



OREGON PREPARED

Earthquake/Cascadia - New Preparedness Model

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New Preparedness Model

“At least two weeks”

The Resilient City/SPUR

Oregon Resilience Plan

At least two
weeks

Oregon Resilience Taskforce

Center for Disease Control

ORTF Recommendations

Training and Education

- 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

Recommend an emergency preparedness goal of at least two weeks;

Training and education

- disaster preparedness, response, recovery and mitigation for decision-makers in the public, private, and not-for-profit sectors;
- professional development for emergency managers

Electronic clearinghouse of educational and technical information

ORTF Recommendations

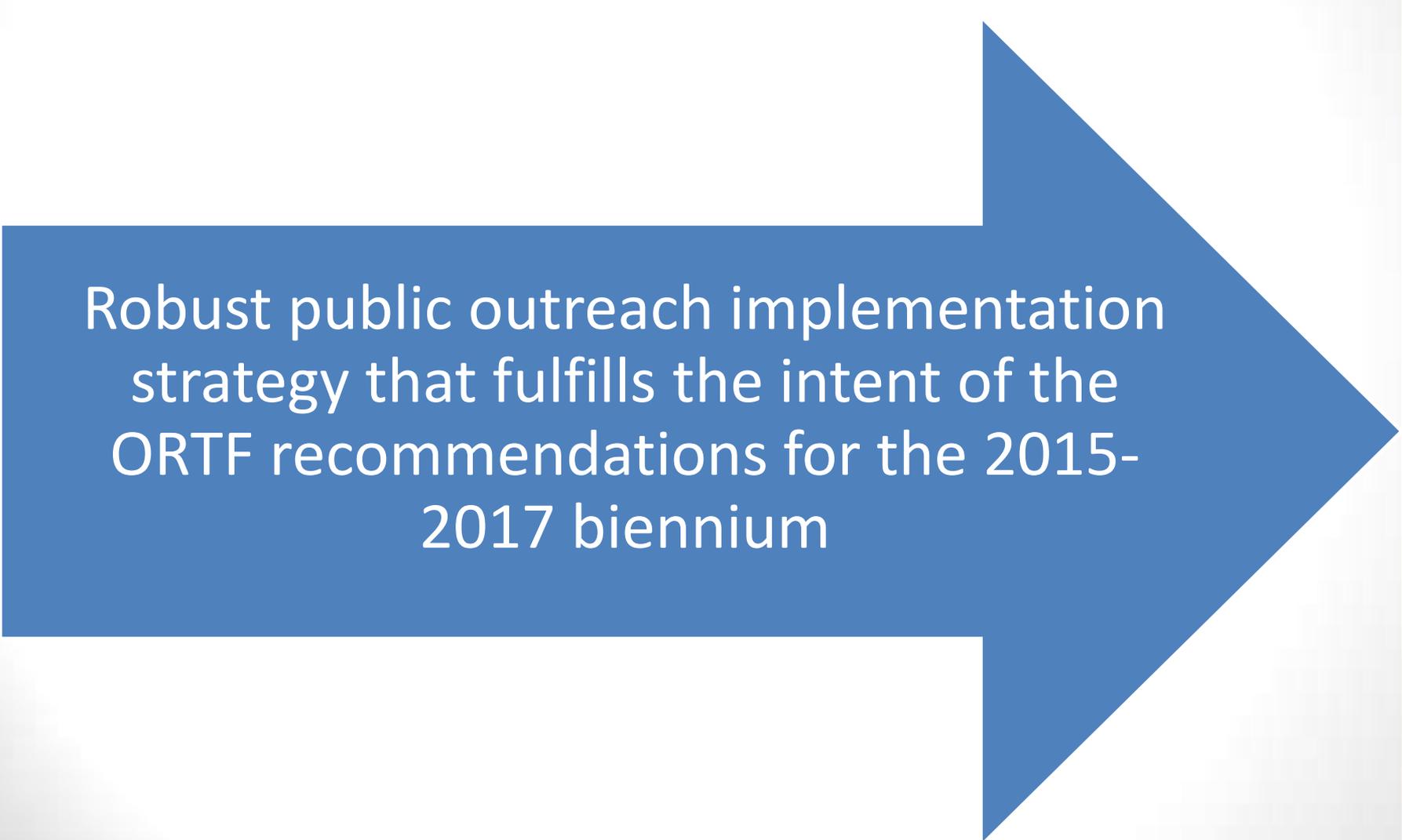
Department of Education

- Funding DOE at \$500,000
- lead a process of adopting standardized educational content and associated resources.

Business Oregon

- disaster preparedness, response, recovery and mitigation for decision-makers in the public, private, and not-for-profit sectors;
- 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
- DLCD
- Department of Education
- OEMA –Private sector committee
- OSSPAC
- Regional Solutions
- Governor’s Office
- American Red Cross
- Equity/Inclusion groups
- Local Emergency Managers
- Tribal Representatives
- OMD Family Services

Earthquake Education Dissemination Partners

- OERS
- OR Disability Services
- Parks and Recreation
- DLCD
- 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

A 50-year journey

Residents, communities, and businesses strive to be *self-sufficient* for at least two weeks.

Public, Private and Non-Profit organizations 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

Traditional message – 3 Day



So what does “two weeks” look like?

- The answer is ...
 - ... It depends

- Preparing an Emergency Food Supply, Short Term Food Storage
 - <http://spock.fcs.uga.edu/ext/pubs/html/FDNS-E-34-2.html>
- Jump Start Your Personal Contingency Plan 2 Week Plan
 - https://www.emergencykitchen.com/html/14_day_plan.html

So what does “two weeks” look like?

Oregon Resilience Plan

- Business continuity planning
 - assumes a period of two weeks to be the longest disruption that a business can withstand,
 - service disruptions lasting for one month or longer can be enough to force a business to close

Building resilience & resilience building



Great ShakeOut
October 15, 2015
@ 10:15 a.m.

A world-wide
Drop, Cover and Hold On
Earthquake drill.

Shakeout.org/Oregon

Contact Information

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