Moving Community Values and Beliefs Toward Resilience

Lincoln County, OR – A Case Study
March 2017
A Continuum toward Resilience

Ignorance - Denial - Believe - Action - Survive the Event - Survive After - Relocate - Recover

March 2017 ~ Lincoln County School District, Oregon
Education, Training & Drills

- Talks
- Training Videos
- Drills

https://vimeo.com/167810169
Basic Preparedness

- Publications
- Disaster Kits
- NOAA Alert Radios

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Community Engagement

- Partner Agencies – mutual goals
- Educate Businesses
- Readiness Fairs
- Talks at Clubs, Chambers, Churches
- City-wide Drills
Relocate Schools & Facilities from Tsunami Zone

- Taft Elementary School
- Waldport Middle School
- Waldport High School
- Facilities & Maintenance (South Beach)
- Offices (Waldport)
- Bus Barn (Taft) – NOT ACCOMPLISHED YET

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Teen CERT

- Community Emergency Response Team
- When Professional Responders Not Available
- Train Students!
- Force Multiplier

A High School Course
Teen CERT

- Safety & Buddy System
- Basic Disaster Preparedness
- Light Fire Suppression

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- Disaster Medical & First Aid
- Identify & Treat the “3 Killers”

Airway Obstruction
Bleeding
Circulation (shock)
Teen CERT

Triage = Sort

Immediate

Delayed

Minor

Dead

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- Light Search & Rescue
  - Size-up Process
  - Damage Assessments
  - Removing Victims

Size-up is a continual process.
Teen CERT

CERT Organization

Disaster Psychology

Final Exercise

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Disaster Cache Partnerships
Disaster Cache Supplies & Partnerships

- Meet Immediate Basic Needs
  - Shelter & Warmth
  - Water
  - Medical
  - Search & Rescue
  - Sanitation
Seismic Rehabilitation

- Toledo Jr/Sr High School

- MORE WORK TO DO
  - Newport High School
  - Sam Case Elementary School
  - Taft Elementary School
Emergency & Disaster Plans

SCHOOLS
- Overnight Sheltering
- Distant Tsunami Plan
- Family Reunification Plan
- Disaster Cache Instructions
Build Community Capacity

- CERT Training & Drills
- Ham Radio Training & Drills
- Human Waste Disposal
- Water Harvesting
- Neighborhood Disaster Caches
- More Readiness Fairs & Talks & Drills
Messaging

- Facts with Hope
- Avoid Scare Tactics
- Easy-to-Understand
- Visuals
- Less is More
Imagine This

- Visuals
- Stories
- Realistic

The Power of Storytelling

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Empower Self-Sufficiency

- Make it Personal
  - Place-based Visuals
  - Real Estate Example
- Make it Actionable
  - Small, Practical Steps (nudges)

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What if You are Sleeping?

- Flashlight/Head-Lamp
- Sturdy Shoes
- Leather Gloves
What if it Happened Right Now?
What if You are at Work?

- Flashlight/Head-Lamp
- Leather Gloves
- Whistle
- Hard Hat
- Dust Mask
Protect Home Assets
Better Together

- Policy-Makers are Key
- Partnerships, Collaborations
- Peer Pressure
- Incentives
- Grants
- Develop Champions

I Won!
I'M SO LUCKY!

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What You Focus On Grows

- Continual Marketing
- Variety of Topics and Methods
- Be Creative
- All Hazards
- This is Very Survivable
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Thank you!

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- http://lincoln.k12.or.us/dept_programs/safety.php