

# The Mentored Emergency Planning Project in Lane County:

*Promoting resilience and preparedness through community building, positive framing and participant-centered techniques.*

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EVERY BUSINESS SHOULD HAVE A PLAN.

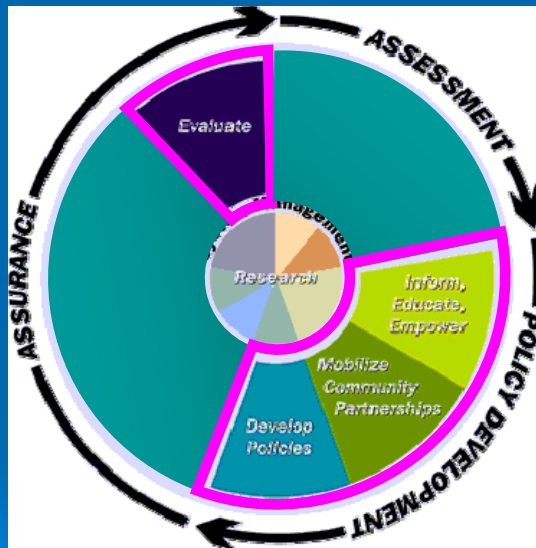
"IT DIDN'T EVEN LOOK LIKE AN OFFICE WAS EVER THERE. THE TORNADO DESTROYED EVERYTHING. OUR COMPUTERS, OUR DESKS, EVERYTHING.

BUT WITH OUR DATA BACKED UP, WE WERE ABLE TO MAINTAIN OPERATIONS. OUR INTERNET SERVICES WERE ROUTED OFF-SITE. AND THREE DAYS LATER WE WERE OPEN BECAUSE WE HAD A PLAN."

JASON WARREN, Chief Information Officer,  
Aonnet Internet and Telephony, Jackson, TN

Whether it's a tornado, cyber attack or other disaster, every business needs an emergency plan. A plan can save lives, your company's network infrastructure and your entire business - all little or no cost to your company. You can't control what happens, but you can be prepared. Visit [www.ready.gov](http://www.ready.gov) for practical steps you can take now to give your company a better chance of survival.

FEMA Ad Council



Essential Public Health Services  
<http://www.health.gov/phfunctions/public.htm>

## Guiding Principles

- Evidence / Theory Based Practice
- Community Mobilization
- Inform, Educate, Empower
  - Participant-centered
  - Positive Messaging / Framing (No Fear)
- Policy Development
- Evaluation and Quality Improvement

## Preparedness Mentoring Project

### **Vision:**

- Preparedness seamlessly integrated into everyday work practices of organizations

### **Mission:**

- Create a resilient, reliable network of agencies capable of carrying out their mission during & after emergency

## Preparedness Mentoring Project

### **Methods**

- Recruited 36 agencies
- From March through September
  - Series of **3 Workshops**
  - 26 agencies received one-on-one **mentoring** to complete plan

## Preparedness Mentoring Project

- Used common health promotion and behavior change techniques
  - Trans-Theoretical
  - Organizational Change Models
  - Brief Motivational Interviewing strategies
  - Participatory learning techniques
- Participant driven – “Start Where People Are”, build confidence
- Positive, supportive messaging
- Mentor as Coach, *not* teacher, expert, or author
- Data collected for monitoring / evaluation

### Workshop objectives:

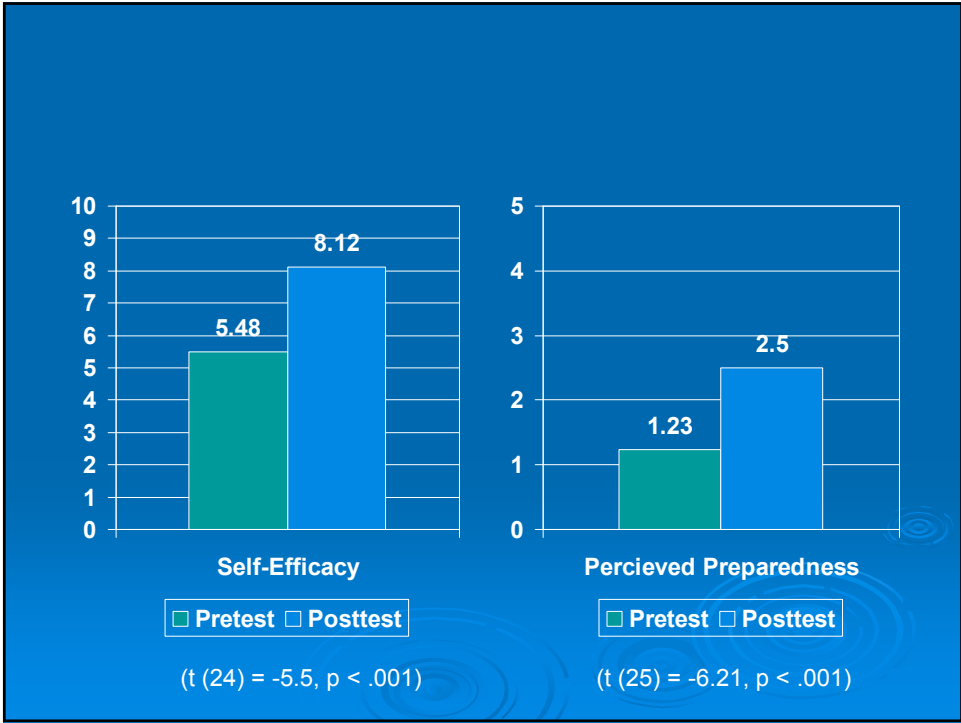
- Provide training
- Introduce key concepts and tools
- Engage participants in emergency preparedness planning with positive, achievable messages
- Networking and problem solving opportunities

## Mentoring visits:

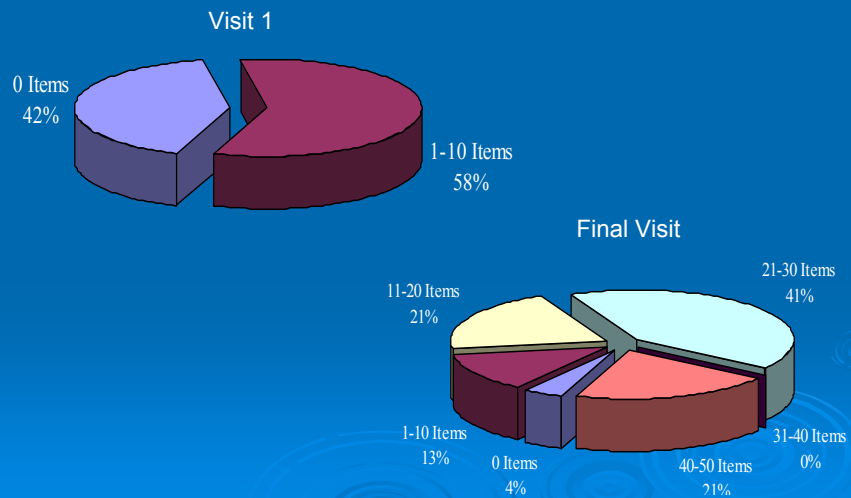
- Use Agency Emergency Plan (AEP) workbook
- Prepare Action Plan
- Affirm that they are doing the right thing;
- Check to see if there is any part of plan that needs revision; revise as appropriate;
- Affirm accomplishments
- Focus on successful activity
- Reaffirm their decisions

## Evaluation

- Screening questions
- Surveys before and after participation
- Workshop evaluations
- Workshop transcriptions and notes
- Mentoring Contact Logs
- Emergency Plan Assessment Forms
- Mentor Notes



## Number of Planning Activities Completed



I expected this to be dull and dry - How wrong I was!

Never stop doing the workshops. Very informative and especially helpful.

I was skeptical about MOUs and am a convert!

The basic simplicity of ICS [stands out]!

What was presented was so practical and doable

The mentoring was re-assuring and helped to focus the next step in developing a plan.

## Conclusions

- Reshape the landscape of preparedness work.
- Apply sound principles of community building:
  - Empower
  - Engage and Motivate
  - Insist on applied theory and best practice
  - Evaluate, Innovate, and Improve
- “Don’t Prepare for disasters...Prepare your community for Peace and Prosperity” -AMJ

## To learn more:

- Visit our project website:
  - [www.regonline.com/preparewrkshps](http://www.regonline.com/preparewrkshps)
- Contact us at Lane County Public Health:
  - Brian K Johnson
    - [brian.k.johnson@co.lane.or.us](mailto:brian.k.johnson@co.lane.or.us)
    - 541-682-4008
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    - [selene.jaramillo@co.lane.or.us](mailto:selene.jaramillo@co.lane.or.us)
    - 541-682-3651
- Our partner CARD: <http://cardcanhelp.org/>

