



What to do to Make it Through

Educational Toolkit Overview

Background

Puget Sound has been identified as one of the ten highest urban areas for catastrophic events. To address this risk, the Regional Catastrophic Preparedness Grant Program (RCPGP) provides federal planning grants to the highest risk areas in order to build regional planning processes and communities, link operational needs identified in plans, and address shortcomings in existing plans. The Puget Sound Preparedness Grant Program includes a number of planning projects focused on three planning scenarios: catastrophic earthquake; biological weapons attack; and winter storm/flooding.

One of the RCPGP projects in the Puget Sound region includes the Regional Citizen Preparedness Campaign. The objective of this campaign is to determine the most effective overarching messages for encouraging personal and family preparedness beyond three days, and to identify specific public education messages that have been identified as a result of the RCPGP planning projects. As part of this effort, PRR was hired to develop a visual translation of the messages into a toolkit for public educators in the region. To inform the development of the toolkit, PRR distributed an online survey to public educators to ask for their input on desired educational tools.

Purposes of this toolkit

- Provide educators with tools to share information about personal and family preparedness beyond three days.
- Increase awareness of personal and family preparedness.
- Share personal stories from survivors to motivate and give people the tools on how to prepare for a catastrophe.
- Provide specific information that people will need to know before, during and after a catastrophic event.
- Provide educational tools that are customizable for jurisdictions and in multiple formats for a range of diverse audiences.



What to do to Make it Through

Toolkit overview

Toolkit materials are provided via electronic files on PRR's FTP site. Materials include the following:

- I. *Brand guidelines and camera-ready art:*
Includes instructions on how to use campaign logo, logo files, supporting graphics from presentation and graphic standards. Graphics can be used in multiple formats including print and online.
- II. *Brochure:*
Easily printable piece that conveys key messages. Brochure may be used during briefings, mailed to the public, or placed on a display rack. Includes a version with a mailing panel and a version with a "tear-off" preparedness checklist. Brochure is customizable with your agency logo and can be printed in black and white, three-color, or full color.
- III. *Presentation:*
Visual and informative 30-minute PowerPoint presentation for educational briefings to public audiences and community groups. Presentation can be customized for each agency and audience.
- IV. *Talking points:*
Key messages to support the presentation to community groups.
- V. *Videos:*
Includes three testimonial videos, featuring interviews with disaster survivors, who will share their stories and encourage preparedness for a catastrophe. Videos can be used in presentations, posted online and shared through email and social media.
- VI. *Web content for agencies:*
Lists recommendations for supporting web content to raise awareness of key messages and drive people to the campaign website.
- VII. *Social media guidelines and toolkit:*
Reviews instructions for setting up, using and managing social media accounts to share preparedness information. Provides specific information about campaign social media channels and pre-written posts.
- VIII. *Evaluation form:*
Includes evaluation form in print format for the public to share feedback following a presentation.