Many individuals and families are unprepared to respond to emergency situations and natural disasters. Public officials promote personal preparedness planning as a best practice measure.
People with function and access needs are most at risk for being excluded from the mainstream of society; perceived by traditional service systems as being most challenging; most likely to have their rights abridged and least likely to have tools and opportunities necessary to advocate on their behalf.

Many are unprepared to respond to emergency situations and natural disasters. The Board Resource Center with a California consumer group (Department of Developmental Services Consumer Advisory Committee) answered the call by developing Feeling Safe, Being Safe (FSBS), effective, easy-to-use webcast training and tools that employ a simple learning strategy, Think–Plan–Do. FSBS has served two objectives: enhancing personal emergency preparedness and creating opportunities for persons with function as access needs to be viewed as community contributors who are prepared themselves and can assist others with their preparations. FSBS is adaptable across populations because of its simplicity that does not panic, but empowers people to take action when needed. The FSBS tools show how to make a personal plan, connect with community members and create a personalized emergency kit.

By concentrating on purpose, audience and usability, FSBS assures users understand the necessity of preparedness for emergencies or disasters and follow a safe course of action. The tools are easily adapted for use by variety of regions, disaster conditions and cultures.
Beliefs

Motivators

Learned

Method

Outcome

Feeling Safe, Being Safe
People have the right to understandable information, clear language and accessible design.

Clear language increases participation in community life and personal safety.

Accessible information facilitates greater personal responsibility and safety.

When people understand what is written, they have power to run their lives.
“People with intellectual disabilities can take care of themselves if they have information in a way they understand.”

“Many are not able to read well, if information is provided so we can understand - using plain words and pictures, we can take charge and help others.”
BRC collaborated with the DDS Consumer Advisory Committee - 15 peer advocates representing 245,000 people receiving services throughout California.
People with disabilities demanded action driven by them, for them and about them.

In California the question is not if - but when - a large scale emergency will occur.
Nearly 25% adults, with and without disabilities, have a hard time reading basic signs and labels.

Nearly 53% (Los Angeles) working-age adults cannot read well enough to use a bus schedule or complete a job application.

Nearly 70% of adults with low-literacy live in poverty.

650 million worldwide have a disability.
Enhance personal emergency preparedness for thousands for people with function and access needs.

People with function and access needs viewed as community assets who assist others with preparations.

Accessible tools and process that is adaptable across populations.

Simple method that empowers people to take action.
People believe they are “prepared” for disasters but often aren’t as prepared as they think.

**Survey Results:**

- 40% did not have household plans,
- 80% had not conducted home evacuation drills,
- 60% did not know their community’s evacuation routes,
- 20% reported having a disability that would affect their capacity to respond to an emergency situation.
70% of 36 million Californians are unprepared for a natural disaster or terrorist attack.

People with function and access needs, limited literacy, and seniors were most impacted.

Conventional materials and approach to personal safety scared people and difficult to understand.
We learned

SNAKE Report

Special Needs Assessment for Katrina Evacuees

Medical needs shelter is a place of “last resort”

People must be advised “how to make decisions” regarding safety, including evacuation plan.

Shelters are meant as a life boat (crowded, limited supplies, etc.)
THINK - PLAN - DO

**Identify**
- End-users
- Employ consultants who are end-users
- Current resources and accessibility
- Empowering strategy

**Develop**
- 3-Step process
- Multi-media approach
- Sequenced learning series

**Verify**
- Statewide focus groups
- Field-test in actual emergencies
- Application in other regions
Method

Phases

CREATE AND TEST
Feeling Safe, Being Safe

TRAIN-THE-TRAINER:
35 certified trainers, distributed 20,000 sets

WEBCAST
Online training, 6 videos
Outcome

Community Based Prepared Tools

Funded by Homeland Security

Sequenced Preparedness Series

- Easy-to-use tools and webcast training
- Green technology and sustainable
- Personal preparedness and safety
- Community connections and participation
1. Worksheet

- Important medical information.
- Emergency kit contents check-off list.
- Important phone numbers for first responders.
2. Magnet

- Information from the worksheet.
- Post where first responders can find it.
3. How-To Video

- Why it is important to be prepared.
- Value of community connections
- How to complete the Worksheet.
- Where to post the Magnet.

How to use the tools
Steps to be prepared
Tips
4. Webcast Training

http://www.dds.ca.gov

Outcome

Click Feeling Safe, Being Safe
Outcome

4. Webcast Training

State of California
Department of Developmental Services

FEELING SAFE, BEING SAFE

FEELING SAFE, BEING SAFE
Individual

FEELING SAFE, BEING SAFE
Host

How To Guides

Introduction video

English and Spanish Guides
English and Spanish Captions
4. Webcast Training

6-part training series

Outcome