

Earthquake Education in Oregon

Actions recommended by
The Oregon Resilience Taskforce



ORTF Recommendations

- Funding OEM at \$500,000,
- Lead a process for the 2015-17 biennium,
- In partnership with key stakeholders, of *developing and disseminating improved educational materials* for:
 - Agencies
 - Businesses
 - The public.



ORTF Recommendations

- a. Recommend an emergency preparedness goal of at least two weeks;
- b. Training and education
 - a. disaster preparedness, response, recovery and mitigation for decision-makers in the public, private, and not-for-profit sectors;
- c. Training and education
 - a. professional development for emergency managers
- d. Electronic clearinghouse of educational and technical information



ORTF Recommendations

- Department of Education
 - Funding DOE at \$500,000
 - lead a process of adopting standardized educational content and associated resources.
- Business Oregon
 - continuity assessment and planning for all businesses.



End Game

- Robust public outreach implementation strategy that fulfills the intent of the ORTF recommendations for the 2015-2017 biennium



... in the meantime



Working group structure

OEM Workgroup

- Develops core message

Earthquake Education
Advisory Group

- Vets and enriches core message

Earthquake Education
Dissemination
Partners

- Facilitates dissemination of core message



OEM Workgroup

- Althea Rizzo
- Zach Swick
- Erik Rau
- Kim Lippert
- Cory Grogan

Earthquake Education Advisory Group

- DOGAMI
- Oregon Health Authority
- Business Oregon/OBDD
- DAS
- DLCDD
- Department of Education
- OEMA –Private sector committee
- OSSPAC
- Regional Solutions
- Governor's Office
- American Red Cross
- Equity/Inclusion groups
- Local Emergency Managers
- Tribal Representatives

Earthquake Education Dissemination Partners

- OERS
- OR Disability Services
- Parks and Recreation
- DLCDD
- Agriculture
- OPAT
- RDPO
- ORVOAD
- Americorps
- Sheriffs
- Police
- Fire
- OR Volunteers
- OSU Sea Grant
- OSU Extension
- CREW
- NWS
- FEMA
- USDA
- USGS
- PNSN
- Travel Oregon
- Private Partners
- ???



Measuring effectiveness

- Amplification (Social virality)
- Consistent message (Partner engagement)
- Action created (Responsible behavior)
- Risk Perception (Knowledge creating)
- Social Vulnerability (Removing barriers)



Focus Areas

- Revising and standardizing information provided to the public and businesses to recommend an emergency preparedness goal of at least two weeks.



Compact for Resilience

- Citizens take responsibility for having at least two-weeks of *self-sufficiency*.
- Public, Private and Non-Profits strive to be back at *90% by two weeks* after a Cascadia subduction zone earthquake.
(ORP, SPUR)



First step

OEM Core Group

- Develop core message

Earthquake Education Advisory Group

- Kick-off meeting
 - January 26, 2015
 - Anniversary of the last CSZ EQ

Earthquake Education Dissemination Partners

- Include new core message in outreach materials



Next steps

OEM Core Group

Earthquake Education Advisory Group

Earthquake Education Dissemination Partners

