

do **1** thing



Small steps to prepare your
family for emergencies

Program Background

- Began in 2006
- City- Regional Partners
- National Awards & Recognition
 - International Association of Emergency Managers (Public Awareness)
 - FEMA (Awareness to Action)
 - CDC (Whole Community EM)
 - FEMA (Preparing the Whole Community)



Monthly Subscriptions

- Newsletter- 5,800
- Partners- 800

Do1Thing - Emergency Preparedness

Sign Up For Our Free Program Today

If you do 1 thing each month, by the time a year has passed, you will have taken big steps towards being ready for the unknown. It's as simple as this...

- Give us your email address (don't worry, we'll never sell it)
- Receive monthly reminders (for free!)
- Do 1 thing each month and be prepared!

Sign me up!

Survey Says...

70%

- Are more prepared because of the Do1Thing program

51%

- Think the monthly email reminders are the most useful part of the program.

84%

- Think it is important for everyone to have an emergency plan.

Survey Continued....

89%

- Have promoted Do1Thing in some way.

88%

- Believe the Do1Thing program can make a difference in their community

73%

- Are interested in participating in Emergency Management in their business

Benchmarks

- Everyone in the community has access to information about risk and vulnerability that allows them to make informed decisions.
- Everybody has an opportunity to learn to become a better disaster decision maker.

We know we need to, but we don't...

- Most families don't have an emergency plan
- Most would not know what to do if told to “shelter in place”
- Many say they have done nothing to prepare



Three most important words in preparedness?

Disasters

change things.

Reasons People Don't Prepare



Top reasons for not preparing:

- “Too Difficult”
- “Too Expensive”
- “Don’t know what to do”

Disasters change things

“My first and greatest mistake, was not to have thought about flooding – and what it meant – before this... if you know what to expect, you can be better prepared.”

Lisa Salinger from the VisionAware blog: “Emergency preparedness with blindness and visual impairment: A first-person account”

What you really get in an emergency kit

- Self confidence (when you show yourself that you can do it)
- Better understanding of disaster (when you think about how it could affect you)
- A sense of control (when you have what you need in a disaster)



Making better disaster decision makers

- Acknowledging that people have a choice about preparing:
 - Engages them as active participants in disaster decision making process
 - Promotes a sense of personal responsibility
 - Empowers them
 - Helps personalize risk
 - Legitimizes their unique perspective
 - Shows respect

Public Response

- 52% of families don't have an emergency plan
- 51% would not know what to do if told to “shelter in place”
- 36% say they have done nothing to prepare



Awareness to Action



Awareness

Intention

Action

Awareness to Action

Communicator	Audience	Outcome
Provide information	Receive Understand Believe	Awareness
Reinforce w/ text, pictures, maps, sources	Personalize Confirm with others Weigh credibility Assess own ability	Intention
Clear directions Expected consequences	Outcome expectancy Cost/Benefit Trust	Action

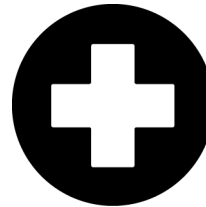
Normalcy Bias

- Overestimating our abilities
- Underestimating the impact of disaster
 - Availability of resources
 - Environmental changes
 - Physical changes

"When I got in the shower earlier today the sky was blue. When I got out, the sky was black."

Alberta resident Sandra Hickey - Canadian Press

Why do **1** thing?



The reason for risk communication

- Crisis communication is more effective when it is preceded by effective risk communication.

Risk Communication



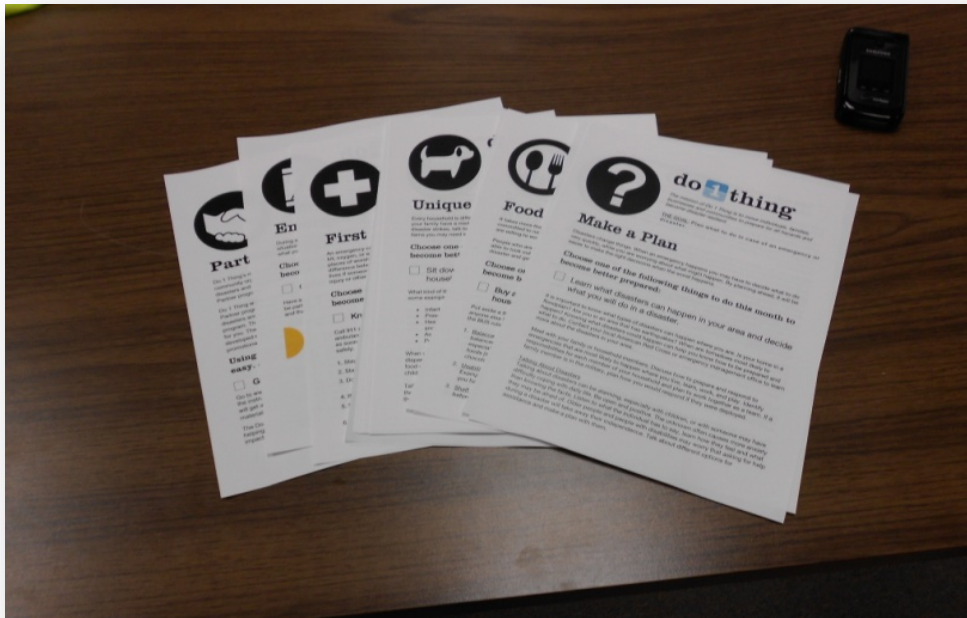
Crisis Communication

**IMPROVED DISASTER
OUTCOMES**

Risk Communication Goals

- Reduce information seeking
- Reduce normalcy bias
- Improve sense making

Why Do 1 Thing?



- Easy
- Inexpensive
- Effective

Why Do 1 Thing?

Disasters change things: you may not have things that you take for granted every day (electricity, water, cell phones, grocery stores, 911, in-home assistance)



Why Do 1 Thing?



You are the only one who can ensure your own safety and the safety of your family in a disaster

Why Do 1 Thing?



If you know that your family is taken care of, you will be better able to help your neighborhood and your community

Why Do 1 Thing?

Every step you take in becoming prepared will help first responders, your loved ones, and others in your community



How it Works





**You can become better
prepared in small steps.**

Step One

Visit www.do1thing.com and download the fact sheet for this month (or sign up for a monthly reminder).



Step Two

Choose one thing from the list to do for your family or community.



Step Three

Do that one thing.



Do 1 Thing Calendar



January
Make a Plan

Understand what puts you at risk from disasters and take steps to lower your risk.



February
Water

Have 72 hours (3 days) worth of water stored for your household.



March
Sheltering

Know how to respond safely when instructions are given to evacuate or take shelter.



April
Food

Have an emergency food supply that will meet the needs of your household for three days without outside help.



May
Work, School and Community

Make sure the people who count on you are prepared for a disaster.



June
Unique Family Needs

Be aware of and prepare for your family's unique needs.



July
Family Communication Plan

Have the ability to communicate with family members during a disaster.



August
Get Involved

Make your community stronger by getting trained and getting involved.



September
Be Informed

Make sure everyone in your household can receive, understand, and act on information received in an emergency.



October
Power

Be able to safely meet your basic needs during an electrical outage.



November
Emergency Supplies

Remember important items that may be overlooked when leaving your home in a disaster.



December
First Aid

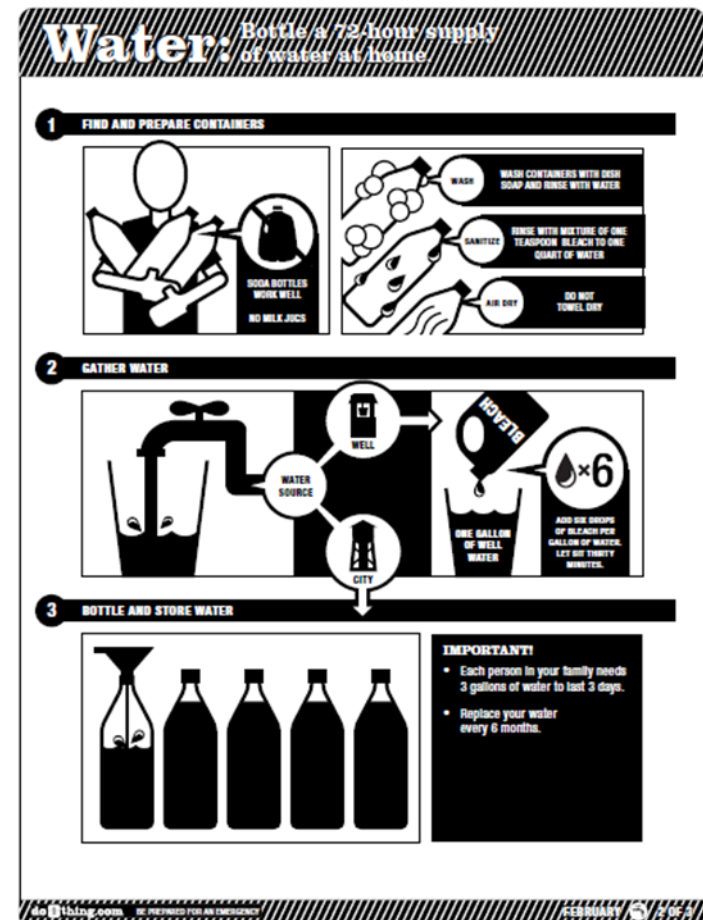
Be prepared to give first aid while waiting for an ambulance.

Special Needs



Do 1 Thing Accessible Materials

- Large Print Fact Sheets
- Language Translation
- Braille
- Audio Factsheets
- Low Literacy Factsheets



Why focus on special needs?

- May not be able to meet daily needs during a disaster
- May have greater needs
- May have less access to resources



Passing it On



Build Partnerships

Factors in Public Trust



- Public safety
- Human service providers
- Animal service providers
- Neighborhood organizations
- Service clubs
- Libraries and community centers
- Schools and colleges
- Businesses and utilities

Ambassador Training

The screenshot shows a web browser window displaying the 'Introduction' lecture of the 'Preparedness Ambassador Training' course. The browser's address bar shows the URL: training.safeandready.org/courses/preparedness-ambassador/lectures/2510596. The course title 'Preparedness Ambassador Training' is visible in the left sidebar. The main content area features a video player with the title 'Introduction' and a thumbnail image. The thumbnail image contains the 'do 1 thing' logo, the text 'Ambassador Training', and a collage of photos including a group of people and a yellow umbrella among black umbrellas. Below the video player is a 'Discussion' section with the text '0 comments'.

Do 1 Thing Ambassador Training

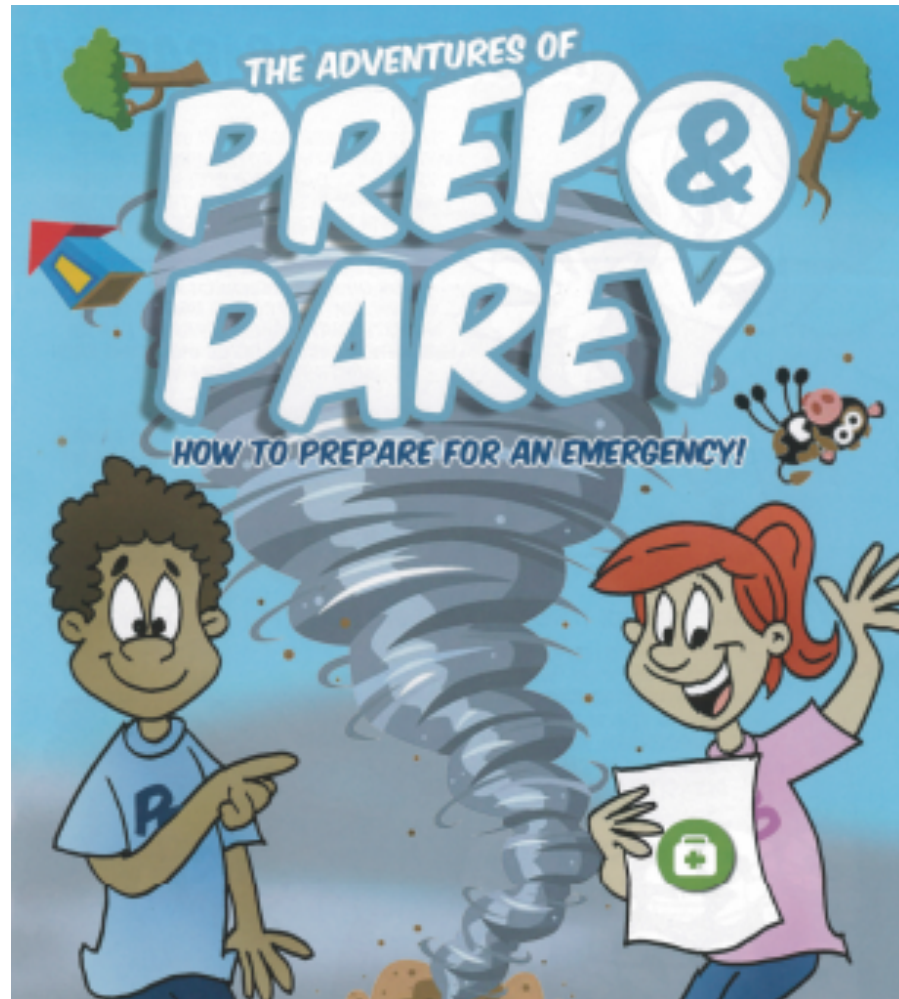
Introduction

do 1 thing

Ambassador Training

0 comments

Do1Thing Kids



Do 1 Thing Partners

- Public Agencies
- Private Agencies
- Non-Profits
- Schools
- Hospitals
- Service Clubs
- Organizations
- Businesses
- Families
- Individuals
- ANYONE who wants to get involved



DIRMRC



American Red Cross

How can you participate?

- Teach a class in your neighborhood or organization
- Put the monthly topic in your newsletter
- Pass out Do1Thing calendars or Kids activity books
- Use our infographics in your materials
- Pass out factsheets
- Make it a National Preparedness Month project
- Have a Do 1 Thing session at a kids camp
- Link back to our website
- Follow us on social media and repost/retweet us
- Sign up as a partner and share your successes on Facebook
- Air our PSAs



Questions?

Contact:

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do  thing.com