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Strategic Plan 2009

Public Affairs Office

Virginia Department of Emergency Management

December 2008

2008 Ongoing Outreach



- ◆ **Tornado Drill and Hurricane/Flood Campaigns**
- ◆ **National Preparedness Month and Winter Preparedness Week**
- ◆ **Exhibits and Group Presentations**
- ◆ **Added Hispanic Liaison**
- ◆ **New Partnerships -- Corporate**
- ◆ **Advertising**

Research



- ◆ July 2008 – American Red Cross (national and southern region – 17 states including VA)
- ◆ August 2008 – The Ad Council (national)
- ◆ June 2008 – National Capital Region (NOVA)
- ◆ March 2008 – VDEM (Hampton Roads)
- ◆ July 2008 – VDEM (Virginia)

Findings – Perception vs. Reality



- ◆ **Awareness is very high among Virginians.**
 - ✓ Know they should get ready for emergencies
 - ✓ Understand what the three messages mean
 - ✓ Know that being prepared can reduce harm
- ◆ **As many as half or more of Virginians have not taken any steps to get ready.**
 - ✓ 71% do not have four critical supplies
 - ✓ If they say they do not feel prepared, it is because they knew what to do but had not done anything.

Findings – Problem Areas



- ◆ **Complacency**: 46% “haven’t gotten around to it” (up 16% since 2005)
- ◆ **Apathy**: 52% believe they are unlikely to be affected by an emergency
- ◆ **Misunderstanding**: 54% feel prepared, but 71% of those do not have critical supplies
- ◆ **Lack of threats**

Findings – Who needs RV?



- ◆ 55% of those without Internet don't feel prepared
- ◆ 56% of Hispanics don't feel prepared
- ◆ 60% earning less than \$30,000 don't feel prepared
- ◆ 51% of African Americans don't feel prepared
- ◆ 51% of singles don't feel prepared
- ◆ Least prepared are the oldest (65+) and the youngest (34-)

Takeaways



- ◆ **Help people understand what it means to be prepared.**
 - ✓ 3-day supply of non-perishable food
 - ✓ 3-day supply of water
 - ✓ Working battery operated radio
- ◆ **A written plan leads to better preparedness.**
 - ✓ 64% of those with a written communications plan also have the other three critical supplies
 - ✓ But only 33% have made a plan; 27% have set a meeting place

Takeaways



- ◆ **Current emergencies motivate people.**
 - ✓ People respond when the situation is imminent
- ◆ **Personal experiences/emotions move people.**
 - ✓ 65% are likely to take action if recommended by friends/family
- ◆ **Certain spokespeople are highly influential.**
 - ✓ 80% would be very likely or somewhat likely to take preparedness actions if recommended by police or fire officials
 - ✓ 66% -- local weather or TV news announcer (#1 in HR)

What Should Our Plan Include? ✓

- ◆ *Enhanced Web presence and use of technology*
- ◆ *Partnership with TV meteorologists*
- ◆ *Pushing out info when event is imminent*
- ◆ *Outreach to seniors and Hispanics*
- ◆ *Capabilities for local governments*

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Questions?