Disaster Preparedness: Embedding & Training Strategies

This is a list of strategies and tactics that can be employed to bring Disaster Preparedness into the culture and thinking of an organization. Some are very simple and others more complex; it is not an all inclusive list. Use your imagination and knowledge of your agency to add to this list. Feel Free to share with others.

Strategy/Tactic	**Description**
Wallet Cards	A small laminated card containing key contact information and other details that may be needed during a crisis. The card can be customized by Department. At a minimum the ICS Team should have one with all team members personal contact information listed on it.
Stickers on Badges	If using building access cards, place a sticker on the back of the card with crisis phone numbers, emergency hot line/ evacuation meeting points.
Reminder Posters	Place Disaster Preparedness Posters on employee bulletin boards. Use a "Tips of the Month" approach to introduce a different topic regularly. Collaborating Agencies Responding to Disasters (CARD) has good, free posters on line http://cardcanhelp.org/resource/ and you can subscribe to their *Safety Team Action Tools (STAT)* to receive weekly ideas via email (140 words or less) at http://cardcanhelp.org/resource/stat/ The American Red Cross provides posters you can download at http://www.redcross.org under Preparedness Fast Facts
"Booths"	During agency-wide events, set up a table with Disaster Preparedness Information on it. Provide hand-outs and give away reminders- have a drawing for an emergency kit or something similar to encourage employees to stop by.
Magnets	Provide "refrigerator" magnets to employees to take home. Print the crisis phone line number and emergency web-site information on them. (Can be distributed through the "Booth" above.)
Sign In/Out	Have a sign-in & out sheet for all visitors; make sure everyone uses it. In an evacuation, you will need to be able to account for your guests

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Meetings	Start each meeting when guests are present with a quick review of the evacuation routes. Start staff meetings with quick tips relating to Disaster Preparedness. Make preparedness part of the normal organization dialog.
User-Guides (Grab and Go)	Prepare a small booklet with Emergency Response Information in it for each employee to keep at their desk. This Guide might include emergency phone numbers, evacuation routes, First Aid and What to do IF… information.
HR Orientation	Incorporate Emergency Response and general Disaster Preparedness information into your orientation for new employees. For new Managers, have the ICS Leader spend an hour reviewing the Plan and their role in it.
Performance Matrix	Include Disaster Preparedness awareness and roles in Job Descriptions, annual goal setting and Performance Reviews.
Drills	Have Building Evacuation, Earthquake and Shelter-In-Place drills at least once a year. Integrate other Plan exercises where possible.
Exercises	Exercise your Disaster Preparedness Plan annually. At a minimum, ICS Team: Plan Walk Through will ensure all key operational processes are included and information is correct. (incorporate into annual leadership meeting) Phone Trees Exercise to ensure all numbers are correct and callers know what to do.
Skills-Based Training	Organize hands-on-training for more complex skills. This might include How to talk to the Media (Crisis Communication), First-Aid, Fire-extinguisher use, Evacuation Leadership etc.
Make a Calendar	Spread your Disaster preparedness Training and Awareness Program throughout the year. One month- conduct training, the next month have a drill that uses that training so it remains fresh. Schedule Brown Bag Lunches with employees to explore a topic in depth.
Participate	Join you local Voluntary Organizations Active in Disaster (VOAD) group. Connect with your local nonprofit preparedness network; take advantage of training sessions, resources, and their expertise. Invite staff members who have not been so involved in planning to increase the number of people in your agency with disaster skills. Participate in community-wide Disaster Preparedness Events like the Great California Shake Out.