

October Monthly FEMA Update Webinar: Fire Prevention and Preparedness: Activities and Events to Engage Your Communities

October 17, 2012

3:00 pm – 4:00 pm EDT

Good afternoon everybody. Thank you for join FEMA monthly preparedness update for the month of October. Today we will be talking about fire prevention and preparedness. A little technical run through before we begin. Please make sure your speakers are turned up so you may hear the proceedings sufficiently. This meeting will be captioned and the transcript will be provided. At this time scrolling captions will not be available. We will try to work on that as we try to get through the meeting. With that, I like to turn the meeting over to Dante Randazzo from FEMA's Individual and Community Preparedness Division who will get us started, Dante.

Thank you, Steve. Good afternoon everybody. My name is Dante Randazzo. I am with the FEMA Individual and Community Preparedness Division. This month we'll be talking about fire prevention and fire preparedness. Much like preparing for any disaster or emergency event, fire prevention safety is a year around activity. So this month we'll be sharing fire prevention events and activities that you and your stakeholders can implement within your community to engage the public. Fire is the most common hazards and it's smart to know your risks and appropriate protective actions especially with the holiday season approaching and specifically with November being holiday fire prevention month. We also are just coming off fire prevention week, which was the previous week. We are fortunate to have two guest speakers with us today to describe some excellent ways to prepare communities for fires, sharing their resources, ideas and projects. Our first speaker today will be Teresa Neal of the United States Fire Administration and our second speaker today is Melisa Aranda of Hope Worldwide. I like to turn to over to our first speaker, Teresa Neal of the United States Fire Administration.

Hi, good afternoon. Thank you so much for this opportunity to speak with you about USFA and Prevention in the Information branch where I come from; and to speak to you about fire prevention campaigns and resource. October 7-13 was Fire Prevention Week. The theme of fire prevention week was *Have Two Ways Out*. The United States Fire Administrator, Ernie Mitchell, challenged the FEMA employees to conduct a home fire drill at home. Each employee was sent by e-mail the challenge as well as instructions for conducting a home fire drill and a home fire safety checklist which gave tips for things to look for in each room of your house that might cause a fire. That you might not think about. Each employee was encouraged to send pictures and stories for inclusion in FEMA Weekly. We also had an open house at FEMA headquarters. If anyone would like information and want the instructions on home fire drill or the home fire safety checklist, just contact me and we can forward you those templates to use. We know that we always preach that you should have two ways out of every room and people assume that they know how to get out. But how often do we actually practice it? So, that is what the real challenge is about. To have people sit down and think ok, if a fire to happen and I couldn't get out of the door, how would I get out? To make some of the changes by purchasing those ladders for windows and installing them, couple of ideas.

Another resource I wanted to tell you about that we have U.S. Fire Administration is the Prevention of Public Education Exchange. The exchange is a central location for national, state and local prevention life safety practices and public education material. At this time, we have over 400 close to 500 items in the exchange. These items include web pages, brochures, forms, prevention programs. They can be searched by topic, keyword or subject area. Once you submit your search request, you will receive a result page that contains the title of the items, a short description of the item, how you can view it or receive a copy and who you should contact to receive more information. Subject areas include life safety, fire safety programs, wildfires, lesson plans and forms. The idea behind the exchange was to try to catalog what's already out there and to put it into one central location so that when someone needs to develop a program they can at least see what's been done. They can call the person or e-mail the person who submitted their program and talk to them about best ways to go about it, what were the pitfalls. Just helps us not to always reinvent the wheel when programs come up.

Fire is Everyone's Fight is our new initiative which we're all excited about. In 2007, prevention public education specialists came together and discussed ways to get prevention messages into the general public. Everyone at the meeting thought that the best thing was to have a national campaign that would unify efforts to combat the major causes of home fires in the U.S. Through a prevention grant, AFG grant, a social marketing study was conducted to determine the best tag line. Then this tag line was tested on high risk groups - seniors, low income and those with limited education. *Fire is Everyone's Fight* resounded with all the risk group and conveyed the message that we all have a part to play in preventing fires from occurring. The initial focus of *Fire is Everyone's Fight* is to teach safe cooking practices and having a working smoke alarm properly maintaining in each level of your home and inside and outside all sleeping areas. On the USFA website, there's a copy of *Fire is Everyone's Fight* action plan. This plan is a snapshot of where we are right now and where we like to see the initiative go. It's a living document. If you go to our website and download the action plan, we would love to know any of your suggestions or ideas to make it -- so we can make this initiative accessible to everyone.

So how can you be involved? As you begin using the graphic and the tag line or if you're interested in using it or read the action plan, we love to hear what you think and what you feel is working and what is needed. Even what your specific needs may be. We may not be able to assist immediately but this will inform how we will be able to move forward. The graphic is going through the trade marking process right now. It available for use; we have high resolution versions; several different versions, and if anyone would like to use it on their website. If they read the action plan and would like to have some more information, all they have to do is just contact me. I can give you the graphic files and also the graphic usage guides. If you visit USFA website, we have page for *Fire is Everyone's Fight*. There's also USFA is on twitter, Facebook and there's always Chief Corner's blogs. Like I said before, the most important thing is that we like to know what you find interesting, how we might be able to coordinate with you or partner with your organization and also what things that you need.

Another campaign that's beginning actually this month at the end of the month, is a partnership between USFA and the National Fire Protection Agency, NFPA. For the past three years, we put a freeze on winter fires campaign. There's an increase in home fires during the winter, in part

because there's more cooking and heating fires. People are indoors more, right around the time of Thanksgiving and also Christmas. So they are doing more cooking. People are heating. Unfortunately in the economy, they are using sources to heat their homes that might not be made for that, like the oven. So this small initiative is just every two weeks, a new topic is introduced. October 29th, we're launching information about heating and tips that you can use. There are web ads you can grab and use on your own web pages. There's a widget that you can install that will change the messages daily with different safety tips that you can share with your website users.

That's about all that I have right now. If you need to reach me, feel free to its Teresa.neal@dhs.gov to or my phone number or blackberry. If you have questions or want to know more about the campaign, please just let me know and I would love to hear from you. Thank you.

Great thank you so much Theresa. I'll leave the contact information on there for just a moment. Our next speaker will be Melisa Aranda of the organization, Hope Worldwide.

Thank you, thank you so much for letting us to participate in this webinar. We are excited to be able to reach new partners and give resources and information that we have. Hope Worldwide has a great initiative that we started with some of our partners. Its called *Protecting Our Neighbors*. One of our chief initiatives is Fire Prevention Education Campaign. We associate this primarily with National Day of Service, that are sponsored by the Corporation for National and Community Service. That would be the Martin Luther King Day of Service in January, which this year it will be January 21st. Recently this year, we've added September 11th Day of Service and Remembrance. We also hold other events throughout the year but these are our two main outreach days. We are able to leverage thousands of volunteers across the country.

Just to give a little background on our program. We have a national partnership with the American Red Cross that we started five years ago. Initially it started in just ten pilot cities and the core of that was just to reach more communities with the fire prevention education; with the focus on canvassing. So at that time volunteers we're trained to go door to door, hand out a fire safety hanger that has been developed by the American Red Cross, it is available in English and Spanish. So volunteers were able to go door to door on Martin Luther King Day to present this information. They were also trained to have conversations with residents at home. And go through a brief safety checklist, which included some safety tips that were mentioned earlier related to cooking and heating, which are the two main causes of fires. Also to just to ask the residents if they have a fire safety plan for their home, are they doing drills and do they have a fire safety escape plan. So it's a way to engage the residents.

Also some of the outreach also focused on smoke alarm detection or doing needs assessment for local fire departments. That's really based on which community they're in. Then again it kicked off in 2008. That started in 10 cities with 2000 volunteers and over that five year period, we've been able to engage over 30,000 volunteers and reach over a half million homes. So it's been amazing to see the growth of that and how this program is something is easy to replicate once you build those local partnerships. We've actually also been awarded, this is our second year of this, that we were awarded a national grant from the Corporation for National Community

Service to award sub grants to our own chapters and also to other community agencies. That is an open process. We're very excited to be in that. We just closed our grant application for this year but it is something that will be available again next year. It's something communities can use to engage their local partners to also engage volunteers. That's one of our biggest emphasis is using our volunteers to get the word out. Local fire department their staffing is stretched, particularly being able to do fire prevention outreach.

For our last Martin Luther King Day of Service, again we partnered with the American Red Cross, which is our national partner. They provide the information; they provide the technical knowhow and lot of the community relationships. Hope Worldwide primarily provide volunteers. We're the grantee for Corporation for National and Community Service and partner with fire departments and other local partners which would include community housing authorities, schools, and other volunteer organizations. Again we've done canvassing but we have also expanded to include demonstrations with our school programs. Those will be existing programs that already have a base of parents and students. A lot of the students have held poster contests for fire safety. We have fire departments come in and do demonstrations. We also have community fairs or maybe a demonstration within a senior housing area. It's not just canvassing; we've been able to expand over the last five years. We do focus on neighborhoods and populations that are vulnerable to fires. That could be based on your local community. If in your area you have more mobile home fires, we work with the fire department and the local Red Cross to determine whether they respond to fires the most. In other areas it could be multi-housing unit. It could be an area where there are a number of kids or certain populations that are vulnerable to fires.

We were able to reach -- we started with ten communities and in 2012 we were able to reach 70 communities. We were able to pass out 158,000 door hangers and reach 143 homes. What's exciting about that as we were able to have 22,000 direct conversations with residents so we know that we were able to reinforce the information not just leave a door hanger there, the door hangers are made to be something that they can hang in other areas of their home. It's made to be at 6th grade reading level so it can be accessible to people as well. Actually over the course of a few weekends in one day last year between the American Red Cross, Hope Worldwide and other grantee partners we were able to engage 7500 volunteers on that day. We're not only training the residents but those volunteers are becoming skilled fire prevention educators. We have additional training for those volunteers. We did a survey and we found that 182 employees between Red Cross, Hope Worldwide and other partnerships were involved. The majority of those employees are in kind. We do this with very little money. We get a little bit of money from the Federal government but this is an initiative that the Red Cross and Hope Worldwide have committed to.

One of the key things that we found is very important is local fire department involvement. The fire department has a key role in identifying and confirming the neighborhoods to be canvassed. We found that the majority of our programs more than 70% of our programs do involve their local fire department. They also are able to provide fire statistics in most recent fire statistics a lot of the fire departments present at the orientation and training. They assist with providing fire prevention material and they join in the canvassing. We found that some of our most successful projects are when the fire departments come out and they bring their trucks, they have their firemen and women actually in their uniforms. It disarms people. They realize that they can ask

questions and it's not just an emergency that we really are encouraging preparation. Some of our projects did provide smoke alarms and installed smoke alarms and they also checked batteries in smoke alarms that is a supplemental part of our project. We would like to increase that over the next two years and look for supplemental funding to do that more and more.

One of the things that we found this is a great way to collaborate with other organizations. This is something Hope Worldwide able to keep our collaboration in place particularly with the Red Cross. Over the years a lot of collaborations can fall apart but this one has been very successful. We found that 28 of our cities, that was the Red Cross, Hope Worldwide involvement and there was 89% successful collaboration when we surveyed all of the American Red Cross chapters and Hope Worldwide chapters. So 89% successful collaboration; 100% were likely to work with Hope Worldwide in the future.

Collaboration with the Red Cross, 100% of the Hope Worldwide chapters are likely to work with the Red Cross in the future. So what we find is that this really is a sustainable project. Once you do it in the first year and work out some of the kinks, it's easy to do the next few years because you are able to have infrastructure, you're able to work with existing partners. It's one of those projects that you don't have to have a high level of staff to manage it that this is primarily volunteer-driven. It's something you can do year after year. Just put it on your calendar and people are excited to come out and do it every year.

The orientation and training, next slide. We found that we have different topics that we try to cover. Each area does focus on their own training. We do have tool kits and information that we send out to partners. Most of the training includes tips for effective door to door canvassing. They review fire safety and prevention information. They also have training focused on engaging residents in conversations. There will be role-playing and scripts and talking points for the volunteers to use. They review the safety tips and they also identify and discuss neighborhood locations where they're going to be canvassing and identify the team and lead people for each project and also completing tracking information. We do a lot of tracking on this so we know how many houses were reached. We know which communities that we are reaching. One of our goals to do for the future is to be able to document changes that have been made in the community. That's kind of our next step for this project.

What are the characteristics of the neighborhoods that are reached? Most of the majority of the neighborhoods, 77% are neighborhoods that local fire officials have indicated are statistically more vulnerable to fires. 67%, the Red Cross has responded to. Some of these are joint as well and the residents are 60% residents who are likely to be receptive to the fire safety information. 36% the Red Cross has contact in the community and the fire department was not necessarily involved. There's about 25% of the community that partner such as Hope Worldwide have contact in that community. Specifically maybe its housing authority related to our local schools that we are working with, situations like that.

This is just a sense of what the growth has been over the last five years. Again in 2008, we started with just 2000 volunteers. We were able to reach 42,000 households and in 2012, we were able to engage 7500 volunteers and we reached 143, 000 households. You can see the

growth; you can see the sustainability of this type project. It's really led a great partnership over the last five years.

What are some of the outcomes that we seen with this project? We found that this is a great way to involve multiple partners. Some of those people that come to you through the years saying how can it work together. This is one of the ways you can work with multiple partners. This is a quote from one of the partnerships, "we found that more groups than we had expected had large memberships looking for something to do on Martin Luther King weekend. We were all very enthusiastic about this project because this project is so user friendly, it was very easy to plug in any and all volunteers even with no prior Red Cross experience or knowledge of fire prevention." People say we want to help and don't know what to do, this is an opportunity, and you set up training. You don't have to go through an eight week course. This is one day training. People are able to feel confident when they go out in the communities and feel like they're actually making some kind of impact.

We found increased fire department involvement. Every year we've had increased number of fire departments involved. We found that fire department participation was key for our event as they provided engine and firefighters who canvassed along with our volunteers. So we definitely found the most successful project includes the fire department and the fire departments have a lot of resources already. It's about finding a schedule and making sure we're connecting the resources together.

Also, it was helpful to have support material from our national organizations like Hope Worldwide and American Red Cross. We've also recently begin to partner with FEMA and the U.S. Fire Administration. We started that with our September 11th Day of Service. We were excited that the U.S. Fire Administrator, Ernie Mitchell, was able to come to our event in Houston this year. We were able to present our fire prevention information to University of Houston football game where over 22,000 people in attendance were able to hear fire prevention message. We found that having a national focus -- having all of those resources similar to what was just mentioned earlier, there's a ton of resources. We're finding challenge getting into people's hands. So having those resources and getting those into volunteer, into residents' hands is very helpful. We also provided lots of updates as events approached. We tried to use our best practices things we had done in the future so that people don't have to recreate talking points or not having to recreate press releases, we have a lot of those templates that people can use. We found that with the sustainability and repeating chapters, it increased volunteer participation and most of the chapter exceeded their goal. You can see just as we talked about the growth from year to year, the growth of the conversation held with community members was astounding. We went from 300 last year to 825 this year. People coming back to volunteers and they want to do it again, and their bringing their friends with them. How can you get involved? There are several different ways. We are planning for our Martin Luther King Day now. Last year we had over 70 sites. We hope to approach that again this year. We have a number of Martin Luther King Day grantees that we can connect, hopefully connect lot of you with if you are interested in partnering. At least to get your feet wet to see what it's like to be a part of the project. We're establishing our local sites now. If you're interested in being part of that to be partnered up with a local Red Cross or the Hope Worldwide chapter or one of Hope Worldwide grantees which could include a university, there's a number, could be a YMCA, just let us know and e-mail us

mlkday@hopeww.org. Please do that in the next month or so because we do want to finalize our sites. Again, if you want to be a partner for our September 11th Day of Service, this is our first year and we had probably about 3500 volunteers. We are finalizing all of our numbers there. Again, that's a great way to partner. We have funding for both of those events. You can directly apply for Martin Luther King Day funding. We did close our process for this year. It's something you can think about for next year. The process usually opens up at the end of August at the beginning of September. So put that on your calendar. Be a part of that if you want to look at having collaboration. There are small grants. It's a way to actually help get the fire prevention message spread across the country. We have two different e-mails for you. We have MLKday@hopeWW.org. and then our September11@hopeww.org. Just to add one additional thing we added to our September 11 Day of Service project because it's also a way -- it's a day of service and remembrance, we also took an opportunity throughout our project to honor local firefighters, to honor local first responders during that time and also to remember the victims from 9/11. It was a great way to just remember those who are always willing to put their lives on the line for us. We have a great outpouring for that kind of recognition. Thank you so much and we'll look forward to hearing any questions that you have.

Thank you so much Melisa. At this point, we're going to transition to our regular Individual and Community Preparedness Division and Ready.gov updates. As soon as I'm done providing those updates we'll transition to the Q&A period and you'll have an opportunity to address questions to our featured speakers today as well as to myself. Without a further ado, we're going to go ahead and get started with our regular update.

This month, we wanted to recognize all the work that is being done by individuals and organizations throughout the country to make our communities safer, better prepared and more resilient both in September and throughout the year. And to provide you with a few opportunities to make yourself heard and be recognized for and in advance of the great work your doing. First, we want to recognize all of your efforts in making National Preparedness Month 2012 the most successful ever and to highlight the winners of the 2012 Individual and Community Preparedness awards who were announced last week. Secondly, we wanted to let you know about opportunities this month to increase your visibility and make yourself heard including the Great Shake Out which will be tomorrow and the FEMA Think Tank and also to remind you to apply for the 2012 Community Resilience Innovation Challenge, a funding opportunity that can help you continue and build upon the great work you're doing. Finally I want to announce that we will be having a new staff member joining us soon, Chad Stover, who will be working directly support of the Citizens Corp program as a national coordinator for Citizen Corp.

Going more in depth into each of those items, this year, was by far our most successful National Preparedness Month ever. Over 21,000 coalition members and counting; people are still signing up to join the Coalition for National Preparedness. That will be an ongoing effort throughout the year. We have over 1500 events posted. Our goal was to have over 12,500 members which we by far surpassed. Last year we had 89 coalition members. We saw our number more than double this past year. As you know preparedness is important all year long and not just in September. That's why the Coalition for National Preparedness Month website will remain open and active over the course of the following year. You will be able to continue to encourage people to sign up, able to continue to participate in discussions on national preparedness and also be able to post events

that are happening in your jurisdiction. Not just in September but throughout the entire year making it easier for the public, the media and leadership to know what to do to find your events, participate and observe.

Going county some of the other metrics, there are over 500 discussions added; over 800 discussion comments. Over 37,000 resources downloaded, nearly 300 pictures uploaded. We had 33,764 unique visitors just between September 11th and the end of the month. We also had over 88,000 page views between September 11th and the end of the month. Ready.gov also saw a big spike in participation in web hits. We will go into that over that a little more in depth when I get to the Ready updates. Ready.gov over the course of the month of September saw over 433,000 visitors and over 1.2 million pages. I want to recognize why this year was such a success. The sum total of what we achieved in September is more than just the numbers. The metrics help us to tell a story on the national level and to provide some momentum and some more information sharing. But, there's also so much more that we're doing to amplify our message. We know that communities will benefit from the over 21,000 individuals who all not only signed up but pledged to do something specific to help prepare themselves and others for disasters. Our ability to reach a huge audience has grown dramatically. It helps us all to spread the message of preparedness. We also now know that there are more preparedness ambassadors in communities that we thought. Hopefully we introduce to some new prepared partners in your state. You can sort coalition members by state to see if you missed any. Again, it's been a great resource for people to reach out to one another and form new partnerships. Thousands of people connected and traded information with each other about preparedness. This work will continue as a result of new partnerships that were formed. This year there were hundreds of conversations threads on the website. Bringing together people from across the country who might not have otherwise met or interacted. We also saw a spread of new ideas for events and activities posted to our calendars, which will not only help to foster more creativity and the exchange of ideas, but also help people to build upon successes rather than reinvent the wheel. In general, we saw the creation of an online community; that again will continue to grow. We will continue to grow exercise ability to communicate, sharing information and bringing together thousands of people as a team for a single purpose. Again, our ability to spread information and inform the public about the hazards in individual states has never been stronger. Congratulations to all of you on your hard work. Again, most success National Preparedness Month to date and those efforts we think will only continue to grow in the future.

Moving on to the next slide. I also want to let you know that we do now have the winners of the 2012 FEMA Individual and Community Preparedness awards. These awards recognize innovative practices and achievement of individuals, Citizen Corp Councils and nonprofit faith-based and private sector organizations working throughout the nation to make our community safer, stronger and better prepared to manage any disaster or emergency event. Each applicant demonstrated the ability to engage the whole community through partnership, achievements and activities that took place from January 2011 to June 2012. Other awardees participated in emergency planning activities and established creative methods to address the needs of their communities. In addition to providing opportunity to recognize excellent work being done throughout the country, the awards also serves as a useful tool to showcase best practices and lessons learned and share new ideas, information and examples with our programs and partners. All winners will be invited as FEMA's honored guests to community round table event in

Washington D.C. During that event honorees will share their innovative and successful approaches to community preparedness with emergency management leadership. The award winners this year were selected by a panel of leaders representing the whole community including the National Emergency Management Association, the International Association of Emergency Managers, Target, the American Red Cross and FEMA. This year's winners are:

- For Outstanding State Citizen Corp Council Initiatives winner - Texas State Citizen Corp Council.
- For Outstanding Local Citizen Corp Council Initiatives winner - New York City Citizen Corp Council.
- For Outstanding Community Emergency Response Team CERT Initiatives winner - CERT Program and Volunteers of the City of Newport Beach (CA)
- For Outstanding Achievement in Youth Preparedness winner - China Town Community Development Center
- For Preparing the Whole Community winner - American Red Cross Gateway to the Golden State Bay Area Regional Chapter
- For Promising Partnerships winner – Partners in Preparedness of the New York City of Office of Emergency Management
- For Awareness to Action winner - American Red Cross of the Poconos
- For Innovative Use of Technology winner- North Dakota State University Agriculture Communication Department
- For Volunteer Integration winner - West Pierce County Fire and Rescue CERT Program
- Our Community Preparedness Heroes this year for are:
 - Captain Michael J. Parker
 - MohammedAli
 - Scott Ellis.

Finally the recipient of this year's Second Annual John D. Soloman Preparedness award is Be Ready Alliance for Coordinated Emergencies or BRACE.

Again, click on the link to see a full list of our winners that were announced last week, very competitive this year. We're seeing applications from over 40 states and territories. The date of the ceremony still to be determined but we will make an announcement as soon as possible.

Moving on to the next slide, I also want to remind everybody about a funding opportunity that will soon be closing in just about a week in a half. Next Friday, October 26th, the Community Resilience Innovation Challenge award is a funding opportunity for local and grassroots efforts to build community preparedness and community resilience. For selected projects the maximum amount is \$35,000. The deadline is October 26, 2012. For more information to apply just go to resiliencechallenge.org. If you have specific question about this funding opportunity those should be directed to application@resiliencechallenge.org, again this is an outstanding funding opportunity but the deadline is coming up soon. Please put together an application if you not done so already.

Tomorrow will be the Great Shakeout 2012. Over 13 million people will participate in the world's largest safety drill. This comes on the hill very successful year in which 18 million people will participate worldwide in 2012. The Shakeout is a great opportunity to educate the

public. Even if your state isn't officially participating, you can still participate tomorrow just by visiting Shakeout.org to learn what you need to do. This year, tomorrow at 10:18 a.m., the Shakeout will take place in 15 states and territories as well as two other countries. In addition for the very first time, Virginia, Maryland, the District of Columbia, Virginia, North Carolina, South Carolina and Georgia will participate in the first Great Southeast Shakeout. Drills in general are a great way to engage the public just by participating, millions of people will be better prepared by practicing the actions they should take when an earthquake hits. The Shakeout is a fast and easy way for the general public to develop smart habits in responding to earthquakes. It's also a great way to generate publicity not just for earthquake preparedness but preparedness in general and programs like yours that support it. The Shakeout also gets a lot of press attention, so planning and timing can also help increase your visibility. Just looking at the map here, we do have the Shakeout happening October 18th, there will also be Shakeouts happening in February and April. In February 2013, I will be having the Great Central U.S. Shakeout with the states highlighted on the map. On April 17th, I will be having the Utah Great Shakeout.

I also wanted to make a few announcements regarding the FEMA Think Tank. In addition to the public stakeholders we want to make that leaders and practitioners and emergency managers hear from you and that they are able to voice your opinions and propose ideas. The Ideascale site and Think Tank allows visitors to view, contribute to and comment on conversations about emergency preparedness, disaster response recovery and other emergency topics. We want you to be able to big part of these conversations. I hope you'll join national level discussion with senior level FEMA leadership and bring your thoughts, concerns, questions and ideas to the table. I wanted to point out that if you go to FEMA.ideascale.com, you can browse the various discussion topics happening there. I highlighted a few current topics that might be particular interest to you that are currently active. If you click on any of these links, it will take you to the pages where those discussions are hosted. I strongly encourage you to post your thoughts, well let it allows you to do not only allow you to post your thoughts and ideas, you can also vote on specific ideas and specific proposals. I encourage you to take a look at these as well as other proposals that have been posted and voice your opinion and participate. In addition each month FEMA selects a handful of these topics to be the subject of a call, which is hosted by Deputy Administrator Richard Serino. The next FEMA Think Tank conference call will be later this month October 30th at 3:15 pm eastern. If you click on the hyperlink to conference calls, you can find more information about the upcoming conference call.

Finally, just to close this section out, if there is a topic that you like to see addressed on a future month FEMA preparedness update or is there a best practice in your state or locality you would like to see featured, please contact us at citizenscorps@fema.gov and please feel free to add us to your distribution list as well. To check to see if a topic you are interested in has been covered on one of our webinars previously, go ahead and click on that link. All previous webinars are archived there available for download and review. This webinar will also be available for download and reviewing by the end of next week. So again, if you want to see a previous webinar or to view the recording of this webinar, those will all be available at citizencorp.gov/news/webcast/shtm.

Just too really quickly go through the Ready campaign updates. These are primarily just metrics that we have for the month of September for National Preparedness Month. I just want to go over these with you very briefly. These are visits to Ready.gov. And again we saw quite a spike in visits to Ready.gov with an average over 10,000 visits per day and with some days getting over well over 20,000 individual unique visits over the month of September; a great amount of participation over the course of the month. That goes for page use as well. Where in on one day on September 5th, we actually had over 70,000 page used over a single day. There were several days where we had more than 50- 60,000. Huge spike in the amount of traffic we received at Ready.gov over the month of September and we know we owe it to you with all of your efforts in supporting National Preparedness Month. I also wanted to show amongst those pages we were getting for the most traffic that first one you see is the ready.gov landing page. As you can see, some of the most popular topics, where we got the most hits of course in September for National Preparedness Month, basic disaster supply kit, as was build a kit. The today map which showcases significant disasters in the history of individual states was also very popular during September. Make a plan was popular, hurricanes was as well as well as natural disasters in general. Food and kit storage locations also popular as well as earthquake page. I think that does it for this month's Citizens Corp and Ready updates. If you have any questions for Ready, those can be addressed to ready@fema.gov and any questions for Citizens Corp can be addressed to citizenscorp@fema.gov.

As a reminder the Coalition for National Preparedness will continue to move forward, if you haven't already we encourage you to click on this link right here on community.fema.gov. and to join that Coalition we also and to encourage you to share with your stakeholders and encourage them to join the community and join the discussion on national preparedness.

At this time I would like to hand this off to Steve Precker who will be going over the process for Q&A and the polling session.

Thank you very much Dante and thank you to our presenters for the fantastic presentations they provided. You should also see in front of you now a blank question and answer box. You are welcome to type your questions in and we will do our best on our end to take those questions and direct them to the appropriate presenters on today's call for answering. Please go ahead, feel free to type your questions in and we will get started. In the meantime, while we're waiting for our participants to type in their questions, would Hope Worldwide and USFA, would you just go into a little bit more detail how you engage stakeholders within your community and other organizations and Citizen Corp Councils, whomever, to help you get your messaging out to those communities?

This is Melisa from Hope Worldwide. We definitely have to give enough time. One of the things we find is we really have to start early so you can involve other stakeholders because there are so many initiatives. One of the things that help us is to have an anchor day every year. Just as National Preparedness Month just ended we are able to September 11th. Just giving people time to think ahead, have something they can be excited about and invite them to your events throughout the year so they can see you are credible. Because you have a common purpose, it's easy to engage with people that are interested in preparedness, but I think that being prepared in general, having a sense what you plan to do how you would like to involve people. Being open to

their ideas as well, because they might have expertise that you don't. We try to localize our different projects to allow that to happen. Like I said we started off with canvassing but we've grown in the last few years to include the schools want to do more presentation. They want to do assembly program. Just trying to think through what each stakeholder can offer and different perspectives that they may bring to the table.

USFA, since we are, I guess, the branch of the National Fire Service, I guess. It's harder for us to get down to the local areas. We engage our stakeholders and we also through different list serves and through Yahoo! Groups we try to get individual fire departments what their ideas and needs are so those things can speak to how we move forward when we're creating campaigns or when we are releasing publications to find out what they need to hear from us. There are several national organizations that deal with fire and fire research. So we try not to reinvent the wheel. We try to find out what others are doing and give people what they need and fill in the gap.

Thank you both. This is Dante Randazzo. I had an additional question. Some of it related to the first question. Apart from engaging organizations, with fire prevention and fire preparedness, what are some effective ways you found of engaging youth?

I think its fun for youth. They have fun creative things. A way they can be artistic. I think its fun for them when the fire departments come out; they are always intrigued by all the equipment and fire engines and that sort of thing. I think just having something that's kid friendly helps. Helping them to realize that they do have a voice and they can talk to their parents about fire safety. They can practice drills at home. They can actually help their parents to be ready. We try to just empower the youth as well. That they're not being talked to and they can also have a voice to help the spread the fire prevention message.

I would have to agree with that. As far as children, the fire departments worked pretty well with their school district, especially in October to get messages out. We try to encourage them or find other ways that we can engage. As she said earlier fire departments already spread quite thin especially when it comes to prevention they are the areas that usually are cut first because as they need to be able to respond to fires. We always encourage them to get into the school if they can. But we also we try to find partnerships, if it's with Disney or Scholastic Books or McDonald so we can get into their everyday living that they see things there's a consistent message to teach them to check their smoke alarms or stay away from the stove. Those consistent messages that's part of what part of what *Fires Everyone's Fight* is about; we trying to get everyone to unite not under USFA but to unite today and to *Fires Everyone's Fight*. To teach people a few simple tip that's can become regular parts of their life whether they're children or adults so that they can affect the fire rate in America and keep themselves safe. There is a personal responsibility part in it -- component to it. They do something. It's empowering to know that you can affect that and a child can affect it. It's always fun to see the parents after they go to the fire station or the fire trucks comes to the schools because they're checking those batteries or their doing escape plans. Because those children will be on them tell it's done; their amazing tools to use to get people to look at their situation and think prevention instead of just response.

Thank you. I had a question specifically for Melisa. You mentioned during your presentation, the 2014 MLK Day sub grant. I want to know a little bit more information about that in terms of

who's eligible to apply for that. I understand the process is closed for 2013 but looking forward to future grants. What does one have to do to be eligible for that?

You could be eligible if you have a 501(c)(3). A local CERT team could apply, you could have your local fire department apply, local schools. If you're eligible to receive federal funding in general, you usually can apply for this. Or you can work with another lead agency to apply on your behalf. We found a variety of programs. I can give you a sample of the types of organizations that we've had apply. The local American Red Cross chapters, we've had universities apply, we've had local youth councils. We've had local volunteer agencies and a number of them, for some of our grantees last year; this was their first entry way into using Federal funds. This is a great way for organizations to kind of get a sense what it's like to handle Federal funds. There's not a huge amount of money they have to deal with. It's a one day project. We found that it's also capacity building for those organizations as well. It helps them to engage volunteers that they can then engage with later on in the year. I think there's just a number of -- we have a whole broad range of volunteers; the types of organizations. If someone is interested, I'll be happy to send you the request for proposal for this year. Even though it's closed, you want to e-mail to mlkday@hopeww.org and just look at the request for proposal, just to give you a sense because it doesn't change a lot from year to year because it's a three year program. That can help you to prepare for next year as well. I can tell you that volunteer participation is very important. That's one of the key goals of this. It's not just the project itself but its engaging volunteers in that project. So that is a big part of it. You do have to have a minimum of 50 volunteers to apply.

Thank you looks like we have a question from one of our participants. Given the current condition of rising sea levels, will there soon be a flooding exercise?

To my knowledge, there's not at least nationally specific flooding exercise. However at the state and local level, there are exercises that are specific to certain hazards. I would encourage you to seek out your local Citizen Corp Council or CERT team. You can find those going to citizencorp.gov and doing a search by your zip codes to find programs near you. You can also try to contact your local emergency manager and finding about whether or not there are specific hazard exercises near you. Again, local emergency management, fire departments as well as volunteer organizations like Citizen Corp and CERT as well as the local American Red Cross maybe aware of exercises in your community for specific hazards.

To build upon that Dante, one great example of that, if you're subscribed to our weekly eBrief messages, there's an example of great drill exercises going on in communities. This question is a bit apropos we recently came across a story about a CERT team in Newport, Oregon which is apparently a low lying community on the coast of Oregon which holds an annual tsunami evacuation drill each year. So those are the types of things that you can be looking for within your community. Contact your local CERT team as Dante said, contact your local Citizen Corp Council, you can see how you can get involved and find out what events are going on.

Alright at this point, we are going to transition from the Q&A session and move to our exit poll. We want to make sure we're continuing improving this and we have a good sense of who's participating in our webinars and that we are making sure that the content that we provide is

meeting people's expectations, is meeting a need and audience specific. Please before leaving, take some time to fill out our survey so we can better serve you with these webinars. I like to take this opportunity to once again thank Teresa Neal of the United States Fire Administration as well as Melisa Aranda of Hope Worldwide for lending us their time and expertise today. Very informative presentations and we really appreciate it. Thank you so much. This concludes this month's webinar. Our next webinar will be November 7th, at 3:00 p.m. eastern. We look forward to seeing you then. Thank you again for joining us.