

Ready irginia

Recent Highlights and National Preparedness Month

Public Affairs Office

Virginia Department of Emergency Management

October 2009

2009 Strategic Outreach Plan



- ◆ Based on 2008 research from national, regional and Virginia studies
- ◆ Revealed **major misperception** – people think they are ready, but they are not:
 - ◆ **Perception vs. Reality**
 - ✓ 54% feel prepared
 - ✓ 71% do not have critical supplies

2009 Strategic Outreach Plan



- ◆ Revealed **major opportunity** for clearer messaging – people don't understand what it means to be prepared:
 - ◆ **Help people understand by giving them a baseline.**
 - ✓ 3-day supply of non-perishable food
 - ✓ 3-day supply of water
 - ✓ Working battery operated radio and batteries
 - ✓ A written family emergency plan

2009 Strategic Outreach Plan



- ◆ Revealed **key audiences** to target – groups who are either very underserved or more likely to take action:
 - ◆ **Who needs Ready Virginia?**
 - ✓ Least prepared are the oldest (65+) and the youngest (34-)
 - ✓ Families with children tend to be better prepared
 - ✓ 56% of Hispanics don't feel prepared

2009 Strategic Outreach Plan



- ◆ Revealed **important influences** – people will take preparedness actions if recommended by:
- ◆ **Certain spokespeople are highly influential.**
 - ✓ 80% -- police or fire officials
 - ✓ 66% -- local weather or TV news announcer (#1 in HR)

What Does 2009 Plan Include?



- ◆ ***Enhanced Web sites and use of social media***
 - ◆ *Working to re-vamp Web sites*
 - ◆ *Introduced regular use of Twitter, Facebook*

- ◆ ***New seniors' brochure and RV brochure***
 - ◆ *Seniors Includes family emergency plan template*
 - ◆ *RV includes emphasis on four critical supplies*

- ◆ ***Extensive outreach to Spanish-speaking***
 - ◆ *Multi-faceted media campaign and family events*
 - ◆ *New Listo Virginia brochure, Spanish hurricane guide*

Emphasis on Making a Plan



- ◆ **Concentration on families**
 - ◆ *Articles for homeowners' associations, neighborhoods*
 - ◆ *Radio Disney media campaign and family events*
- ◆ **Partnerships with TV meteorologists**
 - ◆ *Support for NWS events and activities*
 - ◆ *Regular correspondence to share RV opportunities*
- ◆ **Resources for local emergency officials**
 - ◆ *Regular correspondence to share RV opportunities*
 - ◆ *Providing brochures, family plan templates, tabletop displays and other resources*

National Preparedness Month



Are you ready

Or are you **Ready**®

Ready ✓irginia

National Preparedness Month
September 2009 | www.ready.gov

citizen★corps Ad Council

Homeland Security

The graphic features a large green question mark with a floral pattern, a green checkmark, and a green arrow pointing upwards. The background is white with green and grey geometric shapes.

Ready Virginia and NPM



- ◆ RV encouraged local and state agencies and organizations to register as NPM Coalition members and to sponsor events.
 - ✓ 65 voluntarily registered
- ◆ RV provided resources to local EMs, Citizen Corps, homeowners' associations, English and Spanish media and meteorologists
 - ✓ Mailed out thousands of brochures, family plans, kids game sheets and magnets in response

New Ready Virginia PSAs



- ◆ Virginia is one of only two states that elected to localize and distribute new Ready TV and radio PSAs throughout the state to kick off NPM.
- ◆ The new PSAs use the metaphor that a disaster can turn your world and your family's life “upside down.”



RV and Radio Disney



- ◆ 10 family events from Richmond to Williamsburg to Hampton Roads to Northern Virginia
- ◆ Featuring Get Ready Virginia games, goody bags



NPM and RV Special Events ✓



- ◆ Co-hosted with VDOT third annual **State Employee Preparedness Expo**
 - ◆ James Monroe Building
 - ◆ More than 400 attended, representing 25 agencies
- ◆ With Citizen Corps, co-sponsored and exhibited at Sept. 24-26 **Virginia Statewide Neighborhood Conference** in Richmond
 - ◆ 200 attended
 - ◆ Assisted Norfolk with panel on family preparedness

Corporate Coordination



- ◆ Worked with several Lowe's stores around the state to support Sept. 26 "Safety Saturday" by providing brochures, handouts, magnets and NPM posters in English and Spanish
- ◆ Scout leaders expressed appreciation for RV literature, including family plans



Local Efforts to Promote NPM



- ◆ 25 local governments voluntarily reported hundreds of activities to Ready Virginia
 - ◆ Training and exercises
 - ◆ Twitter, Facebook and locality Web sites
 - ◆ Local government access TV channels



Local Efforts to Promote NPM



- ◆ Traditional and non-traditional outreach
 - ◆ Assistance to Boy Scout troop working on preparedness award
 - ◆ Visits to retirement villages
 - ◆ Displays in county and city offices
 - ◆ Booklet distribution to school kids
 - ◆ Employee preparedness training
 - ◆ Set up of Mobile Command Posts



Local Efforts to Promote NPM



AUGUST 28, 2009

Hampton CITY PAGE

BROUGHT TO YOU BY THE CITY OF HAMPTON ON 2ND AND 4TH FRIDAYS

Hampton Celebrates 10 Years of Continuous Customer Service with 311 Call Center

September will mark the 10th anniversary of Hampton's 311 Call Center. In September 1999, Hampton became the first Virginia locality to offer citizens unlimited access to city services and information through their 311 Call Center. Hampton residents can simply dial 3-1-1 anytime to request information on almost anything. (Customers outside of Hampton city limits who need information on city services can dial 757-727-8311 to reach the Call Center).

Customer advocates handle calls on everything from missed trash collection to answering questions about the city budget, to reporting zoning violations, to finding out how to purchase a yard sale permit, to city closing information and vital information during weather emergencies. And contacting the Call Center is convenient. It is staffed 7 days a week, including evenings, weekends, and holidays.

In fact, during Hurricane Isabel, residents relied on the Call Center for reliable and timely information. Residents called to find out about ice stations and water, reported down trees, and asked about other available assistance.

Over the past 10 years, the Call Center has handled 2.5 million calls and added email as a convenient 24/7 option for submitting questions or requesting services. Residents can email the Call Center at call311@hampton.gov just as easily as they can pick up the phone and call.

"As another one of Hampton's 'firsts,' 311 has been an invaluable service to our citizens for ten years," said Mayor Molly Joseph Ward. "It allows our citizens to stay connected and makes it as easy as possible for them to connect with us anytime about anything... an example of customer service at its best!"

Hurricane Season is Here Are You Ready?

Make sure you are prepared for the 2009 hurricane season. All citizens should plan to protect themselves, their families, and their pets in the event of a hurricane or tropical storm. There are three easy, low-cost steps families can take to get ready:

- ✓ Get a Kit
- ✓ Make a Plan
- ✓ Stay Informed

Visit ReadyVirginia.gov for detailed information on the three steps to preparedness. Make sure you and your family always have the latest Hampton-specific information during any emergency by visiting www.hampton.gov, tuning in to WJTV 38.1FM, viewing Hampton City Channel 47/23, and making sure you are signed up to get up-to-date email messages from Hampton eNews at www.e-news.hampton.gov.

H1N1 Flu

With all the discussion of H1N1 flu (formerly referred to as Swine Flu) in the media it is important to know what to do for you and your family. Flu season is on the horizon and you should always take preventive steps to stay healthy such as frequent hand-washing or use of hand sanitizer, covering your mouth and nose when sneezing, avoiding interaction with sick people, and staying home and avoiding others when you are sick. These are your best defenses against getting a cold or the flu.

Hampton's Health Department and Emergency Preparedness Bureau are closely monitoring the H1N1 influenza cases and have up-to-date emergency plans in place. Do your part to stay informed by visiting www.ock.gov.

A Day of Remembrance and Hope

On Friday, September 11 at 8:00 a.m. the 8th annual Day of Remembrance and Hope will take place at Gossett's Hope Park in Hampton. This event will offer a special time of reflection for those lives lost in the September 11, 2001 attacks and celebrate the contributions of the armed services and public safety personnel who protect the nation every day. The ceremony will include participation by representatives of all armed services, a presentation of the colors, a proclamation by the City of Hampton, live music, a rifle volley and playing of Taps, followed by a public reading of the names of those lost on September 11, 2001 and subsequent War on Terror.

This observance continues an eight-year tradition with the first memorial taking place on December 11, 2001 months after the September 11 attacks.

Citizens interested in volunteering to read the names at this event may contact Hampton Military Affairs Committee (MAC) member John Gately at (757) 851-3085 or jgately@col.com.

Hampton Teen Center Opens August 29

It's big. It's unique. It's teen-ed. And it's about time. The long-awaited dream is about how teens spend their time out of school. The Hampton Teen Center will officially open its doors on Saturday, August 29 from 1:00 p.m. until 5:00 p.m. with festivities, games, tours, and prizes just for teens.

The Teen Center is located at 300 Butler Farm Road and is the only one of its kind in Virginia. It will offer a creativity center, recording studio, cyber cafe, dance/banquet arena, running track, weightlifting, video and game arcade, food court and kitchen, lounges, and meeting areas.

For more information call 728-3280 or visit hamptonteencenter.com.

DID YOU KNOW...

The countdown to the full official opening of the Peninsula Town Center has begun. Be in-the-know and check out the latest openings by visiting www.peninsulatowncenter.com

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August COMMUNITY EVENTS

Aug Saturdays 29 In the Square Noon - 6:00 p.m., Peninsula Town Center
All summer the Peninsula Town Center will be hosting family friendly festivals every Saturday through September 5. There will be food vendors, live music, and much more. Visit peninsulatowncenter.com for more information.

Sept 7 Hampton City Offices are closed in observance of Labor Day. Trash pick-up normally scheduled for Monday will be picked up on Wednesday, September 9. For a full list of holiday closing information please visit hampton.gov or call 311 in Hampton (727-8311) outside of Hampton or from a mobile phone.

Sept 9 Hampton City Council Meeting 7:00 p.m., Council Chambers (8th Floor, City Hall). The meeting is also broadcast live on City Channel TV, 47/23 and on the city website at www.hampton.gov.

The Hampton City Page combines information from city departments into one place, save money and is quicker than previous newsletters. City Page is brought to you by the Media & Community Relations Department of the City of Hampton.
PHONE: (757) 727-4422
EMAIL: communications@hampton.gov
ADDRESS: City Hall, 7th Floor
22 Lynch Street
Hampton, VA 23660
WEBSITE: www.hampton.gov

We are now in hurricane season. Make sure you are prepared and visit ReadyVirginia.gov

- ◆ Locality proclamations
- ◆ Bus posters
- ◆ Bookmarks in library books
- ◆ City newsletters and employee e-mails
- ◆ Are You Ready? citizen classes

Local Efforts to Promote NPM



- ◆ Community Safety Fairs, Disaster Days and special events
- ◆ Family and business planning workshops
- ◆ CERT classes



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Questions?