

[MUSIC]
Stories of...
Safer
Stronger
Communities
ICP Awards
Outstanding Citizen Corps Partner Program
New Orleans, LA
Medical Reserve Corps

Sarah Babcock: In New Orleans one of our biggest threats, obviously, are hurricanes. Many people know about Hurricane Katrina, and every few years we get another one. And so in 2013, as we watched how hurricane preparedness was occurring in our city, we realized that there were some gaps.

We were typically handing out very general national education materials and so, with funding from the National Association for City and County Health Officials, we designed New Orleans-specific brochures.

They're written in under a sixth-grade reading level. They're full of infographics. And they have information that's very specific to our city and what the city's response is going to be to hurricanes. And then provides information for citizens on how they can prepare based on the city's plans.

So those were designed for the elderly, people with medical mobility needs, also pregnant women, families with young children. And they've been translated into Vietnamese, Spanish, and braille as well as English.

Now we have citizens who really understand what the city's response is going to be. So knowing when we're going to evacuate the city, when we're going to shelter in place. They know how to get resources; they know what phone number to call to reach someone if they're really having trouble besides just calling the 911 system. It's made us as a city more prepared. As city officials we have a better understanding of who is in our community, how many people have needs, and what those needs are.

And during that process it gives us, as emergency management officials, some one-on-one time with our most vulnerable citizens, making sure that they are truly prepared.

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ICP Awards
Outstanding Individual and Community Preparedness
FEMA