



Community Preparedness Plan

Department of Emergency Management
and Community and Governmental Affairs

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INTRODUCTION

The Board of Supervisors for the County of Sonoma identified enhanced community preparedness as a top ten priority in Sonoma County's Recovery and Resiliency Framework. This Community Preparedness Plan establishes communication strategies to move the community into a *culture of preparedness*. The culture of preparedness requires individuals, families, and communities, to take action to minimize risk during a disaster. This individual action creates a societal shift towards preparedness as a state of community well-being.

The Community Preparedness Plan ("Plan") is a living document that identifies goals, objectives and strategies to inspire community members to take the next step in their disaster preparedness. The Plan will evolve with the community and guide communications for the years to come, as Sonoma County develops a sustained culture of preparedness.

The Department of Emergency Management, in collaboration with Community and Governmental Affairs and communicators within County Departments and Special Districts, will implement the Plan. The Department will update the Plan annually to reflect new insights regarding messaging needs and planned outreach activities.

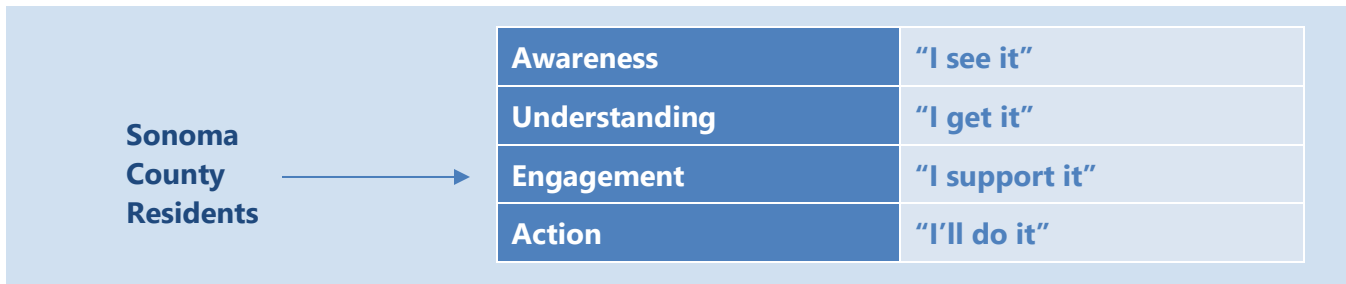
BACKGROUND AND CONTEXT

National polling demonstrates that people have widely varying motivations and commitments to emergency preparedness and activities. Among the general public, we would expect to find varying degrees of disaster preparedness based upon hazard, vulnerability and the cost and complexity of preparedness measures.

1. **Unaware.** Those who are unaware of the benefits of preparedness, and do not have a plan or practice emergency preparedness. This group first needs to be persuaded that preparedness is worth their time, and then provided with information, simple first steps, and ongoing encouragement.
2. **Supportive.** Those who may or may not have a plan, but are aware of the importance of emergency preparedness. This group needs access to information and tools on how to elevate their level of preparedness.
3. **Prepared.** Those who routinely practice emergency plans. This group – the smallest of the three groups – needs ongoing encouragement and access to training, but already understands the importance of preparedness. They may be encouraged to share their efforts with others.

Typical preparedness efforts aim to move individuals through these three groups sequentially. A significant amount of energy and resources may be spent creating awareness and understanding of potential disasters, before encouraging action. The County of Sonoma

recognizes that our community is in a unique circumstance following the 2017 October Wildfires and the 2019 February Floods. As a result of these recent emergencies, many residents in Sonoma County are aware of potential disasters, and are ready to be encouraged into action.



This Plan focuses on shifting residents from the supportive mentality into an active state of preparedness.

INSPIRING ACTION

The Plan establishes a goal, with corresponding objectives, strategies and tactics.

The goal is the desired future state of being. Objectives identify the target population and desired changes in awareness, attitude, or action. Strategies define the approach to meeting the objectives, and tactics include specific tools.

Messages on disaster preparedness and mitigation typically have low market penetration. Coordinated public messaging that provides a clear, common and consistent message will increase its effectiveness. The following principals are integrated into the objectives and tactics in the Plan.

1. To be effective, information must come from multiple sources, be communicated over multiple modes of communication, and focus on what actions to take. The information must be relevant, consistent and delivered in the appropriate language and method.
2. The impact of seeing/observing others taking action to prepare and mitigate is generally stronger and has a greater impact than passively receiving information. The more people hear, read and see, the more they will do to get prepared.
3. People will organize themselves around formal and informal networks of friends, interests, and community and the County needs to engage the public through these established networks.

The Preparedness Action Plan Goal

Sonoma County residents engage in consistent preparedness actions that enhance their ability to respond to disasters.

Objectives, Strategies, and Tactics

Objective: Shift to a state of preparedness.

Shift residents who are aware of the importance of emergency preparedness into a state of preparedness.

Strategy

Encourage residents to participate in three nationally recognized components of preparedness (below) by mobilizing residents around specific hazards that have potential to occur in Sonoma County, including wildfires, earthquakes, tsunamis, and flood related events:



Make a Plan

Plans reduce stress and risk in an emergency. Plans should apply to a wide range of hazards and situations.



Build a Kit

Residents should have an emergency kit (with a minimum three days of supplies) at home, at work, in their vehicles and anywhere they spend time.



Stay Informed

The right information at the right time will save lives. Residents will learn how to stay informed on changing conditions and emerging events.

1. **Tactic:** Consider the potential for conducting high-profile community preparedness events.
2. **Tactic:** Work with the Sonoma Media Investments and other media outlets to provide messaging to the community via digital and print media.
3. **Tactic:** Work with local radio stations to develop and deliver Public Service Announcements.
4. **Tactic:** Ensure residents have access to information and resources by updating content on SoCoEmergency.org, and providing printed materials to those who may not have reliable internet access.

5. **Tactic:** Work with local school districts to add preparedness messages to their digital newsletter.
6. **Tactic:** Attend pre-scheduled community meetings and events held by community partners to provide information.
7. **Tactic:** Use traditional and new media to encourage residents to access information on a range of platforms (i.e. SoCoAlert, National Weather Service, local media, etc.).
8. **Tactic:** Work with partners, including schools, churches, non-profits and community groups to increase the reach of preparedness events and information sharing.

Strategy

Demonstrate that preparedness is not something that can be checked off a list. Instead, it involves small, simple steps taken consistently over time.

1. **Tactic:** Disseminating messaging using new and traditional media that encourages residents and families to regularly practice their emergency plan, check the expiration date of items in their emergency kit, and visit [SoCoEmergency.org](https://www.socoemergency.org) for updates on how to stay informed.

Objective: Reduce exposure to disasters.

Galvanize residents and businesses to reduce their exposure to wildfires, earthquakes, tsunamis, and flood related events, through improvements to their property.

Strategy

Educate residents on how they can reduce their risk and exposure to hazards by improving their home or business.

1. **Tactic:** Use traditional and new media to provide resources and encouragement to residents to make improvements to their property.

Objective: Increase preparedness among residents with access and functional needs.

Increase residents with access and functional needs ability to reduce their exposure to wildfires, earthquakes, tsunamis, and flood related events. The California Office of Emergency Services identifies people with Access and Functional needs as: physical, developmental or intellectual disabilities; chronic conditions or injuries; limited English proficiency; older adults; children; low income; homeless and/or transportation disadvantaged (i.e., dependent on public transit); and pregnant women.

Strategy

Provide access to information in both English and Spanish.

1. **Tactic:** Utilize Spanish speaking news outlets to distribute information.
2. **Tactic:** Share preparedness information in Spanish to social media.
3. **Tactic:** Attend community events hosted by the Spanish-speaking community to encourage residents to make a plan, build a kit, and stay informed.

4. **Tactic:** Work with community partners within the Spanish-speaking community to disseminate information on preparedness.

Strategy

Ensure that people with Access and Functional Needs, or their caretakers, have the tools they need to prepare.

1. **Tactic:** Partner with local hospitals, clinics, and care centers to share information with their patients and their patient's caretakers on preparedness.

Strategy

Prepare the next generation and their households for an emergency.

1. **Tactic:** Educate and inspire children with in-classroom lessons for 5th grade students designed to initiate emergency preparedness actions at home.

Strategy

Demonstrate how low income, transportation disadvantaged, or homeless individuals can prepare for emergencies.

1. **Tactic:** Partner with service providers to provide information and resources designed for low income, transportation disadvantaged, or homeless individuals that will help them become more prepared.

Strategy

Increase the number of people with Access and Functional Needs who receive information on preparedness tailored for them

1. **Tactic:** Work with the Press Democrat to develop messaging for focus groups such as those age 65 and better, people with children in the house, those with household income below \$50,000, and those with credit scores lower than 700.

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Attachment A

Preparedness Plan Calendar

PREPAREDNESS PLAN CALENDAR

The Plan identifies the following topics for emphasis. The timing of the efforts are selected to amplify regional or national events, and the seasons relevant to Sonoma County.

1. Wildfire Preparedness and Prevention
2. Winter Storm/Flood/Mudslide Preparedness
3. Earthquake Preparedness
4. Tsunami Preparedness
5. General Preparedness

Month	Topic
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	



Attachment B

Preparedness Plan Components

PREPAREDNESS PLAN COMPONENTS

The components listed below are required to implement the Community Preparedness Plan as described above. If current fiscal conditions require the elimination of some components, select components may be eliminated to reduce the overall cost. Removing components will reduce the overall effectivity of the Plan. The options below provide examples of outreach methods and their associated costs and are not all-inclusive.

Annual costs for the Community Preparedness Plan:		Cost
Graphic Design Assistance		\$ 10,000
Materials Production		\$ 15,000
Material Translation		\$ 5,000
Marketing Materials		\$ 5,000
Total:		\$ 30,000

Component #1: Free Communication Channels

Communication Channel	Anticipated Reach	Cost
Socoemergency.org	Average weekly visitors: 700	Free
Nextdoor	115,000+	Free
Facebook	Followers: 15,000 Average Post reach per month: 16,000	Free
Twitter	Followers: 11,000 Average Monthly Impressions: 50,000	Free or Paid
SoCo Correspondent	3,000	Free

Component #2: Paid Advertising

Costs are approximate and take into account the total cost for all campaigns on an annual basis.

Communication Channel	Anticipated Reach	Cost
Press Democrat, La Prensa, Petaluma Argus Courier, the Sonoma Index Tribune, etc.	Approximately 14.5 Million Impressions Reaching 7 out of 10 adults in the North Bay	\$70,000
Sonoma West Papers, Sonoma Valley Sun, etc.	Approximately 10,000 print subscribers 67,000 monthly visitors	\$20,000
Radio (KZST, KBBF, KSRO, etc.)	Dependent on station/package chosen	\$5,000
Total		\$95,000.00

Component #3: Sonoma Ready Day

Host a Sonoma Ready Day, with simultaneous events in north, east, south, west, and central Sonoma County. Residents would have the opportunity to speak to emergency management experts, fill out their emergency plan, and potentially win an emergency kit. According to the Federal Emergency Management Agency, the top barriers to preparedness include the beliefs that preparing is too expensive, and that residents do not know how to prepare. Sonoma Ready Day will remove the top barriers of preparedness, and result in measurable shifts towards preparedness for Sonoma County households.



Program:	Cost
Sonoma Ready Day	\$ 50,000

Component #4: Fifth Grade Education

Training youth to adopt a culture of preparedness accomplishes a lasting effect on society. Focusing resources on children allows for disaster preparedness to be developed as a life skill. By partnering with local schools and employing a credentialed teacher using high quality materials, preparedness can be incorporated into school curricula at the fifth grade level. There are approximately 5,400 fifth graders in Sonoma County public schools.



Get Ready 5th Grade, available to all fifth graders in the Bay Area, is a 1-hour lesson focused on how students can take action and lead their family to prepare at home. Studies have shown that children can be very effective in disaster preparedness. Seventy percent of homes where children brought home materials from school have had a family discussion about preparedness.

Why the fifth grade? Fifth graders have an appropriate level of maturity and ability to influence family members. Studies have shown that they are at the right age to take this information, learn it, and apply it to their life.

Ongoing annual costs associated with project:	Cost
Contracted teacher	\$ 20,000
Materials and incentive tools	\$ 20,000
Review/revision of curricula & materials for approval by schools (one-time cost)	\$ 7,000
Total:	\$ 47,000

Total Cost of All Components

Total:	\$ 227,000
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Attachment C

Sample Materials

SAMPLE SOCIAL MEDIA POSTS

Are you and your family prepared for a disaster? Here is six things to know before a disaster strikes:

youtube.com/watch?v=0zCI5MuiOu4



Is your home safe from fire? Learn more tips to make your home safer:

readyforwildfire.org/Hardening-Your-Home/



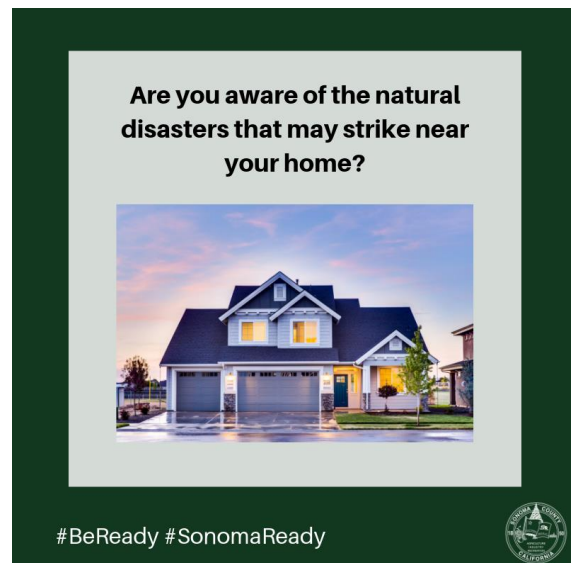
Visit socoemergency.org to sign up for SoCo Alerts and Nixles, and learn where you can find updated information in an emergency.



Are you aware of the natural disasters that may strike near your home?

Find out what you should be preparing for:

myhazards.caloes.ca.gov/



SAMPLE SOCIAL MEDIA POSTS

What could fall on you, your family, or pets in an earthquake? Secure items, such as televisions, and objects that hang on walls.

Store heavy and breakable objects on low shelves.



In a disaster, there are never too many ways to receive a life-saving alert. That's why Sonoma County will use multiple ways to reach you. Sign up here: socoemergency.org



Our pets can't make their own plans for emergencies but you can. Learn how to plan ahead at ready.gov/pets



Don't get caught high and dry. Be prepared to evacuate in the event of severe Russian River flooding ready.gov/make-a-plan



SAMPLE MESSAGING FOR MEDIA INTERVIEWS: EARTHQUAKES

Before an Earthquake:

- Everyone should know what steps to take before, during, and after an earthquake.
 - Secure your space by identifying hazards and securing moveable items such as furniture and other heavy objects to avoid injuries and damage.
 - Create a disaster plan including how you will communicate in an emergency.
 - Where will you meet your family?
 - How will you get to work?
 - Do you know how to perform CPR, or to use a fire extinguisher?
 - Organize disaster supplies in convenient locations.
 - Minimize financial hardship by organizing important documents, strengthening your property, and considering insurance.

During an Earthquake:

- Whenever you feel shaking, always Drop, Cover, and Hold On immediately.
 - DROP where you are, onto your hands and knees. This position protects you from being knocked down and also allows you to stay low and crawl to shelter if nearby.
 - COVER your head and neck with one arm and hand.
 - If a sturdy table or desk is nearby, crawl underneath it and hold on with one hand, ready to move with your shelter.
 - If no shelter is nearby, crawl next to an interior wall away from windows and hold on to your head and neck with both arms and hands.
 - Stay on your knees and bend over to protect vital organs.
 - HOLD ON until shaking stops.
 - Avoid exterior walls, windows, hanging objects, mirrors, tall furniture, large appliances, and kitchen cabinets with heavy objects or glass.
 - Do not go outside during shaking.

After an Earthquake:

- Improve safety and prevent further injuries or damage by evacuating.
- Be ready for aftershocks that may continue for several weeks to months after large earthquakes.
- Keep phone lines accessible for emergency use by communicating via text message.
- Restore daily life by reconnecting with others, repairing damage, and rebuilding community.
- If you suffered property damage and have earthquake insurance, contact your agent.

SAMPLE NEWSLETTER BLURBS FOR PARTNER GROUPS

General Preparedness and Alert and Warning

Are you prepared for a disaster?

- ☐ Do you have a family plan?
- ☐ Do you have an emergency kit?
- ☐ Do you know how to get information?

If you answered “no” to any of the questions above, you need to take action. Your ability to recover from an emergency tomorrow may depend on the planning and preparation you do today! Find tips on how to prepare here: www.socoemergency.org

Wildfire Preparedness

As we enter fire season, we encourage everyone to learn more about wildland fire safety, community preparedness, hazardous fuels mitigation, and fire prevention.

Collectively we can lower the risk and severity of wildfires and reduce deaths, injuries and property losses through our preparedness efforts. Proactive actions from a single individual, or entire neighborhood, contribute to a safer community when wildfires happen.

Here are a few ways to protect your homes from wildfires:

- Clean out gutters, roofs and other areas where debris has settled
- Keep the space around your home clear of dense vegetation
- Use fire resistant landscaping and hard surfaces around the home
- Store firewood and other combustible materials at least 30 feet away from your home, garage, or attached deck
- Safeguard your property with fire resistant home improvements such as dual pane windows, enclosed eaves, screened vents, and noncombustible or ignition-resistant siding.

If you live in unincorporated Sonoma County, you may be eligible for free chipping. The County’s Curbside Chipper Project assists homeowners in creating and maintaining defensible space around your home, structures, and access routes to the property. Find out more about this project at sonomacounty.ca.gov/FirePrevention.

SAMPLE PRESS RELEASE TO KICK OFF PREPAREDNESS SEASONS

What You Need to Know: Reduce Wildfire Risk & Prepare For the Worst-Case Scenario

Everyone is encouraged to participate in Wildfire Awareness Month to raise awareness about wildland fire safety, community preparedness, hazardous fuels mitigation, and fire prevention.

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You can learn more about the County's wildfire preparedness resources at socoemergency.org/.

SAMPLE FRONT AND BACK SEASONAL FACT SHEET



Prepare NOW

When a fire strikes there's no time to plan. Use the information on the other side of this sheet to make real progress towards preparedness.

In addition to knowing what to do when disaster strikes, you can reduce your risk with some simple activities around your home. By hardening your home and creating defensible space you can help prevent the spread of wildfires, making your neighborhood safer.

- **Home hardening:** "Hardening" your home simply means taking measures to protect your home in the event of a wildfire. This includes structural changes to decrease the chance of the spread of a wildfire through your home.
- **Defensible space:** A defensible space is a buffer you create between a building on your property and the grass, trees, shrubs, or any wildland area that surround it. This space slows or stops the spread of wildfire and it protects your home. Defensible space is also important for the protection of the firefighters defending your home.



Survive DURING

During a fire, evacuate when recommended and stay informed of the latest updates at SoCoEmergency.org. Always follow the directions of safety officials.

Recover AFTER

Check with local authorities before entering your property to stay informed about damaged gas lines, water safety, and infrastructure stability.

Visit
SoCoEmergency.org for
all your preparedness
and recovery
information.

SAMPLE FRONT AND BACK SEASONAL FACT SHEET



Prepare NOW

Are you ready for the next disaster?

Put together a plan by discussing these 3 questions with your family, friends, or household.

What is my family communications & evacuation plan?

A wide variety of emergencies may cause an evacuation. In some instances you may have a day or two to prepare, while other situations might call for an immediate evacuation. Planning ahead is vital to ensuring that you can evacuate quickly and safely, no matter what the circumstances.

Think of how you will leave and where you will go if you are advised to evacuate. Select a meeting place to reunite with your family before a disaster occurs.

Could we survive without assistance for 3 days?

Personal survival kits should contain a minimum of 72 hours worth of essential supplies, including one gallon of water per person per day, food, blankets, lights, dust masks and other survival supplies that will help you through any situation.

Tailor your plans and supplies to your specific needs, taking into consideration children, seniors, individuals with disabilities and pets.

How will I receive alerts and updates?

Subscribe to:

- SoCoAlert - www.socoalert.org.
- Nixle - Text your zip code to 888777 - www.nixle.com
- Follow us on Social Media - TW: @CountyofSonoma / FB: SonomaCountyCal

Survive DURING

Determine if you must shelter or evacuate depending on the emergency. Find the latest official information at: www.SoCoEmergency.org

Listen to radio and TV reports.

Always follow the instructions of local officials.

Recover AFTER

Recovering from a disaster is usually a gradual process. Safety is a primary issue, as are mental and physical well-being. If assistance is available, knowing how to access it makes the process faster and less stressful.

Visit SoCoEmergency.org for all your recovery information.