

Meeting the Needs of the Latino Communities in Emergency Management Tuesday, March 26, 2013 3:00 p.m. – 4:00 p.m. EDT

Good afternoon, everybody. Thank you for joining today's webinar. The webinar will begin now. My name is Lauren Eineker. I will provide technical assistance during the webinar today. We have a strong lineup of presenters' to speak on the topic of meeting the needs of Latinos in emergency management.

Just a few reminders to keep in mind; please turn up the volume on your speakers to hear the presentation. A question and answer time will follow the presentation in which we will ask you to submit any questions you may have and we will do our best to answer them. A recording of the webinar will be posted to the Ready.gov website within 48 hours for you to view and share with your colleagues. This webinar is free and open to the public and it includes those captioning. Without further ado, I will turn it over to Mr. Marcus Coleman from FEMA Individual and Community Preparedness Division to get us started today.

Thank you very much. I would like to start by asking all speakers to mute their phone so we do not interfere with those joining us today. I am grateful for those that are able to join us on this webinar. This is our second installment of Meeting the Needs for Latino Communities in Emergency Management. I am grateful to those that joined us last year which includes the National Council of La Raza and as you can see from the agenda today, we are progressing the discussion to speak more directly to local programs and initiatives that can help emergency managers and Latino communities' better work together. Without further ado, that I introduce the deputy Regional administrator for Region 9, Karen Armes.

Good afternoon everybody. On behalf of FEMA and especially Region 9, I am happy to welcome everybody to the second installment of Meeting the Needs of Latino Communities in Emergency Management. As Marcus just indicated, last year we partnered with HHS, Office of Minority Health and the National Council of La Raza and we jointly hosted a webinar highlighting the tools and resources available. We are excited to continue that effort and to strengthen the relationship that we have with the Latino community today.

This year, we are continuing the conversation and we are showcasing local practices and programs that promote effective engagement. One of the speakers today we will hear from is a local practitioner; a program that we have a strong engagement with in California is called LISTOS. In addition we have speakers representing the HHS Initiative and two faith-based leaders with recent experience in disaster response and recovery during Hurricane Sandy.

In Region 9 we are particularly proud of the LISTOS participation as Region 9 and the state of California are partnering with the Orfalea Foundation. LISTOS embodies the community

concept due to its grassroots approach. So again we thank you for joining the webinar today. I will now turn it back to the facilitators.

Thank you very much, deputy regional administrator Ms. Armes.

Next up we actually have our first speaker who was a part of a national organization and disaster group, Mr. Martin Garcia. He will speak a little bit about the engagement of the Latino communities as it relates to faith-based outreach and preparedness.

Mr. Garcia?

Hello, everyone. First of all I want to thank FEMA for this opportunity by allowing us to share some of our experiences we have had in participating in faith-based organizations and collaboration and issues with disasters. This brief presentation that I want to share with you is called Meeting the Needs of Latino Communities, a faith based perspective.

Again my name is Martin Garcia. I am the community engagement specialist for World Visions of California.

One of the challenges that we always have is that we face as members of a Latino faith-based organization; one of the realities that we faced is that when we get invited to participate in disaster preparedness organizations to participate, there is the issue of outreach for the ministries. Sometimes this has been poor in the past. There is no particular effort because sometimes there is a little bit of a lack of patience. The other thing is when you want to work with Latino ministries, sometimes you have to try to develop a directory of different denominations. Like with the Roman Catholic Church, there is only one place you can go. With some of the other denominations you have to do really outreach across the board with not only with one group. So, sometimes outreaches is complicated and complex. Sometimes organization does not have the patience for this.

The other problem is the training. I have seen groups participating in some disaster preparedness training. They are so complicated. There are so many acronyms and names that are not familiar to the religious community. We really need to develop training that is basic enough to provide an entry-level to Latino congregations.

The other thing that we faced is related to the theological barriers. Unfortunately, many of the Latino clergy come from Latin America countries where there is not a real direct involvement of theological reasons with government entities. As a matter of fact, I have colleagues who sometimes say well you know in Latin America politics is the equal to corruption. So, if I want to be a person of faith, I don't want to be engaged with corruption. Sometimes there are theological barriers that don't allow these organizations to collaborate and participate in this type of training and this type of activities of disaster preparedness.

Next slide. This is a very important point which is basically; what is the solution to the reality that we are engaging in organizations providing disaster preparedness? The first solution that we have to address this afternoon is that we need to develop an intentional and patient outreach for

Latino congregations. We really need to get to know each other. And create trust between each other. Some of these organizations and some of these churches are going to say, “why do you want to engage with us?” That requires outreach. I have worked in the past with World Vision during the Hispanic initiative here in Southern California. In order for those churches to trust me, it took 2 years. So, working with congregations sometimes it takes a lot of patience. Then, we have to develop a one-on-one type of disaster preparedness training that is easy to understand. That is not full with professional jargon that we assume that everybody understands. The third point is that we need to make an extra effort to keep including the Latino congregation in this process. If they don't show up in one meeting, we need to keep persisting and inviting them; and showing up at the alliance. We need to show them showing up in the denominational office and showing up at the denominational conventions and conferences. This is for disaster preparedness.

The fourth point we have to remember that the Latino congregation is a part of a diverse set of traditions. There is a myth that there are only Roman Catholics -- there are also Baptists, Methodists, and others. So, we talked about that Latino congregation or Latino faith-based organizations, we cannot include everyone in one box. There is some diversity. Just like there is diversity in the Latino community itself, everyone has different traditions and ways to express their culture. So it's the same thing in the congregation in the faith community. There are diverse traditions and we need to start to work with these faith-based organizations. The other thing we need to consider is that Latinos, as any other groups of immigrants, are multigenerational. Congregations are as well. There are some congregations that are Latinos for three and for generations. They speak English and they are more integrated in society. Let's not assume that because it is a Latino congregation that they need Spanish as the first language. They are integrated in the community. We need to work with them in a very different way. We need to understand these multiple layers of groups that are inside the Latino community.

This is the solution that I propose. I hope this helps for the group listening to this presentation. I can tell you here in California we are in the beginning of the process to see positive results in having the Latino faith community engaged in the disaster preparedness groups. We are very happy with that. I can tell you that it requires a lot of work and understanding and thoughtfulness about what we want to engage Latino congregations in the process of getting them ready to be prepared to face a disaster.

Thank you very much.

Thank you very much, Mr. Garcia. I want to give special thanks while we transfer to the next presenter to the DHS Faith-Based Center for Partnership which serves as a cosponsor for the webinar. One of the points that Mr. Garcia made it would be helpful to have Disaster 101 Preparedness training. We hope that two of the presenters today can provide some ideas and potential programs that you can integrate in your communities. We will hear from the first set of presenters that is actually a public private partnership between the Orfaela Foundation and Gracie Huerta and Maria which runs the LISTOS program. I will pass it over to Barbara, Gracie and Maria to present about their efforts for disaster preparedness education for Latino population.

Thank you, Marcus, and thank you everyone for your participation today. We are grateful to be invited to share our work in this program. It is on the central coast of California right now, but ready to go statewide. I am the director of strategic partnerships at the foundation; we are based in Santa Barbara. Our grants are distributed primarily in Santa Barbara County. The mission is to strengthen the community by empowering individuals. The focus areas of the foundation include early childhood education, education and youth development and critical community needs. With ongoing wildfires and flooding vulnerabilities our emergency readiness emerged really as a top priority and urgent issue under critical community needs.

In 2007 we launched strategic initiatives to have more lasting impact on addressing large-scale issues in our community; this included the Aware and Prepare initiative that was formally launched as a privately funded initiative in January 2008.

Aware and Prepare is a public partnership dedicated to enhancing capabilities to mitigate, prepare for, respond to and recover from emergencies and disasters within the Santa Barbara County operational area.

This partnership was formed with the Orfalea Foundation, James Lee Wood Associates and the Santa Barbara County Office of Emergency Services. This was unique because dynamic we had a philanthropic organization combined with emergency management expertise and alignment with local government planning priorities. This partnership has really grown into a robust structure of local government agencies, nonprofit organizations and foundations directed to strengthening our community disaster resiliency.

As part of the grant guidelines, we focused on seven priority areas with a heavy emphasis on public education and awareness. We found this to be one of the most significant gaps in emergency preparedness in Santa Barbara County.

Our population is geographically spread out and very diverse.

Santa Barbara County covers a lot of geographical territory and we do have a lot of challenges with emergency public information as well as distribution of preparedness information. We have multilingual populations; we have dialects that are unwritten dialects. We are dealing with a lot of challenges in communication.

With a growing Latino population in Santa Barbara, and absence of bilingual emergency management staff, we knew we wanted to target our resources to developing culturally appropriate disaster preparedness information and education.

There was a lack of information available that was tailored to the population that we were trying to target. Like Martin mentioned, there is a gap in really user-friendly understandable knowledge of materials for the Latino population. We made the investment to create this curriculum from scratch as well as from our own experiences.

We recommend that emergency management officials bring together stakeholders in their community that already have experience in working with and serving Latino populations. We

developed a focus group, we heard from the focus group and they really provided us a lot about valuable information.

They know where the gaps exist; they already know the mechanisms to proactively engage the Latino community. We took the guidance and combine it with expertise with those that would've been working in the field to create this emergency preparedness training for Latino populations which we call the LISTOS program.

Hello everybody, this is Gracie Huerta. I am happy to talk to you about the LISTOS program. First, I wanted to let you know that I worked with local jurisdictions for many years and practiced and taught the CERT program. It is a great program. What we learned while doing that program in Santa Barbara County is that it is not always user-friendly, specifically when you're talking to the Latino population. So, we created this program that is visually engaging and presented in a conversation style, a discussion style. We tried to eliminate all acronyms and all of the difficult language. It is sort of a simple, first step. The idea from the beginning was that people would be able to participate in LISTOS and learn some of the basic information in a nonthreatening way. Then, engage in the program as a second step. We want everyone to be CERT trained, Spanish speaking as well as English speaking. We thought that the LISTOS program would give everybody a stepping stone so that they would be much more comfortable in joining the jurisdictions for the CERT program.

Our curriculum is very low tech. Our curriculum is taught in a very simple matter. We have been doing these presentations in different locations. What we have learned is the importance of reaching out to people where they are at. So, because of that, our curriculum is very low-tech and adaptable and portable. We talk a lot about the things that are low-cost and easy to do and necessary. For example, Latinos can get behind the idea of creating a backup system for important documents. Keeping copies someplace. We talk about creating reunification plans and family communication plans and that is also very necessary. There is some time dedicated to triage and disaster medicine and disaster psychology. Although we don't use that language; that can be intimidating.

Next slide please. We have had such great success with the LISTOS program that we created a LISTOS train the trainer program. Now, the people that are taken the 12 hour Listos class have signed up for a 24 hour train the trainer class and now they are prepared to teach LISTOS to their community and to their social network. This is a very valuable way to teach the program because we understand that peer to peer education is a good way for people to hear information and have it any non-intimidating and nonthreatening way.

Again, why it work? It works because we come to them and focus on the skills and strengths that the Latino community holds deeply. We empower families to take care of each other. We encourage them to use their informal social networks in a formal way. We help them to understand how their own social networks can help or support the fire department, local jurisdictions during a major disaster. We teach in an very oral style. We partner with established community leaders. The outreach does take a long time. There does need to be patient. If you have a meeting and people don't show up, then you have to have a second and third meeting. We found that this has worked and we have proven ourselves to be trusted community members.

The partnership is important because that helps facilitate the process and it can shorten it.

Again, we are very flexible. We are adaptable and portable. We will go to wherever the population is.

We have met with folks in their neighborhoods, specifically in people's driveways. We have had these LISTOS presentations in mobile home parks, in the parking lots and in agricultural areas. We recognize that family is important and children are important. So, all of the classes are set up and children are welcome. We have the material needed to welcome children.

Food is important. We always share in food. We bring food and we allow the participants to bring food and it establishes and creates a community and trust, all the things of value.

There have been some challenges, again, recruitment and attendance. The partnerships really help that.

This is an oral teaching style and an oral learning style. There have to be times for storytelling. People have a lot of stories they want to share. The other thing that we are working with is that along with people we are targeting on survival mood. Their basic need is to survive the next day. That has created some challenges. It has also created some really unexpected and surprising situations. It has been really gratifying to know the people on the survival mode can still find time to come to this training. Come to it for not one or two weeks, but three and four weeks.

Thank you very much. I will let my partner, Maria go from here.

Thank you, Gracie. I am now talking about the opportunity to bring this program to a state wide level. Since 2010 the LISTOS program has grown to approximately 544 well-trained individuals in Santa Barbara County. Additionally, with the support of PG&E, another 125 individuals have graduated from the LISTOS program in San Luis Obispo. Now, they are another 100 in training in Monterey County. Thanks to the support of FEMA and CALEMA, we are working in partnership to bring this program to the underserved community in the state of California as we continue to build our community disaster resiliency.

The core of the LISTOS program is to be sustainable relationships and partnerships with faith-based organizations and emergency management agencies and also key stakeholders like media and elected officials. In doing so, we are not only able to provide valuable disaster awareness information to vulnerable populations, but also we are able to educate them about the resources and public service that these partners bring to them.

In terms of -- unfortunately, if there is a natural disaster that happens in the state of California the population that would be hit the hardest would be that Latino population, unfortunately.

As most of you know and the census shows, over 38% of the population in California is Latino. That is why it is so important for the first phase of this state wide implementation that we are targeting the area, the Bay Area which accounts for over 23% of the population that is Latino. In

Los Angeles, almost half of the population is Latino and San Diego, where 32% of the population is Latino.

In terms of the program structure, it is very important to have team members that understand the cultural relevancy of the curriculum and how to manage the program and provide resources to each Region. We are structuring the program with the program manager that will oversee the logistics of the program, not only in terms of the supply acquisition, disbursement, logistics and reporting, but also important is the marketing and PR component. We will have a trainer who will be at the stakeholder relationships and conducting the trainer sessions. The lead trainer will identify in each Region assistant trainers that will sustain the program. This will be identified based on their credibility in the community. With this curriculum we are offering each region the resources to implement the program in their jurisdiction.

In terms of the programs sustainability as you all know by partnering with community leaders that will host these programs to allow us to effectively and quickly reach out to the potential trainers. These trainers will be the ones who will continue the program in their community. We are here to provide them the resources to lead to the path of building this community resiliency program. In terms of the evaluation of the program, it will be evaluated not only by a baseline survey at the beginning of the training, but also the accountability will be measured by the number of LISTOS train the trainer, the participants identified, a final survey, and a year-end report that will be sent to CALEMA.

To finalize, when translating into English, the word LISTOS means more ready and prepared. Our goal is to support you to build relationships within the community that you serve to create this strong network within the Latino community so they can effectively act quickly in case of a disaster. So, we are here to help you to be a resource and as you know, knowledge is strength that we are here to empower your community.

Thank you so much. I believe this concludes the presentation from LISTOS. Thank you all very much. Some of you may be thinking on the webinar I'm not living in California. The population I service is not from California. One of the things I want to make sure of, we want you to be connected to these folks. LISTOS is a part of a larger network of organizations across the country that is providing their subject matter expertise as it relates to preparedness. Feel free to reach out to these speakers afterward.

One of the things we talk about preparedness, preparedness is only beneficial when it helps support the response and recovery. The next speaker we will hear from is going to talk a little bit about his experience, in his congregation and his community's recent experience with Hurricane Sandy. Without further ado, I would like to introduce Reverend Salguero, he serves as president for the National Latino Evangelical Coalition.

Thank you, Marcus. Thank you, FEMA and all the callers for participating in this webinar.

As Marcus has mentioned, my name is Reverend Gabriel Salguero. I am the president of the National Latino Evangelical Coalition. Our coalition is a coalition of about 3000 Evangelical and Pentecostal congregations across the country; all Hispanic or Latino. When Sandy hit the North

East, New Jersey and New York and beyond that, our executive committee got together and said how can we as already an indigenous grassroots organization that works with and serves 3000 Latino Evangelical congregations or faith-based groups, how can we leverage our influence, our expertise to help congregations, faith-based groups, and non profits on the ground? Immediately within a day or two we began planning how to prepare and respond in adequate and immediate fashion.

So what we did was here is what you see here on the slide, we developed a one-on-one training for Latino evangelicals and Latino Pentecostals who has never participated in any kind of emergency disaster relief. So, we did here is provided a basic outline of how this indigenous group of 3000 congregations responded. We pooled resources, we created infrastructure, we assessed and we acted.

Our first intention was to say what resources do we have? What tools do we have to meet the needs? What does NLEC, National Latino Evangelical Coalition have in its treasure chest? What can we do and what can't we do? Sometimes indigenous organizations feel overwhelmed by the need that's before them. What we did was, we contacted our local churches in the Region, our not for profits and Regional district leaders and denominational leaders. We also contacted our local elected officials that were somehow connected to our NLEC or coalition. Finally, because we are a faith-based group, we are connected with large faith-based relief organizations like Convoy of Hope, Covenant World Relief, Nazarene Disaster Relief and Wesleyan Disaster Relief.

We hoped to pull these resources within our collation and know what we can and can't respond to.

In the previous slide you saw over 300 coalitions that helped us with our disaster relief. What we discovered is that we did not have the resources to mitigate the disaster. Reduce the risk before the disaster hits through news or broadcasting. We did not have expertise or considerable expertise on rescue, search, and find. We concentrated our response on immediate response which is food supply, emergency supplies. After we did that for some time, we focused on recovery; how do we help some of these indigenous groups what we like to call helping the helper – getting him or her back on their feet so they can help their indigenous communities and local communities get back on their feet economically, psychologically, and all those other levels.

Since we already had an infrastructure of 3000 organizations what we did was we leveraged those networks by securing a locale, central operation. The National Latino Evangelical Coalition was able to leverage its influence with the local New York City officials to secure the biggest armory in the nation, the Kingsbridge Armory in the Bronx, New York; something well over 300,000 ft.². We use that as our base of organization. We did was we got a management team from our local congregations and from our faith-based groups to volunteer to serve in that center of operations. The center of operations ran 24 hours a day seven days a week for close to over a month.

Then, from our executive team we pooled our resources to get executive leadership and administration, finances, communication and fundraising and strategic planning. The first thing we did was to develop a management team. When we developed that management team we had them accountable to the already existing infrastructure of the National Latino Evangelical Coalition.

Finally, and this is not easy to do, was we recruited volunteers, captains and inventory and transportation. We used social media quite a bit to recruit these through Facebook and webpages and blogs of our local congregations.

What you see before you now is how we created the infrastructure. Because we had a large organization to respond to this, we got each church to contribute some of their leaders to each of these levels. The executive team, obviously, was responsible for making the decisions of how we distribute the donations, how we distribute the finances and how we distribute all of the things that come in. The administrative management team which was mostly made younger college and graduate students managed these locations, managed the sites and managed the distributions. Then, the captains were mostly college men and women who volunteered their time to supervise the volunteers and to make sure the volunteers were being fed, were resting, and were being rotated and most importantly were being trained to securely distribute all of the things that were coming in.

One of the greatest things that an indigenous organization can do rather quickly and effectively; I think that's why when we met with FEMA, VOAD and others some of our work was highlighted. We can quickly assess the needs on the ground. We called our local pastors immediately and if they don't have a land line available or cell phone, we will connect with them through database through e-mail and Facebook. I think this was one of the things that made us a rapid response team; which is our direct communication with local pastors in the greatest impacted areas and the greatest damaged areas like Long Island and like Staten Island. We had continuous calls to them and they had continuous calls to us. In addition to that, we were able to have site visits where we could use a local congregation or a not-for-profit faith-based group as hubs where we got needs assessments where people said here's what we need and here's what we don't need. This is important because often times when indigenous groups want to help, they want to respond immediately and sometimes they are responding in ways that the need does not exist. So, one of the things that we did originally; people did not ask for clothes or people didn't ask immediately for those types of things. So immediately we put in our warehouses and on our sites these are the things that are not needed and these are the things that are most urgently needed.

Part of that was continuously conversation with our local pastors and our local hubs around the most impacted areas. That needs to be updated periodically. We had a social media Captain or a social media overseer who continued to update the list every so often when they needs changed.

We leveraged our pastor resources as distribution sites. We had several in Long Island, Staten Island, Jersey City and the lower East side of Manhattan and they reported back almost immediate real time, this is the stuff that is going out quickly and this is the stuff that is not. What is important about this is that people want to help, but they need to partner with trusted

organizations. Since they already belong to the National Latino Evangelical Coalition , they trusted to respond to us and there was much less bureaucracy and red tape but there was real accountability and real efficient turnaround time.

Here is an outline of what we did. We assessed the needs through our local database and through our conference calls. Then we created inventory which we updated. Then, we streamlined that information through our Facebook, through our social media and through our database and through our phone calls to our local pastors or local congregations. Obviously, that information was streamlined. We were receiving donations from our national partners. We weren't just leveraging our influence in the base with local congregations and local pastors, but also our influence large power churches and denominational influences. Denominations, they sent busloads of volunteers and they sent truckloads of supplies. They were always being informed of what we did need and what we didn't need. One of the things that was clearly highlighted in that work was that most of the stuff they came to the warehouse was not just staying there, but it was reaching the communities almost immediately within 24 hours we would fill the warehouse and empty the warehouse with the facility we streamlined information assessing the needs and distributing those needs as they came.

Here is what we decided how we would take action. Most people didn't have training before hand, so what we did have was a very strong grassroots organization and something called [indiscernible] which is a youth element, which was able to get college and graduate students almost immediately. After we secured the locale, we trained over 700 volunteers. We had experts come in and say this is how we do warehouse management; the Salvation Army came in and we did that at every shift. So there was continual training every five to six hours; a new set of volunteers would come in and they would be trained. Questions were answered. So, there was a continual training. Then, the management team that we brought on trained the captains and we had daily two to three management and captains meetings to make sure everything was running seamlessly.

After that, we organized the donations inventory and distribution. What we created was a headquarters where everything was being streamlined while at the same time; and this was being done in two languages. We secured a 24-hour hotline where people could say here are the donations that exist and here is what is going out. We organized transportation. What was fascinating about this is that churches would donate their church van or church buses or they would rent trucks for us to donate. Several larger congregations gave us high lows and fog lights were given to us by the city. In that organization, it was really indigenously run. You could imagine the amount of resources of transportation that we had from around the country given there are close to 3000 congregations. The onus was not just on our local community, but their partners throughout the country.

We organized local distribution sites through grassroots partners and trusted partners. Some of these trusted partners already ran soup kitchens or food pantries and were already a part of our coalition. So what we did we leveraged their already acumen in food distribution and they knew the most urgent needs.

As I said before we organized a 24-hour seven-day bilingual telephone system but we also did a few PSA's, public service announcements that were distributed in English and Spanish where they could text us and their information would be given to those most urgently in need. Here's what we have, please text tell us what you need. That came to us within two or three hours in real time.

Then, one of the things that should not be underestimated is how the Latino community uses social media and IT to communicate. Especially as one of our earlier presenters said because we are multi generational we have a large bilingual and bicultural that communicates with first generation or Spanish only but at the same time can communicate in English.

Next slide please.

For the first almost 30 days we were focusing on early response which is food distribution, water and cleaning supplies. After that began to slow down and some of the larger organizations came in, ours we could get up and running quite quickly so that we were really one of the groups that were the first responders because we already had our churches there, we had our young people there; we had people ready to go so it was just leveraging those influences.

What's next, the communities wanted to know how can we continue to contribute? Some of the denominations, for example, like the Evangelical Covenant Church made large donations to help rebuild homes. What we did was created a vetting process. If they applied for FEMA relief, if they applied for small business administration loans after they had done all of that, if their costs were still not covered, they could bring invoices and the executive and management teams would do that. We have helped dozens and dozens of people with donations for immediate rebuilding and then we leverage our networks with recovery and rebuilding teams that are part of our denominations and our grassroots organizations. We provided not just the finances, but the connection to the manual labor people who are credible and people who are licensed to do this kind of work.

Finally, what gives us continued credibility is that we have follow through as they received up-to-date e-mails and calls. We are still getting some now on what are the next steps and the most urgent needs.

The biggest learning for us is that if you already have a grassroots organization and a national or regional or local network, it is easy to leverage this and transition this if you have the right people coming in and training. Some of these people can get to the most urgent places right away and they want to help. All they need is training and creating of the infrastructure. With the coalitions major contribution was creating the infrastructure by indigenous grassroots people and for indigenous grassroots people to give immediate and effective response.

Thank you.

Thank you very much, Reverend Salguero.

One of the things that he talked about and I think all people talked about is that there are different approaches for different communities. It is my distinguished pleasure to introduce our next speaker who worked with FEMA nationally in various capacities including creating publications and providing input on the best way to begin to provide templates for Spanish speaking communities and Latino communities. We will have her, our speaker, Venus Gines, she will talk not just about disaster preparedness but its connection to public health and the role of promotores, otherwise health workers. Venus?

Thank you for the opportunity to share our successful community interventions. I commend all the previous speakers for the work that they do. It has been great listening to your endeavors.

This first slide depicts the reality. Our Latino population is continuously growing, so do the barriers when it comes to access to information and culturally specific communication.

We saw this more when we had the impact of Hurricane Katrina and many of our Latinos felt there was very little information they were getting in their language. Few people realize there were 1.8 million Latino residents that were impacted by Katrina. Many of them live in these areas prone to major disasters.

We have found that although FEMA strives to engage the whole community, we must first understand the value of trust, relationship building and building alliances and partnerships and this must be made within the community itself. How do we do this? We build trust by having integrating promotores and community health workers in the education program and building relationships with community leaders and build alliances with local leaders such as Faith-based and community based.

As we look at the goal which is shared responsibility, we must first keep in mind that we have to be invited from the very beginning of the development of a program in your community as well as employing Latinos in the field of emergency management. We feel that engaging all of us and being available especially those of us who are language proficient we really need to be engaged right from the start of the development of any program.

That is the reason that I applaud FEMA for the vision of developing this initiative. FEMA allowed us to tailor our training modules for the promotores core competency training and also the promotores take the course for CERT and include the CERT training and are certified by CERT.

As you can see, many of our promotores in the slides are engaged already in emergency response training.

FEMA allowed us to tailor our program and we trained 48 instructors in the state of Texas alone. Out of the 48, in addition we had 83 promotores and community health workers that were also certified for CERT; and for those of you who do not know what CERT is, its Community Emergency Response Teams. We have developed 4 community preparedness principles, collaboration. Our promotores are collaborating with the fire and police department. They are

integrated in a lot of the programs in the community, especially those run by the city for emergency preparedness.

They volunteer their services and as you can see, many have been trained and they volunteered services and when there is a disaster they are there as well. We have been invited in the preparation of some of the programs early on so we commend them for doing do that.

I know we are running late, so I wanted to give you an idea of what we're doing across the country. I was fortunate enough; I am a 20 year breast cancer survivor. Because of what I've seen across the country in our program and our signature program, we have seen the usual suspects -- the language barriers, the access to care barriers, the patient navigation barriers. We want to make sure that all of core cities have promotores programs in them. I was fortunate enough to chair the national promotores steering committee, a wonderful group of promotores leaders that came together and we are looking at ways of where we can build core competencies and be integrated into the health care system that includes emergency response and emergency management. Our goal is to try to train as many folks to become promotores and community health workers and be also certified at CERT.

I think that was the last slide.

I want to let everyone know that our organization is based in Houston. My paying job is that I teach at Baylor College of Medicine. But, I am really very excited about having -- engaging promotores in these endeavors and programs and if anyone is interested, they can go to our website.

We will provide the website for all the presenters today so you can see a bit more and see what applies to you. I just want to reiterate that this is not the beginning. This is not the first time we've done this. This is not the last of where our discussion is going to go and where the progress we are looking to make is going to go. I want to leave you all with some resources. One of the things we provided, hopefully we introduced you to four people you can include in your networks or organizations you can network with wherever you are.

We also want to point to some federal resources that can help you get involved with emergency preparedness.

Number one and the most important, we know that there are programs all across the country that not only addresses the needs of the Latino community, but the whole community. We really encourage you to sign up as a National Preparedness Coalition member. We will be taking this discussion to the National Preparedness Coalition and we have questions already posted and we want to hear from you and hear what has been successful for you and the programs you have as well. In addition, we have two websites; ready.gov and the Spanish version Listos.gov. This is available for you to share and you can learn how to protect yourself against local hazards in your community.

One of the things that Venus and I had worked on and that we encourage you all to use, which is on IS-909. Which is an online course and with 16 modules that make preparedness digestible,

portable, and flexible. Venus talked about the community emergency response teams and the LISTOS people as well, how important it can be.

Lastly, we encourage you to get the youth involved in community preparedness. We actually have a call for youth preparedness council members for those that RSVP for the webinar we will send out that information as well.

With that I will transfer it back to Lauren who will talk about the question and answer period. We will afford everyone 10 minutes at least to ask questions that you may have. Lauren.

Thank you, Marcus, and to all the presenters for taking your time to speak to us today.

Audience members, you should now see a question and answer pod. If you could please type in your questions into the chat box and click submit. We will do our best to answer your questions to the best of our ability.

While we are waiting for some questions to come up I just want to reiterate that this will be recorded so you can share with your networks if there are people that you know that could not make it. We will also be able to have the PowerPoint available as well. As we wait for questions, I had a quick question for Venus and Mr. Garcia. Mr. Garcia, from my understanding you are working on disaster 101 training in California, correct?

That is correct. We have one version in the English and we have three day training coming up in May. The last week in May; I think it is the 28th, 29th and 30 May.

It's Disaster Preparedness 101. This is the English version. But, we are expecting to have potentially a Spanish version for the summer or for the fall. This is a very basic type of training for, not only for faith based organizations but for nonprofit organizations.

Marcus, this is Venus. We have prepared a bilingual train the trainer program for CERT. It's on the website. We are open to anyone who would like to have access to that. We are excited about the fact that there are more trainers in our community and that's what we want to see is more Latino folks that take the lead and train others.

The next question is from Peter Smith, is how do you all deal with the different kinds of Spanish? Would our folks from LISTOS like to start that off?

This is Maria Fernanda. Actually our curriculum addresses this question because we utilize neutral Spanish. We recognize the diversity of the Hispanic population so we make sure that the language we utilize neutral language, easy to understand and that it is simple to address all of the different cultures.

We also have brought in [indiscernible]. Populations that is bilingual in Spanish as well as their own dialect to help translate materials to those particular populations.

We now have another question and audience member has asked, “If I want to get my local church involved now, how would I get trained? I am in Florida.” Can anyone answer that?

Yes, the local VOADs which are volunteer organizations and the different regions in Florida the first place to go. Also, there are some organizations such as the National Latino Evangelical Coalition that presented today, they already have the material. I assume that the Reverend was going to mention something about that, right?

Yes, you spoke precisely. There are local VOAD actually and National Latino Evangelical Coalition was asked to partner with VOAD and with FEMA, a lot of the training that we gave to the volunteers came from them, they caught us up to speed. We have this material and we have a Florida Regional rep and if I get your information I will send it to them. I would say that you need to find trusted partners like Salvation Army. They work with VOAD already on some of this a rescue and relief.

So, look for VOAD or your local clergy associations, depending on what part of Florida if you are on in central or south Florida. They are already connected, World Vision and World Relief, those big organizations that partner with local congregations. I would be glad to connect you with that person as well.

This is Marcus Coleman. I want if you are in the Miami Dade area, we are running a program locally there called Miami Dade Corp, it’s a disaster preparedness program.. As they said you can connect with local VOAD and we also have Citizen Councils and CERT teams in each state and locality. If you can respond back with that question as to where you are in Florida we will definitely get you connected to the right people.

We have had a lot of questions coming in. We wanted to let you all know that we probably won’t be able to answer everyone’s question, but please to e-mail our Citizen Corps at CitizenCorps@DHS.gov and we will be able to answer your questions.

We have another question from the Whitney Coester, “How do you consider the gender roles that exist in the Latino community when preparing the community?”

Whitney, thank you for your question, this is Reverend Salguero. I think that is a very complicated question because that differs from community to community. As you know Latinos are not monolith. It is also different generationally. I think that when you are working with local grassroots groups our coalition obviously we have male leadership and female leadership. If you are partnering with federal funds or state funds gender discrimination would not be tolerated. We have always told organizations that we work with federal partnerships or government partnerships we do not they don’t fund programs that allow for gender discrimination. There has to be some training. There are some conversations, I think part of the training that you heard earlier and part of the presenters are to allow for storytelling that empowers people. This is important to get over some of these hurdles.

This is Venus. Our organization is with on empowering women, but we find that many of the women trained actually bring the whole family to some of our activities for disaster preparedness. So, it becomes a family event.

This is Gracie from the LISTOS program. We find that a lot of this is attended by women. What we are doing is working within in the strength of the community. We know that often times the women are the primary caregivers and so they have a lot of these skills in place. We are you saying the format that they have established in their homes and in their communities on an informal way and we are talking to them about thinking how to take that in a more formal structure so that they can work with jurisdictions who have a definite formal structure. We are encouraging and empowering them to use the system that they already have in place for day to day life for emergency preparedness.

Excellent.

The next question is from Jannah Scott, can anyone speak to the issue of reaching Latino/Hispanic immigrant communities in a disaster and what we can we do to ensure people are not afraid for themselves, family members or others to seek help when a disaster strikes?

This is Reverend Salguero. Church and other trusted partners are key to this. I think every presenter highlighted that, working with trusted partners on the ground. What we did is every place that we had a site; we also had a conversation with local people. Some immigrants may be undocumented, but their children are documented and they qualify for help. We had the training and it was led by the clergy and pastors and people they trusted. One of the strength of having a faith-based organization, or people working in the grassroots whether its faith based or not in this is that the community already knows them and they are trusted when they give information. What we did was, we didn't just provide relief, but we provided information from trusted partners whom they have partnered with before.

Our last question is from Stephanie Ollerton. She asked -- the first LISTOS presenter said that most resources that are translated into Spanish are not culturally appropriate. Can you give it an example of that?

This is Gracie Huerta in Santa Barbara. I think our first speaker talked about disaster preparedness 101not using acronyms. A lot of people that take our classes at least the ones we have been working with have a low literacy rate and sometimes the word and jargons used is difficult to understand and it is intimidating. When we use the jargon and people feel not a part of the program, it is easy for them to not to participate and to walk away. We have removed all of the acronyms. An example, PAST, in Spanish you can't translate PAST. Every fire department wants to try but it's not going to work, there is no acronym in Spanish works.

The CERT manual is another example. It is a very thick manual, it's a three ring binder and it has many pages. How can a community that doesn't read or write in any language are going to be intimidated by the size of the manual. So, our manual is 12 pages long front to back and it has a lot of pictures. Even though you are not a strong reader, it is an easier tool to hold onto.

And, a lot of the national preparedness messaging is by a kit. We know that is a huge obstacle financially for a lot of these populations, who again as Grace said, they are in survival mode. We make it much more approachable. I can make copies of the important documents and bring in their prescriptions and we make things more doable and they feel proud they are taking these steps rather than being overwhelmed with a long list of disaster supplies that they need for their kits.

This is Martin Garcia. Also, I want to add to what you said, many of the basic training offered by the Red Cross or by some of the local organizations, it is great for people who have experienced in disaster preparedness. It is not easy to understand for the common individual. That is why I was mentioning, too, about the need to create a one-on-one type of training. There are many examples out there. They are at entry-level type of disaster preparedness training. They are complex. I can tell you from experience.

Thank you so much. I think we are going to wrap up now, Marcus, if that sounds good.

Yes, I apologize to those whose questions we could not get to. We want to be respectful of our presenters' time and all of your time. We have a good amount of questions and these are questions that are excellent to take to the National Preparedness Coalition website. We will do the best we can to consolidate the questions and address them. A couple of key things we will be providing the PowerPoint and recording within the next few days and for those who RSVP for the webinar again we will be sure to past them along.

I want to thank everybody that was able to pull this together. Our co-host, DHS Center for Faith based and Neighborhood Partnerships, both to the director David Myers and Deputy Director Janice Scott as well as our folks at FEMA Region 9. Thank you, to the speakers this afternoon, for presenting the information that they did. We hope that you found it useful. As we said, we are looking to immediately continue this discussion over at the National Preparedness Coalition website. We'll be in touch again within the next few days with links and other helpful information based on some of the questions we gathered this afternoon.

If you can help us help you, please complete our survey. If there is a topic of interest that you are interested in or if you have joined us for quite some time and you would like to see a different angle on the conversation, please feel free to e-mail us at Citizen Corps at CitizenCorps@DHS.gov with your webinar ideas. We are always looking forward to hearing new ideas. I wanted to put in a quick plug our next webinar will be on financial capabilities month and we will talk about new tools and new partnerships we have developed to promote financial preparedness and financial literacy. For those joining us on the webinar, please mark your calendars for April 9. Same time, same place. Thank you all once again. With that, we will conclude the webinar.

[Event concluded]