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# Unit 4: Pre-Season Readiness

*Time: 75 minutes*

## INTRODUCTION

Public-sector agencies and personnel need to begin pre-hurricane season preparedness activities in enough time so that they are ready before the start of the tropical cyclone season. Reviewing plans, checking equipment, establishing contacts for coordination, and conducting a public awareness and education campaign are critical things to do as the hurricane season approaches. The efforts taken in the pre-season set the tone among agencies, personnel, and the community for the hurricane season.

## OBJECTIVES

At the conclusion of this unit, participants should be able to:

1. Explain the acronyms, terms, and definitions relevant to this unit;
2. Identify three pre-season preparedness and coordination activities;
3. Discuss the different media that could be utilized to educate and inform the public; and
4. Use the National Hurricane Survival Initiative Poll to describe areas to target with your public education campaign.

## METHODOLOGY

Participants will consider how to develop a list of pre-season activities that they can do in preparation for the hurricane season. The instructor will review media that can be used to deliver a public education and awareness program. Additionally, participants will compose a list of those agencies and private organizations that could come together as public education and awareness group.

Participants will complete an activity in which they develop a strategy and plan for implementing a public education and awareness program.

**Unit 4: Objectives**

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- ◆ Discuss the different media that could be used to educate and inform the public; and
- ◆ Use the National Hurricane Survival Initiative Poll to describe areas to target with your public education campaign.

FEMA Hurricane Readiness - Coastal Communities 4-1

*Visual 4-1*

Notes:

**Unit 4: Pre-Season Readiness**

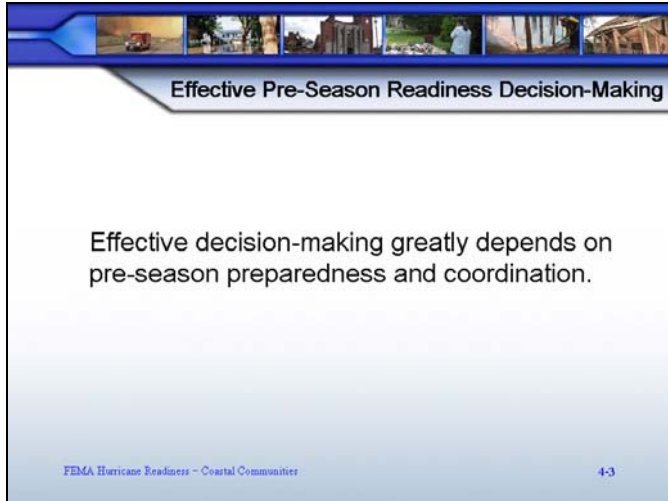
**Unit 4: Pre-Season Readiness**

- ◆ Evaluate plans
- ◆ Test/update tools and equipment
- ◆ NWS coordination
- ◆ Conduct training
- ◆ Public awareness
- ◆ Activity Pre-Season Actions for Public Education and Awareness
- ◆ Lessons Learned

FEMA Hurricane Readiness - Coastal Communities 4-2

*Visual 4-2*

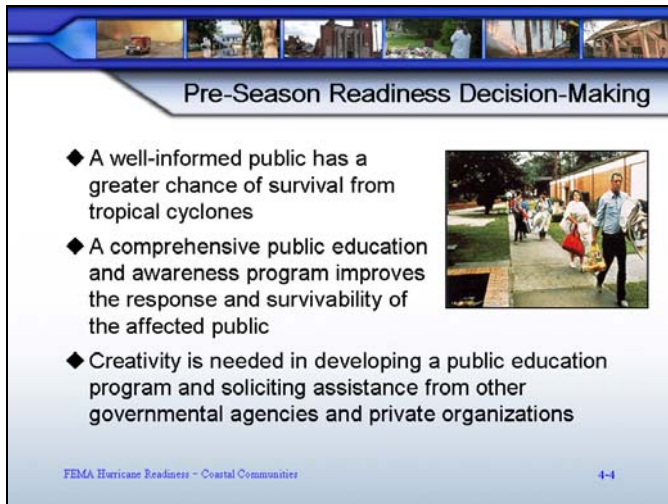
**Pre-Season Readiness Decision-Making**



**Visual 4-3**

Notes:

**Pre-Season Readiness Decision-Making (cont'd.)**



**Visual 4-4**

Notes:

**Evaluate Plans**

**Evaluate Plans**

- ◆ Review local hurricane plans and annexes with staff and Emergency Support Function agencies
- ◆ Assess jurisdiction's capability and resources
- ◆ Conduct exercises/drills

FEMA Hurricane Readiness - Coastal Communities 4-3

*Visual 4-5*

**Notes:**

**Test/Update Tools and Equipment**

**Test/Update Tools and Equipment**

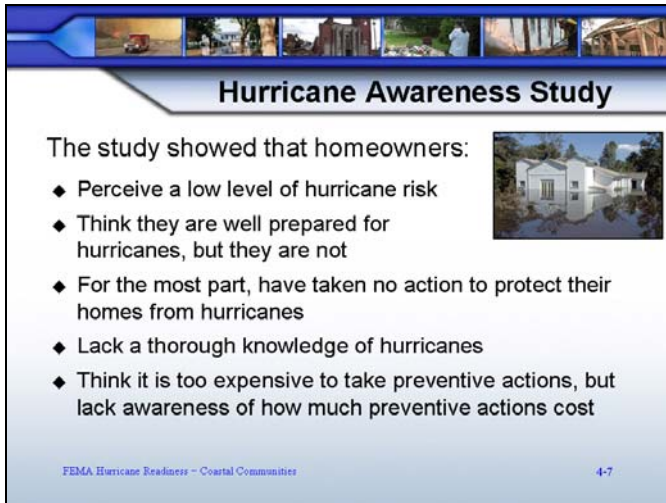
- ◆ Update decision assistance tools to current application: HURREVAC, SLOSH, or others?
- ◆ Emergency Alert Systems
- ◆ NOAA Weather Radios
- ◆ Generators
- ◆ Highway message boards and signage
- ◆ Other equipment?

FEMA Hurricane Readiness - Coastal Communities 4-6

*Visual 4-6*

**Notes:**

### Hurricane Awareness Study



**Hurricane Awareness Study**

The study showed that homeowners:

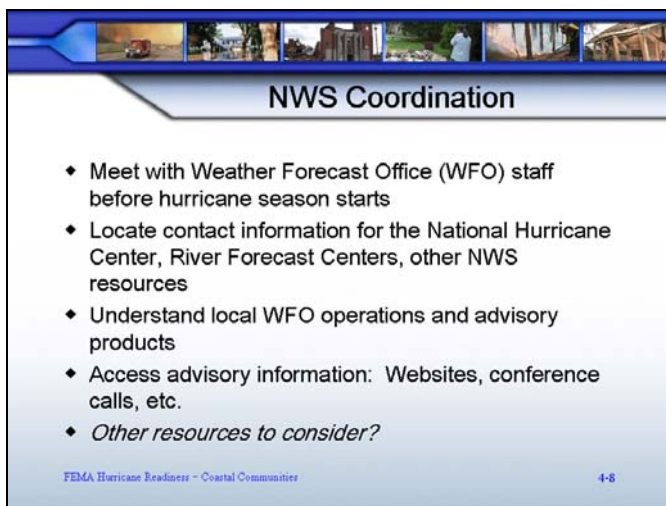
- ◆ Perceive a low level of hurricane risk
- ◆ Think they are well prepared for hurricanes, but they are not
- ◆ For the most part, have taken no action to protect their homes from hurricanes
- ◆ Lack a thorough knowledge of hurricanes
- ◆ Think it is too expensive to take preventive actions, but lack awareness of how much preventive actions cost

FEMA Hurricane Readiness - Coastal Communities 4-7

**Visual 4-7**

Notes:

### NWS Coordination



**NWS Coordination**

- ◆ Meet with Weather Forecast Office (WFO) staff before hurricane season starts
- ◆ Locate contact information for the National Hurricane Center, River Forecast Centers, other NWS resources
- ◆ Understand local WFO operations and advisory products
- ◆ Access advisory information: Websites, conference calls, etc.
- ◆ *Other resources to consider?*

FEMA Hurricane Readiness - Coastal Communities 4-8

**Visual 4-8**

Notes:

### Conduct Training

**Conduct Training**

- ◆ Staff
- ◆ Elected officials
- ◆ Primary and secondary ESF personnel
  - Mass care
  - Evacuation/transportation officials
  - Law enforcement
  - Local volunteers
  - Others?

FEMA Hurricane Readiness - Coastal Communities 4-9

**Visual 4-9**

Notes:

### Public Education and Awareness

**Public Education and Awareness**

- ◆ Use of Media for Communication
  - Devise a strategy that will be effective in your jurisdiction. For example, you will need to consider:
    - Media effectiveness
    - Language and literacy issues
    - Computer literacy and access
    - Special populations

*What other considerations would you include?*

FEMA Hurricane Readiness - Coastal Communities 4-10

**Visual 4-10**

Notes:



**Published Materials**

**Published Materials**

How published materials can be used for public awareness and education:

- ◆ Publish a special section in your local newspaper with emergency information on hurricanes
- ◆ Publish a preparedness booklet for public distribution
- ◆ Develop a CD-ROM learning program or instructional video targeting schoolchildren or other groups
- ◆ Create preparedness displays for area malls or public buildings
- ◆ *Other ideas for using print materials?*

FEMA Hurricane Readiness - Coastal Communities 4-11

**Visual 4-11**

**Notes:**

**Television, Radio, and the Internet**

**Television, Radio, and the Internet**

How TV, radio, and the Internet can be used for public awareness and education:

- ◆ Produce a television special for broadcast on a local cable channel
- ◆ Produce a public service announcement for broadcast on a local radio station
- ◆ Post an electronic brochure on the Internet, and create links from other Websites to this brochure
- ◆ *Other ideas for using TV, radio, and the Internet?*

FEMA Hurricane Readiness - Coastal Communities 4-12

**Visual 4-12**

**Notes:**

### Public Forums

**Public Forums**

How public forums can be used for public awareness and education:

- ◆ Give a presentation at a school board or PTA meeting
- ◆ Set up a booth at a community safety fair or other public event
- ◆ Teach a workshop at a local conference or civic meeting
- ◆ *Other ideas for using public forums?*

FEMA Hurricane Readiness - Coastal Communities 4-13

Visual 4-13

Notes:

### Partner Organizations

**Partner Organizations**

Partner organizations that might assist with public awareness and education:

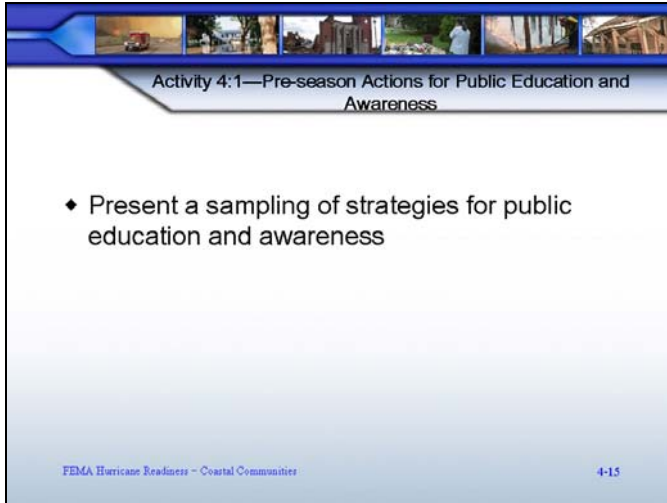
- ◆ Law enforcement
- ◆ Schools and other educational institutions
- ◆ Volunteer agencies
- ◆ Civic organizations
- ◆ *Other ideas for partner organizations in your community?*

FEMA Hurricane Readiness - Coastal Communities 4-14

Visual 4-14

Notes:

### Activity 4:1—Pre-Season Actions for Public Education and Awareness



**Visual 4-15**

Notes:


**Activity 4:1—Pre-Season Actions for Public Education and Awareness**

**Directions:**

1. Discuss ideas for the questions below with your group members.
2. Fill in answers to the questions to serve as a public education and awareness strategy in your region.
3. Identify a group spokesperson who will present your ideas to the large group.

**Pre-Season Actions for Public Education and Awareness**

1. The class discussed three media categories for use in educating the public on hurricane preparedness:

**Published materials**, such as a special section in your local newspaper with emergency information on hurricanes;

**TV, radio, and the Internet**, such as posting an electronic brochure on the Internet; and

**Public forums**, such as giving a presentation on hurricane preparedness at a school board or PTA meeting.

Which media and strategies do you think will be most effective in your jurisdiction? Consider the points discussed in class as you write a prioritized list of **at least three strategies** below.

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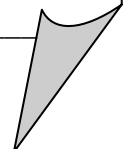
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2. As discussed in class, a successful public education and awareness strategy involves partner organizations. Identify **at least potential six partner organizations** in your community that might work with you to educate the public on hurricane preparedness.

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**Pre-Season Actions for Public Education and Awareness (cont'd.)**

3. Which are the primary special needs (e.g., mobility impaired, non-English speakers, etc.) that need to be considered in your jurisdiction when disseminating preparedness information? Consider the points discussed in class as you write a prioritized list of **at least three special needs** below, as well as your strategy for addressing them in your public education and awareness efforts.

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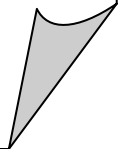
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**Lessons Learned**

**Lessons Learned**

- ◆ What regional/local media capability and public awareness material does your community have?
- ◆ How is this media capability used and when?
- ◆ How does pre-season awareness differ from operational public information?
- ◆ How effective are your mitigation procedures and processes?

FEMA Hurricane Readiness - Coastal Communities 4-16

*Visual 4-16*

**Notes:**

**Transition to Unit 5: Hurricane Evacuation Studies**

**Notes:**