

WELCOME!

to the

Disaster Preparedness and Older Adults Summit



FEMA



Introduction & Event Welcome



FEMA

Opening Remarks

**MaryAnn E. Tierney, Region 3,
Regional Administrator**



Introduction

Marcus Coleman, Director, DHS Center for Faith-Based and Neighborhood Partnerships



Justin Ángel Knighten, Director, FEMA Office of External Affairs





Summit Outcomes & Objectives

- Provide a space for FEMA to learn from partners and deepen its understanding of older adults' preparedness barriers, challenges, and existing resources to better ensure future resources reflect their needs.
- Facilitate partnership and dialogue between FEMA, and expert community-based organizations serving older adults to support future collaboration and planning.
- Support the development of the 2023 Ready Campaign messages through feedback from attendees to ensure materials reflect and address barriers older adults face in preparedness.
- Provide community-based organizations supporting older adults with inclusive disaster preparedness materials and resources to assist their work.

Older Adults & Partnerships in Preparedness Panel

Sherman Gillums, Jr.

Director, FEMA Office of Disability
Integration and Coordination (ODIC)



Dr. Jennifer Olsen

CEO, Rosalynn Carter Institute for
Caregivers



Marcus Coleman

Director, DHS Center for Faith-Based and
Neighborhood Partnerships



Rhonda Schwartz

Regional Administrator, Region 2,
Administration for Community Living



BREAK



FEMA



Seasoned Employee Resource Group: Purpose and SERG Officers

- The Seasoned Employee Resource Group (SERG) purpose: “To empower employees of all ages, to develop their capabilities to participate in shaping and delivering FEMA’s mission, and to provide a forum to discuss issues related to FEMA’s diversity and inclusion using effective outreach to the Agency’s stakeholders.”
- Officers:
 - Chair (until June 2025): Seth Eames, seth.eames@fema.dhs.gov
 - 1st Vice Chair (until June 2024): Joe Cirone, joseph.cirone@fema.dhs.gov
 - 2nd Vice Chair (until June 2025): Lori Bainbridge, lori.bainbridge@fema.dhs.gov
 - SERG Secretary (until June 2024): Gina Norton, gina.norton@fema.dhs.gov
 - SERG Member-at-Large: Vacant
 - Senior Executive Sponsor: Nick Shufro, Deputy Assistant Administrator, Risk Management, FIMA, nick.shufro@fema.dhs.gov



SERG Ready Campaign Messaging

- The SERG appreciates being invited to this Summit to focus on the Ready Campaign directed to older adults.
- Our SERG message, in part:
 - FEMA demographics show that 65% of FEMA employees are over the age of 45—most Reservists are over the age of 55—so we should be aware that **our own staff falls into the category of folks who meet the threshold under the Age Discrimination in Employment Act (ADEA) of 1992.**
 - FEMA is a multi-generational agency, with those of us, like me, who are baby boomers in the 1950s, now being the “old folks.” We grew up in a world where, to call somebody, you had to call their home or office; we found our way by reading maps; we remember the Fuller Brush or Eureka salesperson; we used phone booths to communicate with the office if we were on the road; handwrote notes on paper documents; used mimeograph machines; and met with people face to face. **The senior workforce is a resource with memory, resiliency, and institutional knowledge of FEMA’s policies, processes, and history.**
 - At FEMA, and in the communities we serve, we can learn from each generation.



SERG Ready Campaign Messaging Cont.

- Ageism is not just how older adults are treated, but also how we view ourselves. We are not all:
 - Frail
 - Disabled
 - Home-bound
 - Vulnerable
- Older adults bring much to the table. We are:
 - Resilient
 - Experienced
 - Knowledgeable of our communities and our neighbors
 - Competent

How can FEMA leverage older adults (especially in small or rural communities) to be force multipliers?



SERG Ready Campaign Messaging Cont.

How can FEMA leverage older adults (especially in small or rural communities) to be force multipliers by expanding participation in CERT Teams?

- There are CERTS in all 50 states, but many communities don't even know the program exists. Older adults are perfect members for these teams. They usually know the area well and the people in the community, and in many instances, they may be retired and therefore have time to complete training.
- CERT example: October 2025 – Hurricane Joaquin caused historic flooding in South Carolina



SERG Ready Campaign Messaging Cont.

How can FEMA leverage older adults (especially in small or rural communities) to be force multipliers by expanding participation in CERT Teams?

- CERT example: October 2025 – Hurricane Joaquin caused historic flooding in South Carolina
 - Eutawville, SC—population 300—has a CERT team comprised almost entirely of older adults. The small town saw historic flooding. The only facility not flooded was the community center. No utilities were available to locals and most areas were only accessible by boat early in the disaster. CERT members had performed preparation drills before the flooding, and FEMA was able to rely on the CERT team to locate and navigate roads that were not under water. FEMA also used the town's CERT to locate and access the community center to establish a disaster recovery center (DRC) for Orangeburg County. FEMA was also able to utilize the CERT for messaging to locals about the DRC.

Coordinating With & Training Law Enforcement & First Responders to Help People With Alzheimer's & Dementia

Tiffany M. Favers

Clinical Team Lead, Alzheimer's
Association



Sherman Gillums, Jr.

Director, FEMA Office of Disability
Integration and Coordination (ODIC)



Major Derek J. Loeffler

Commander, Education & Training Section,
Compliance Bureau, Baltimore Police Department



Ready Campaign & Ad Council: National Preparedness Month



FEMA

FEMA Ready Campaign

Justin Ángel Knighten

Director, FEMA Office of External Affairs



Patricia Lea Crager

Public Affairs Deputy & Ready
Campaign Director, FEMA Office of
External Affairs



Hilary Landa

Campaign Director, Ad Council



Aaron H. Levy

Director, FEMA Individual and
Community Preparedness Division



Agenda Items

- 2021 & 2022 campaigns
- Strategy + research
- 2023 campaign
- Creative testing



FEMA Ready®

Federal Emergency Management Agency

2021 Theme

Prepare to Protect.

Key Findings among the Hispanic & Latino communities

- *Preparing is hard/complex:*
 - Taking the time (both time and money).
 - Whatever will happen, will happen.
- *Motivators for Preparing:*
 - Love for their family.
 - Desire to **protect one's family** from the dangers and effects of disaster.
- *General Sentiment towards Targeted Advertising:*
 - The audience needs to **see what good planners they are** and show **family-oriented scenarios**.



Best Planner TV



2021 Campaign Results



PSA Performance:

- **To date: \$49 million** in donated media, resulting in 4.6 billion views of all PSAs.
- **Listo.gov (September 2021 – March 2022)**
 - Top states with highest Latino populations drove traffic.
 - 500% increase visits to “Make a Plan.”
 - 400% increase in visits to “Build a Kit.”
 - 82% increase in Emergency Alerts page.

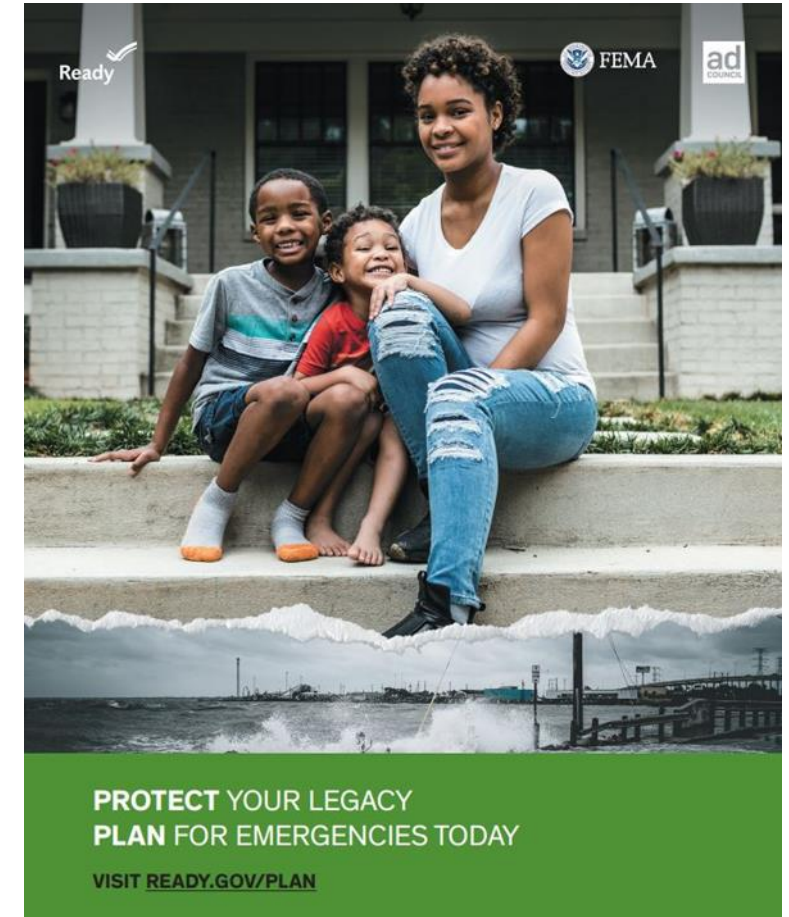


2022 Research + Findings



Key Findings among the Black and African American communities

- *Barriers to Preparing:*
 - **Affordability** (both time and money).
- *Motivators for Preparing:*
 - **Personal experience** with disaster.
 - Desire to **protect one's family** from the dangers and effects of disaster.
- *General Sentiment towards Targeted Advertising:*
 - Leave a legacy for your family.



FEMA Ready®

Legacy TV



FEMA Ready[®]

2022 Theme: A Lasting Legacy

*The life you've built is worth protecting. Prepare for disasters to create **a lasting legacy** for you and your family.*



FEMA **Ready** 

Federal Emergency Management Agency

Media & Influencer Partnerships



FEMA

Ready®

2023 Research + Findings



Key Findings among Older Adults communities (low-income, rural/isolated, disabled)

- *Barriers to Preparing:*
 - Lack of perceived risk
 - Financial barriers
- *Motivators for Preparing:*
 - Older adults have seen seemingly impossible disasters become possible.
 - Desire to maintain one's independence with age through self-preparedness.
- *Key Objective:*
 - Empower older adults to **assess their physical, medical, and support needs** so that they are more prepared in the event of an emergency.



Older Adults Creative Strategy



GET	TO	BY
Independent older adults who believe disasters are unlikely to impact their lives.	Take steps to prepare for a disaster that consider their individual age-related needs.	Increasing their sense of risk through awareness of their vulnerability during disasters.



Older Adults Creative Testing – Key Findings



- Be direct with the problem (“It’s not a matter of if, but when”) and the solutions (1, 2, 3 steps)
- Use straightforward messaging that features clear, easy-to-understand directives. Avoid overly intricate storylines.
- Ensure accessibility with large fonts, clear speech, and limited sound effects.
- Highlight realistic scenarios that offer actionable solutions. Avoid depicting scenarios that are overly dramatic, too doom/gloom.
- Ensure relatable and inclusive representation of “everyday older adults” and their array of lifestyles, health circumstances, etc.



How You Can Help

- Cross-promotion of social/video assets upon launch
- Donated media opportunities
- Event and collateral integrations
- Cross-promotion of Ready.gov older adults page & resources

Plan Ahead



Plan how you will communicate if you have a communications need.



Plan for food, water, and essentials for you and pets or service animals.



Plan for your transportation if you need help evacuating.



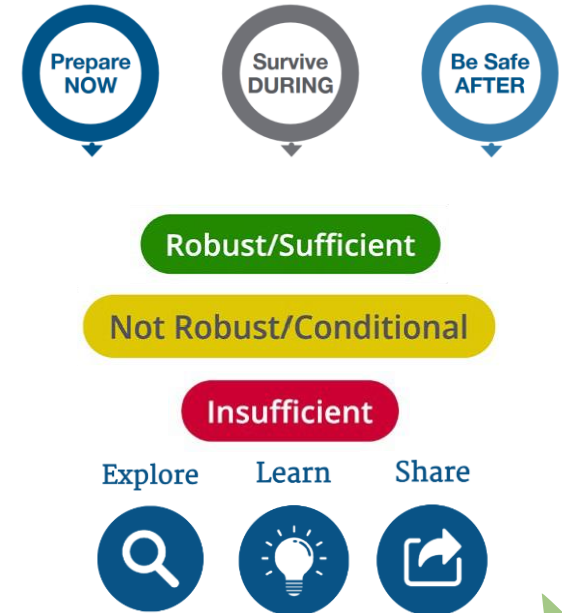
Include items that meet your individual needs, such as medicines, medical supplies, batteries and chargers, in your emergency supply kit.



FEMA **Ready**®

FEMA Ready Campaign: Protective Actions Research

- Protective actions are research-based actions and advice that anyone can take to prepare for, keep safe during, and recover from a disaster.
- Each protective action we evaluate is assigned a rating based on its accuracy for a particular situation.
- The Protective Actions Research site can be accessed on FEMA's Community Pages:
<https://community.fema.gov/ProtectiveActions/s/>



FEMA Ready Campaign: Protective Actions Messaging Example

If you are under a hurricane warning, find safe shelter right away.



Determine your best protection for high winds and flooding.



Evacuate if told to do so.



Take shelter in a designated storm shelter or an interior room for high winds.



Listen for emergency information and alerts.



Only use generators outdoors and away from windows.



Do not walk, swim, or drive through flood waters.

FEMA Ready Campaign

**Jason P. Kavulich, Pennsylvania Secretary of
Aging**





PENNSYLVANIA Master Plan for Older Adults

A 10-year strategic plan designed to help transform the infrastructure and coordination of services for Pennsylvania's older adults.

Closing Remarks

**Justin Ángel Knighten, Director, FEMA Office
of External Affairs**



Thank you!



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