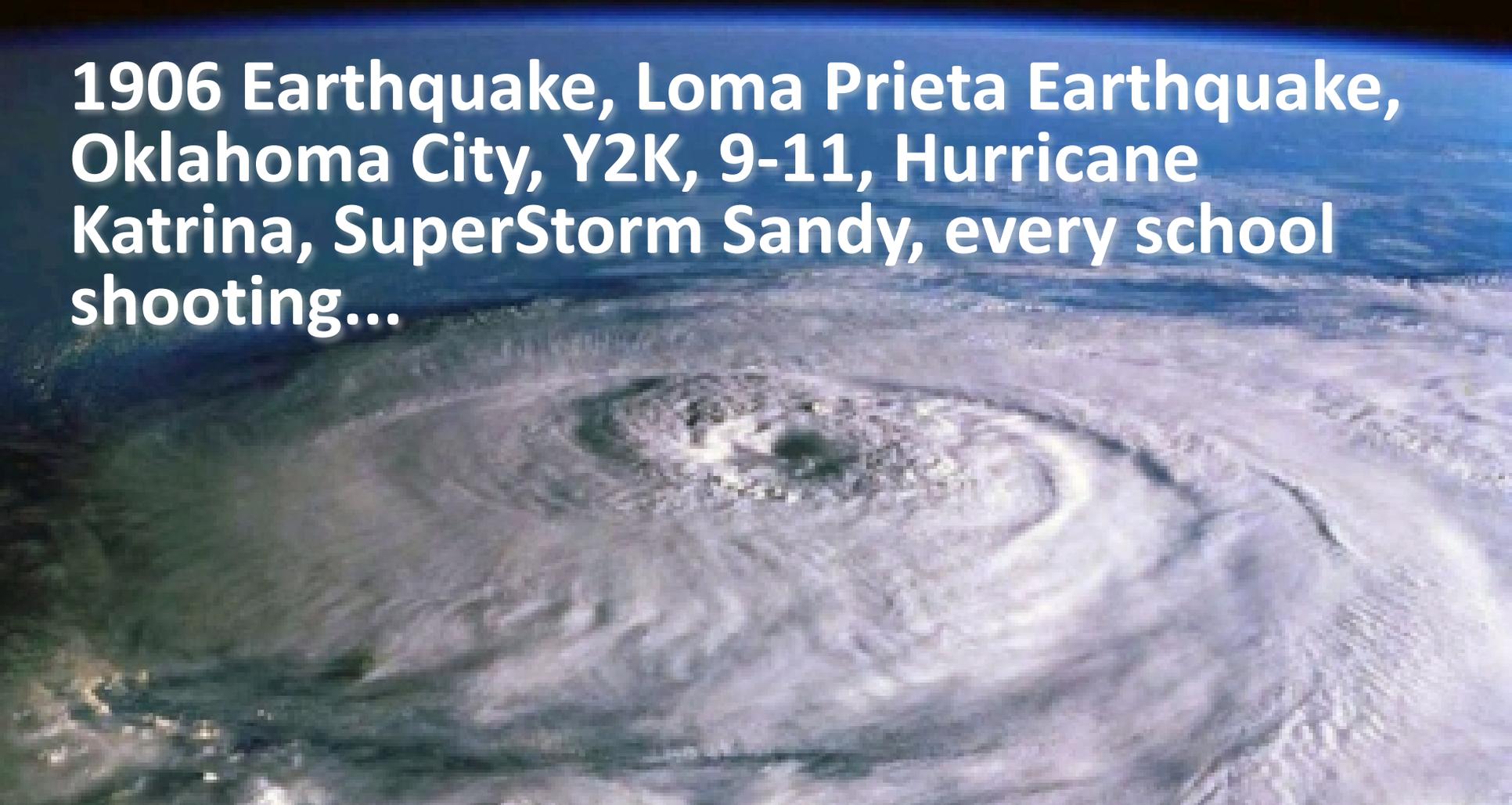
- **Ana-Marie & The Prepare to Prosper Approach**
- **Chat Introductions:**
 - Your name & title
 - Your organization name
 - Years involved in disaster/emergency management work
 - Your goal for this presentation

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?



An aerial photograph of a large, circular crater or impact site in a desert landscape. The crater is filled with a dark, sandy material, and the surrounding terrain is rugged and rocky. The sky is a clear, deep blue.

**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.

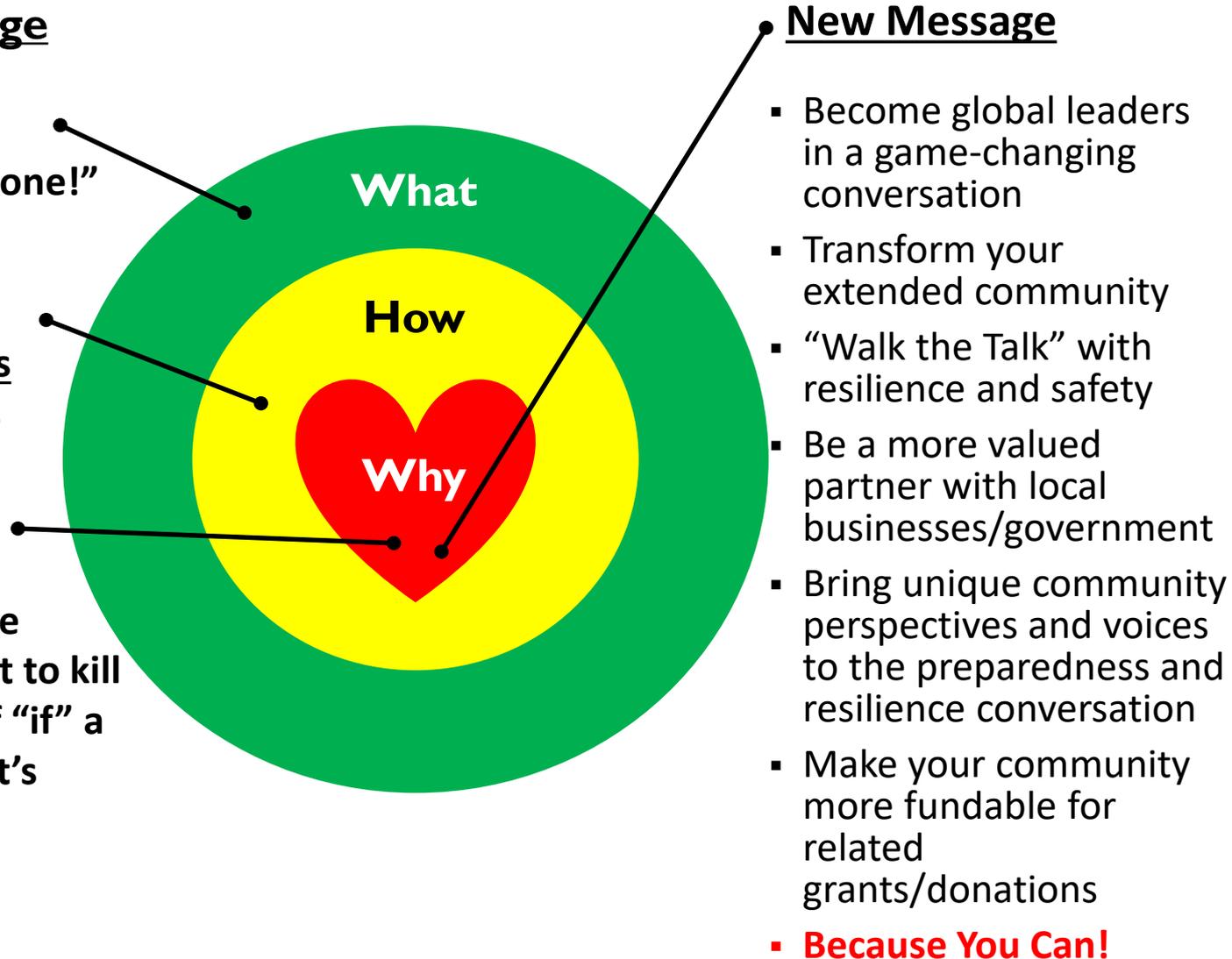
Passions form around the “Why”

Traditional Message

Prepare for disasters
Get ready for the “big one!”

Take classes/trainings
Get kits, store supplies
Do exercises and drills

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”...



The Resilience/Optimism Framework

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

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.
- Using disaster imagery in consumer education STOPS people from taking preparedness action. Visit <http://tinyurl.com/RockyLopesPaper>.

- 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.

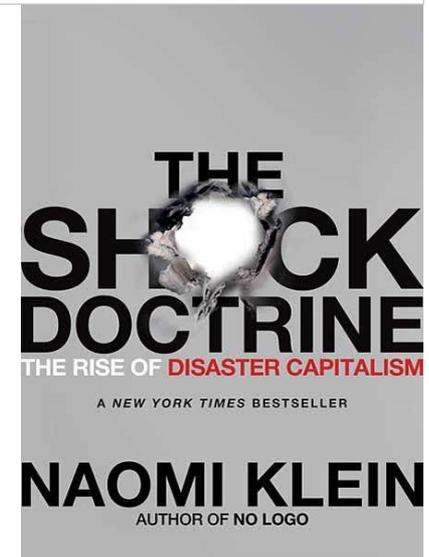
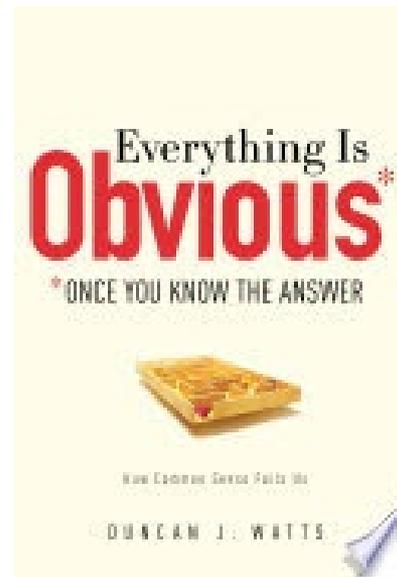
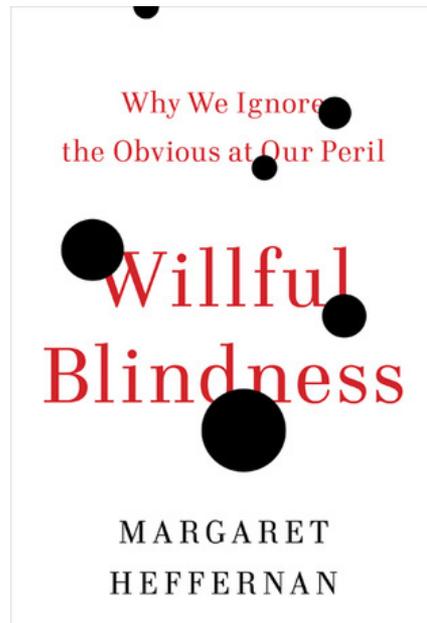
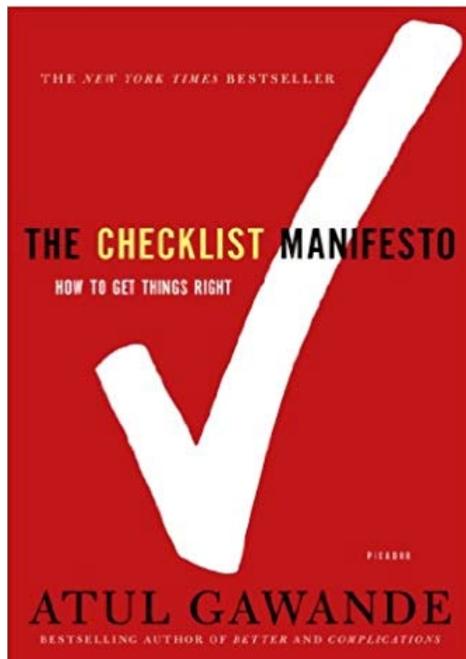
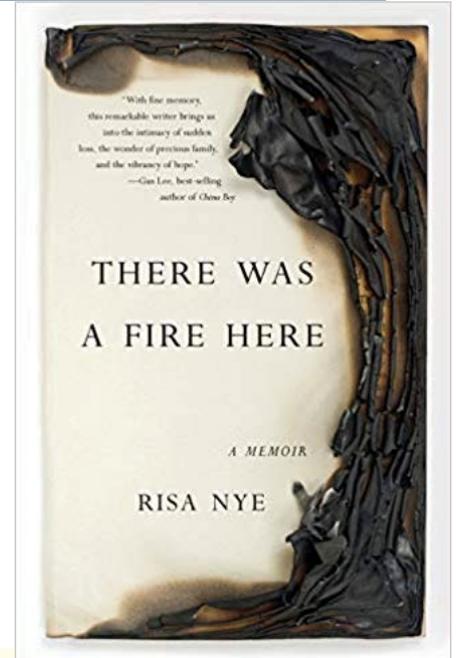
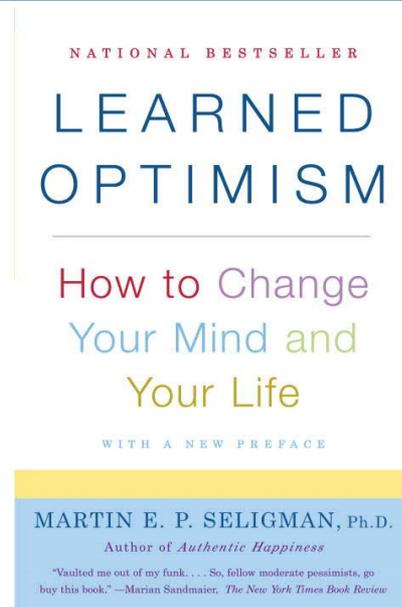
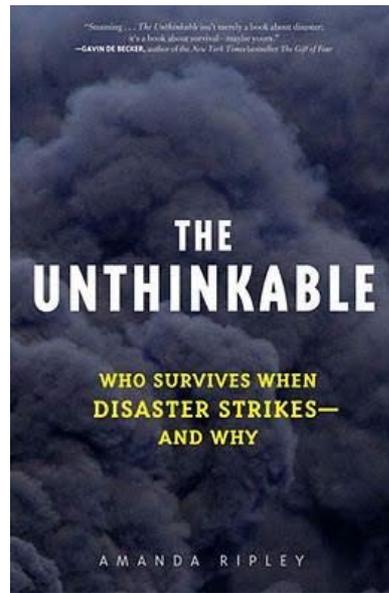
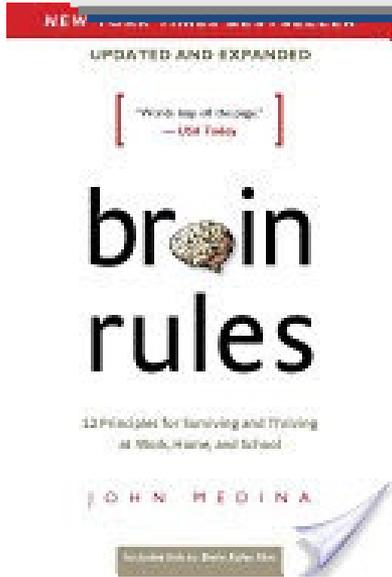
Readiness is part of their culture, it's part of how they serve their community. They have woven preparedness into how they empower their staff and clients.

*The media rarely seeks out people
or incidents that encourage us to
be calm, rational or optimistic.*

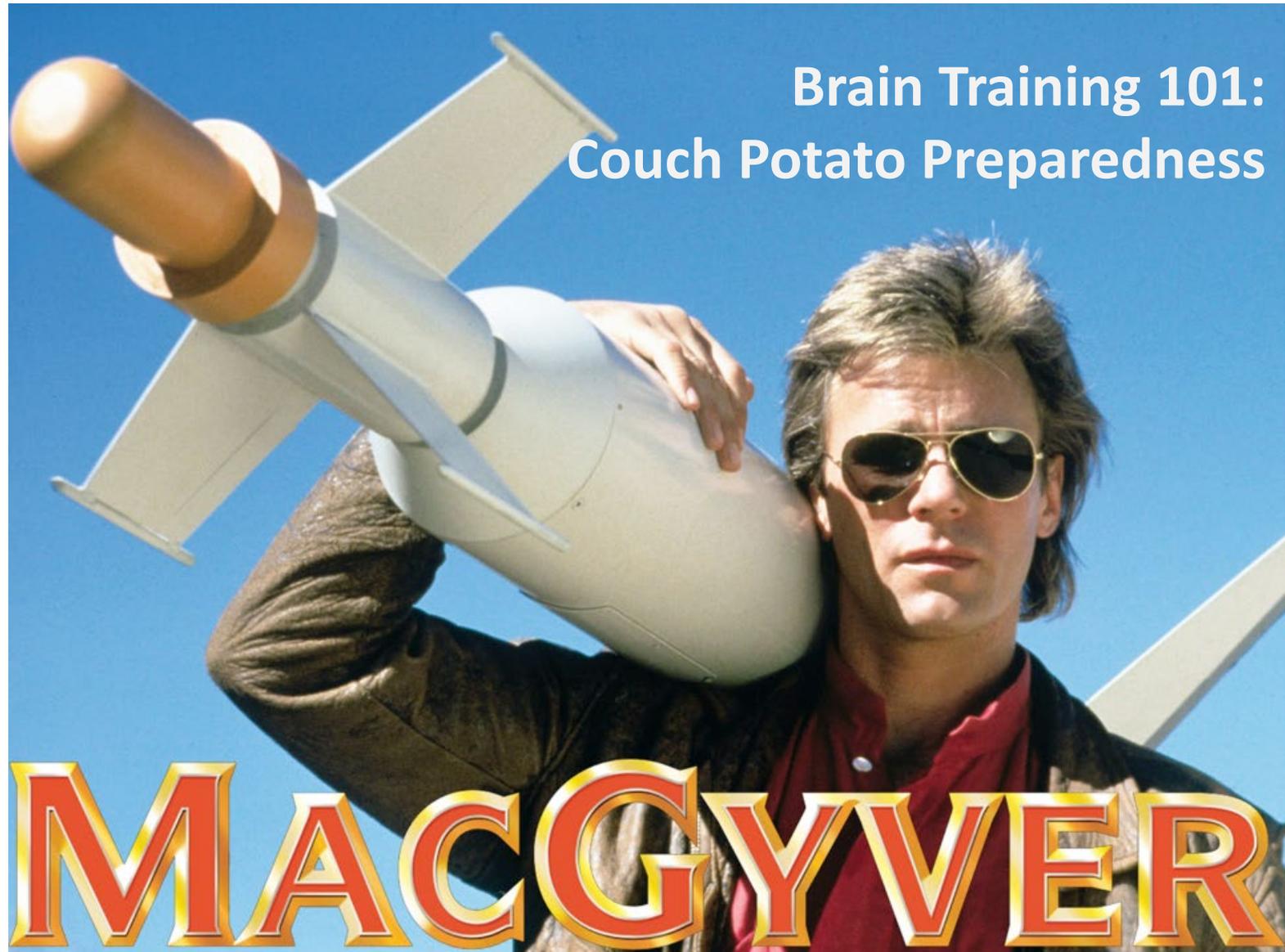
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Solution: Brain Training with Books



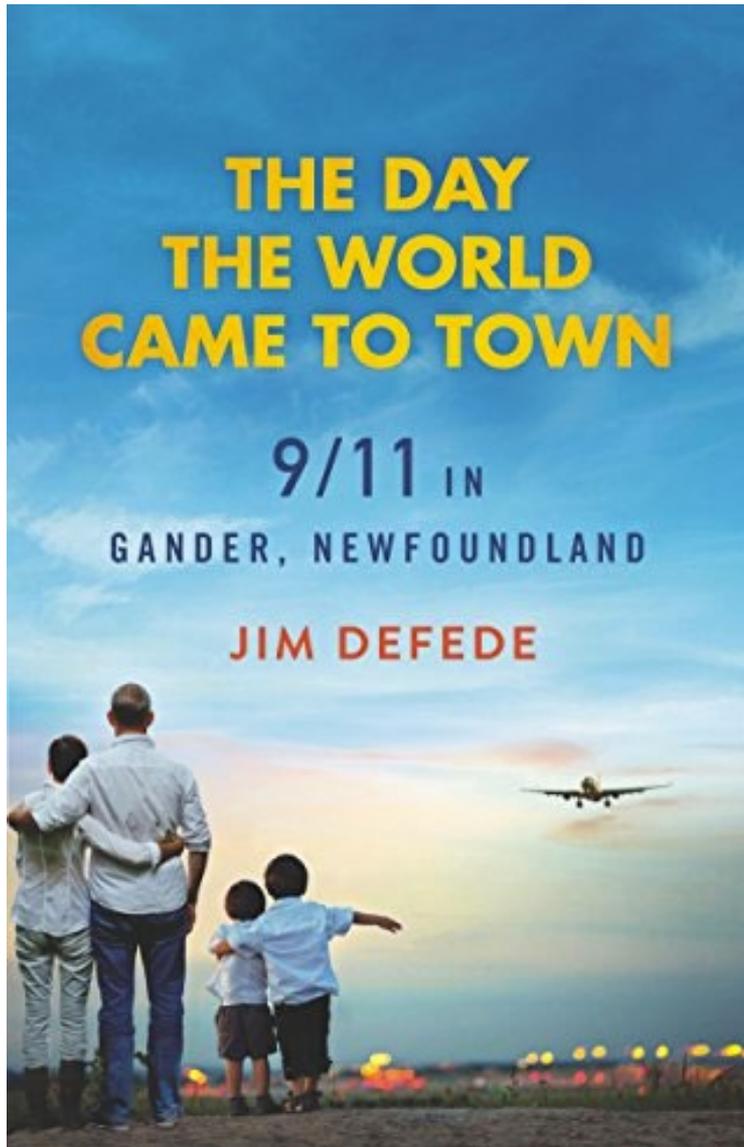
Solution: Embrace the MacGyver Mindset



Brain Training 101:
Couch Potato Preparedness

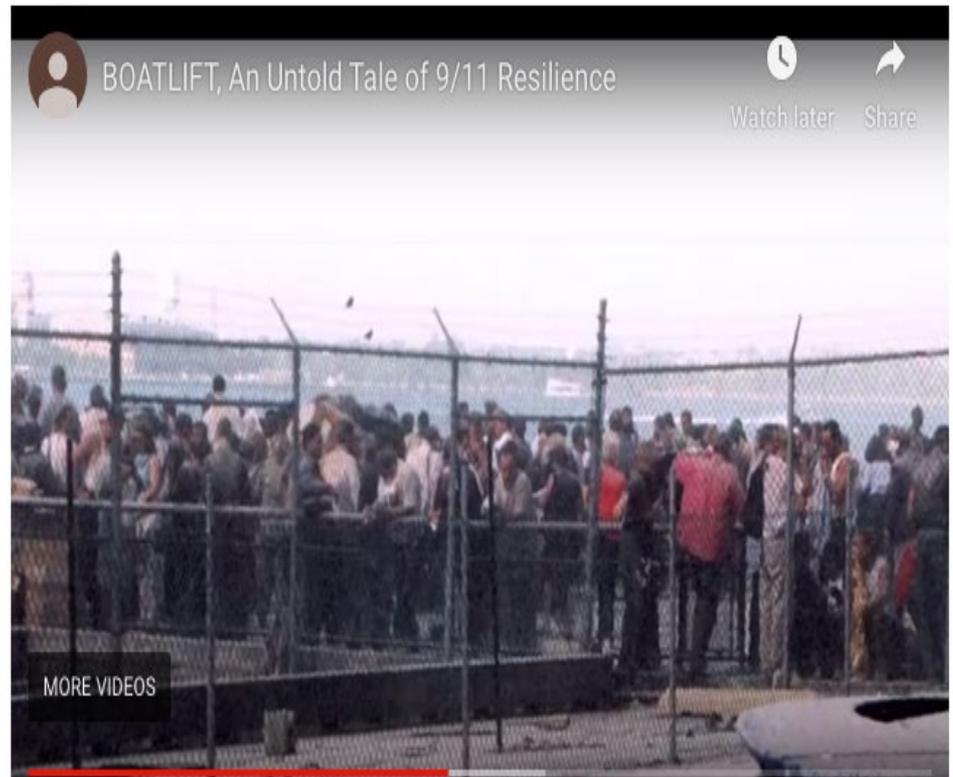
MACGYVER

Response Success Stories



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

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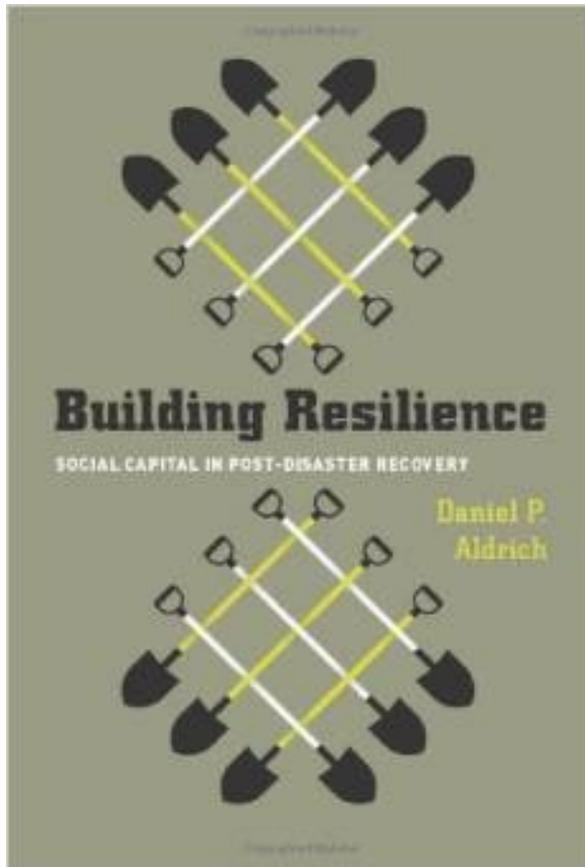
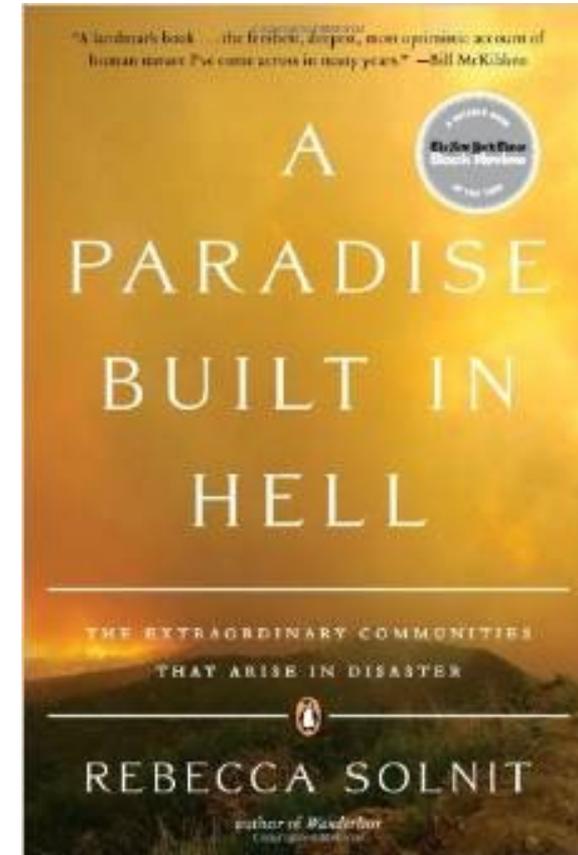
Connection Success Stories



Their homes destroyed. Their voice discovered.



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.

PLEASE READ THIS IMPORTANT INFORMATION!

PROGRAM YOUR PHONE TO BE YOUR GREATEST SAFETY TOOL!
Program "ICE" – your "In Case of Emergency" contact – into your cell phone.

PERSONAL EMERGENCY CONTACT NUMBERS

emergency daycare

"if found, please call..."

medicine / medical conditions

photos of loved ones & pets

EMERGENCY FLASHING LIGHTS

non-emergency local fire

non-emergency local police

food and medical allergies

RALLY POINTS NEAR HOME & WORK

Shelter-in-Place information

First Aid and CPR Instruction

First Aid:
1) Breathing
2) Bleeding
3) Poisoning
4) Shock

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CARD – Collaborating Agencies Responding to Disasters
(510) 451-3140 || www.CARDCanHelp.org
helping nonprofits prepare to prosper!

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

The word cloud features the central phrase "Prepare for" in a large, dark red font. Surrounding it are various terms in different colors and sizes, including: Inclusion, Wealth, Efficiency, Teamwork, Service, Love, Connection, Sustainability, Effectiveness, Simplicity, Resilience, Empowerment, Community, Justice, Health, Power, Prosperity, and Unity.

Inclusion Wealth
Efficiency Teamwork Service
Prepare for Love
Connection
Sustainability
Effectiveness
Simplicity
Resilience
Empowerment
Community Justice
Health
Power
Prosperity
Unity

What will YOU do?

Thank You So Much!

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CARD – Collaborating Agencies Responding to Disasters

We cannot scare and threaten our nation into embracing safety and readiness, but progressive funders can help us build our unity, optimism, and our capacity to effectively address the important issues of our time.

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