

Notes from the 6/23/15 Earthquake Education in Oregon Advisory Group

Attendees:

- Althea Rizzo
 - Zach Swick
 - Karen Parmelee
 - Cory Crogan
 - Kathleen Vidoloff
 - Felicia Heaton
 - Janet Chambers (for Brett West)
 - Matt Crall
 - Justin Ross
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- How you are implementing the 2-week messaging
 - OEM – bringing it into all of our outreach messaging
 - Cory, keep it on our radar
 - Put on press release
 - Flash news release
 - Get talking points developed
 - Concept from ORP
 - Medication piece were most concern (use Justin’s concept, can you share that with us?)
 - What does it mean to be prepared for two weeks
 - What to have in the kit
 - Preparedness not only a kit
 - Cory and Felicia - Schedule a brainstorm meeting
 - Kathleen – concerns about moving forward with messaging
 - OEM responded that the message is already out there. OPB is using it. We can continue to refine the message as we move forward.
 - Communication plan is still needed.
 - Any volunteers to work on this and perhaps have a strawman ready for review in August?
 - Althea volunteers to help, but will be out of office for much of July.
 - Felicia – doing focus groups to look at messaging
 - Regional Disaster Preparedness Messaging Taskforce
 - RFP will be coming out in next couple of months
 - She can send out information
 - Halfway there
 - Justin Ross – aspirational, context to frame it in, look at Hurricane Sandy and how long to took to get services restored
 - Spanish publications are available from OEM
 - Shaky Ground
 - Go-kit passports

- Request them here:
<http://www.oregon.gov/OMD/OEM/Pages/form/Publications-Request.aspx>
- ShakeOut participation and activities
 - OEM
 - Today's count is at over 120,000 and rising!
 - PIO working on Governor's Proclamation
 - Need to have agencies send letters of support!
 - Reaching out to schools and school boards.
 - Next step sending to county/city commissioners
 - Havs your agency registered?
- Any new projects you are working on
 - Justin – Rogue Valley community gardening
 - Karen – Tsunami Awareness Hospitality
- Is there anyone who isn't on this group that should be? We are not just about the 2-week messaging, but a coordination group for earthquake outreach in general. Our main goal is to provide clear consist messaging.

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