FREE WEBINAR

Tailored for Local Gov't Elected Officials

PREPARING VULNERABLE CALIFORNIANS FOR NATURAL DISASTERS

Is Your Community Listos (Ready)?

WEDNESDAY, JULY 15
2:00 - 3:30 PM

Register online at WWW.CA-ILG.ORG
Thank You for Joining Us!

Webinar Host & Moderator

Erica L. Manuel
CEO & Executive Director
Institute for Local Government
Community members rely on local governments to provide them with timely, accurate information about their local disaster preparedness and response.

As we’ve learned throughout history, disasters disproportionately impact seniors, immigrants, non-English speakers, communities of color, people with disabilities, and the poor. Without significant efforts to engage and educate these communities about disaster preparedness, they are destined to suffer repeatedly, disparately, and unnecessarily when disaster strikes.

On this webinar we’ll share data-driven best practices for effectively engaging and educating vulnerable communities about disaster preparedness.
Today’s Agenda

Welcome & Overview
- About ILG
- Panelist Introductions

Listos California
- About Listos California: Campaign Co-Chairs Karen Baker & Justin Knighten
- Video Presentation
- Local Perspectives: Madera County Supervisor Tom Wheeler & United Way Executive Rico Peralta

Q&A

Contact Info & Ways to Stay Connected
• All webinar participants will be on MUTE during the entire call.

• Please TYPE any questions into the question box at any time during the webinar.

• The moderator will read your questions during the question period at the end of the webinar.
Non-Profit, Non-Partisan & Here to Help

• ILG is the non-profit training and education affiliate of three statewide local government associations

• Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts

• We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground
Our mission is to help local government leaders **navigate complexity**, **increase capacity** & **build trust** in their communities.
ILG’s FREE Resources

Leadership & Governance Resources

- [www.ca-ilg.org/leadership](www.ca-ilg.org/leadership)
  - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more

Public Engagement Resources

- [www.ca-ilg.org/engagement](www.ca-ilg.org/engagement)
  - Basics of Public Engagement
  - ILG’s TIERS Public Engagement Framework
  - Language Access Tools & Support

Sustainable & Resilient Communities

- [https://www.ca-ilg.org/climate-action](https://www.ca-ilg.org/climate-action)
  - Sustainability Best Practices
  - Beacon Program
ILG’s COVID Resources

- Local Government Resources
- State & National Resources
- Executive Orders
- Tools & Training Opportunities
- Local Government Response

www.ca-ilg.org/COVID-19
Our Next Webinar

FREE WEBINAR
Tailored for Local Gov’t Leaders

RETHINKING NATURAL DISASTERS
AFTER COVID-19
Building Local Resilience to Earthquakes, Mudslides & Wildfires

Featuring Natural Disaster Expert
Dr. Lucy Jones

MONDAY, AUGUST 17

WWW.CA-ILG.ORG
Today’s Presenters

Karen Baker
Architect + Co-Chair, Listos California

Justin Knighten
Co-Chair, Listos California

Tom Wheeler
Supervisor, Madera County

Rico Peralta
Director of Program & Training
United Way of Fresno & Madera Counties
A LISTOS CALIFORNIA BEGINS WITH YOU + ME
“Our people-centered approach will usher in a new era of emergency preparedness. We are leveraging the power of volunteerism while ensuring preparedness support and information is not only limited to those who have been privileged enough to access, understand and afford it.”

Gavin Newsom
Governor of California
Informed by RESEARCH

Message and Attitude Testing

Hazard/Vulnerability Mapping

Survey Respondent Profile

- Gender:
  - Men: 50%
  - Women: 48%
  - Nonbinary/Other: 2%

- Age:
  - 18-29: 19%
  - 30-39: 17%
  - 40-49: 27%
  - 50-64: 18%
  - 65+: 19%

- Race and Ethnicity:
  - White or Caucasian: 35%
  - Hispanic or Latinx: 40%
  - Black or African American: 6%
  - Asian or Pacific Islander: 12%
  - Other: 9%

- Non-English language spoken at home:
  - Spanish: 8%
  - Cantonese: 1%
  - Tagalog: 0%
  - Vietnamese: 0%
  - Other: 2%
Informed by COMMUNITY LEADERS

Advisors
- 25+ member advisory team
- Subject and population experts

Community based partners
- Grantees + Sub-grantees

Language diversity
- English, Chinese, Filipino, Hmong*, Korean, Spanish, Vietnamese
The Message Simplified

1. **Get Alerts** to know what to do
2. **Make a Plan** to protect your people
3. **Pack a Go Bag** with things you need
4. **Build a Stay Box** for when you can’t leave
5. **Help Friends and Neighbors** get ready
MATERIALS to spread the word

Disaster Ready Guide

Curriculum & Scripts

Materials to Address Specific Needs

Our Role In Safety
Know What's Happening
Make A Plan
Prepare Supplies
Disaster Tips
Problem Solving
OUTREACH ACTIVITIES

1. Reaching Groups
   - Webinars, call campaigns, etc.

2. Leveraging partnerships
   - 211s, food banks, etc.

3. Broadcast & digital media
   - Univision, PBS, California Black Media, Ethnic Media Services, etc.

4. Special initiatives
   - COVID-19 outreach, InformaGente, Social Bridging Project, etc.
CBO Partners serving 24 counties

CERT, Listos, and AmeriCorps Partners serving 23 counties (may be serving in counties with or without CBO partners)
Total Reach through June 19, 2020

= 628,425
Emergency Preparedness Engagements

+ 10,492,038
Reached through COVID-19 Communication Activities
Impact in Madera County
Upcoming Activities

**Summer and Fall**

- Special materials for **wildfire season**
- Development of **text and web-based curriculum** delivery strategies
- Expand distribution channels through **partner development** (grocers, etc.)
- Increase visibility through **media outlets**
- Foster ongoing **partner work**
- September **events**
## Reaching Your Constituents

### Local Government Leaders

<table>
<thead>
<tr>
<th></th>
<th>In the 24 target counties</th>
<th>NOT in the 24 target counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopt &amp; share the 5 steps of preparedness</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Host a community event</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Connect with the Listos California grantee in your community</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sign the Listos California Disaster Ready Pledge</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Welcome to Our People-Powered Movement
Recording Available Soon!

The recorded presentation and materials will be shared electronically with all registrants a few days after the webinar.
Thank You for Joining Us!

Karen Baker  
Co-Chair, Listos California  
Karen.Baker@CalOES.ca.gov

Justin Knighten  
Co-Chair, Listos California  
Justin.Knighten@CalOES.ca.gov

Tom Wheeler  
Supervisor, Madera County  
Tom.Wheeler@maderacounty.com

Rico Peralta  
Director of Program & Training  
United Way, Fresno & Madera Counties  
RPeralta@uwfm.org

Erica L. Manuel  
CEO & Executive Director  
Institute for Local Government  
EManuel@ca-ilg.org
FREE WEBINAR

Tailored for Local Gov’t Elected Officials

PREPARING VULNERABLE CALIFORNIANS FOR NATURAL DISASTERS

Is Your Community Listos (Ready)?

WEDNESDAY, JULY 15
2:00 - 3:30 PM

Register online at
WWW.CA-ILG.ORG