GOVERNOR'S OFFICE ON SERVICE AND VOLUNTEERISM

COLLABORATING AGENCIES RESPONDING TO DISASTERS

CARD

Citizen Corps-in-a-Box

A reference toolkit for creating successful local community preparedness initiatives with **Templates**, **Guidelines** and **References** to help local government and community leaders.

Provided by the GOSERV: the Governor's Office on Service and Volunteerism

-

Created by CARD of Alameda County
(Collaborating Agencies Responding to Disasters)

GOSERV
1110 K Street, Suite 210, Sacramento, CA 95814
(phone) 916-324-7646 (fax) 916-323-3227
e-mail: citizencorps@goserv.ca.gov

CARD of Alameda County
1730 Franklin Street, Suite 202, Oakland, CA 94612
(phone) 510-451-3140 (fax) 510-451-3144
e-mail: CARD_proj@yahoo.com

LIMITATION OF LIABILITY

The information compiled by CARD for this Citizen Corps-in-a-Box reflects a good faith effort to provide correct information at the time of writing. CARD of Alameda County attempts to maintain the highest accuracy of content in its material. Any errors, or omissions should be reported to us.

CARD of Alameda County makes no claims, promises or guarantees about the absolute accuracy, completeness, or adequacy of the contents of this material and expressly disclaims liability for errors and omissions in the contents. No warranty of any kind, implied, expressed or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose and freedom from computer virus, is given with respect to this material or its hyperlinks to other Internet resources. Reference in this material to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public. This does not constitute an endorsement or recommendation by CARD of Alameda County, or their employees or agents.

This Use Policy is subject to change without notice.

TABLE OF CONTENTS

Templates 4

- Press Release – Announcement 5
- Press Release – Follow-up 6
- Letter-to-the-Editor 7
- Request-for-Support Letter 8
- Thank-you Letter 9
- Letter to Local Elected Official 10
- Emails to Friends and Associates 11
- Award Template (One Signature) 13
- Award Template (Two Signatures) 14
- Block Party Flier 15

Guidelines 16

- Working with Local Government 17
- Making the Most of CERT Training 18
- Disaster Supplies I: Basics 20
- Disaster Supplies II: Sources 22
- Disaster Supplies III: Vendors 23
- Disaster Supplies IV: Timeline 24
- How to Start a Community Preparedness Initiative 26
- Using the Incident Command System 30

References 33

- What is CARD of Alameda County? 34
- What is Citizen Corps? 35
- Contact Information: Prepare Now Collaborative 37
- Contacting Government Officials 38
- Media Partnerships 39
- Finding Media Contacts 40
- Media Contacts: Wire Services in California 41

Citizen Corps-in-a-Box

TEMPLATES

Community Preparedness Program Comes to [Anytown]

[Anytown, CA] [March 1, 2004]: Representatives from community organizations, nonprofits, faith-based organizations, city agencies and emergency preparedness and response organizations are invited to attend a community meeting to discuss the creation of a local Citizen Corps Council. The meeting will be held on [Thursday, March 11, 2004 at 7 pm], at [the Anytown Community Center], [1234 Broadway, Anytown], [cross street is Martin Luther King Blvd]. Parking is [available – call (555) 123-4567]. The meeting is being convened by [Anytown Chamber of Commerce]. To RSVP, or for more information, please call [George Citizen, (510) 555-1234].

Citizen Corps is the component of the USA Freedom Corps that focuses on opportunities for people across the country to make their families, homes, and communities safer from the threats of terrorism, crime, and disasters of all kinds. Citizen Corps also brings together a community's first responders, firefighters, emergency health care providers, law enforcement, and emergency managers with its volunteer resources.

The meeting will be an opportunity to bring together the leaders and participants from existing community programs. "[This is the greatest thing in the whole world!!! But you should use a real quote!!!]", said [Janet Friendly, local business owner].

Event: [Meeting To Create a Citizen Corps Council]

Date & Time: [Thursday, March 11, 2004 at 7 pm]

Location: [1234 Broadway, Anytown], [cross street is Martin Luther King Blvd]

RSVP/Contact: [George Citizen, (510) 555-1234]

###

[Anytown] Forms Citizen Corps Council

[Anytown, CA] [November 6, 2003]: Representatives from several local community organizations, nonprofits, faith-based organizations, city agencies and emergency preparedness and response organizations met on [November 5th] at [American Legion Hall #1234] and decided to form a Citizen Corps Council. Participants in this decision-making process included [Luis Ciudadano of United Seniors of Anytown], [George Citizen, or the Anytown Chamber of Commerce], and [Jackie Citizen, Community Representative].

Citizen Corps is the component of the USA Freedom Corps that focuses on opportunities for people across the country to make their families, homes, and communities safer from the threats of terrorism, crime, and disasters of all kinds. Citizen Corps also brings together a community's first responders, firefighters, emergency health care providers, law enforcement, and emergency managers with its volunteer resources.

The formation of the [Anytown] Citizen Corps Council creates an opportunity for the leaders and participants from existing community programs to share resources, strengthen their existing programs and encourage the whole community to become safer and more prepared. "[This is the greatest thing in the whole world!!! But you should use a real quote!!!]", said [Janet Friendly, local business owner].

To participate or find out more information on further meetings and plans, please call [Janet Citizen, President] at [(510) 555-1234] or visit [www.YourWebSite.com]

###

Emergency Preparedness and Response Gets a Boost in Our Community

---

Dear Editor,

I'm very pleased to announce that [Anytown] has decided to form a Citizen Corps Council. Citizen Corps is the component of the USA Freedom Corps that focuses on opportunities for people across the country to make their families, homes, and communities safer from the threats of terrorism, crime, and disasters of all kinds. Citizen Corps also brings together a community's first responders, firefighters, emergency health care providers, law enforcement, and emergency managers with its volunteer resources. By forming a Citizen Corps Council, our community leaders and participants from existing community safety, preparedness and response programs will be able to share resources, strengthen their existing programs and encourage the whole community to become safer and more prepared. "[This is the greatest thing in the whole world!!! But you should use a real quote!!!]", said [Janet Friendly, local business owner].

We want to encourage representatives from all organizations engaged in any aspect of making our community safer and more prepared to join us in this exciting opportunity. [Janet Citizen], [George Citizen, or the Anytown Chamber of Commerce], and [Luis Ciudadano of United Seniors of Anytown], have already joined this initiative. If you are interested in participating or sponsoring a meeting, please call [Janet Citizen, President] at [(510) 555-1234]. Or you can visit us at [www.YourWebSite.com]

We would like to particularly thank [Friendly Groceries] for the generous support in donating [refreshments for community meetings]. Future meetings will be held [every first Monday of the month] at [the Anytown Library].

Signed,

[Janet Citizen]
[Anytown Citizen Corps Council]
[(510) 555-1234 *note: you must include your phone number on a press release for confirmation*]

###

[October 15, 2003]

[Janet Friendly]
[Friendly Groceries]
[123 Main Street]
[Anytown, CA, 12345]

Dear [Ms. Friendly],

As a local business, you want the best for your community. We are the local Citizen Corps Council in [Anytown]. We have come together to help ensure our community remains strong, resilient and able to respond to threats of terrorism, crime, public health issues, and disasters of any sort.

We are writing this letter to ask for your support. Our Council is hosting a Community wide planning meeting on [November 15]. **We need your help to make this meeting a success!** We are asking [Friendly Groceries] to donate three deli trays or other edible treats – we've found people are much more likely to attend an evening meeting if we can offer refreshments. We are also hoping you can provide some disaster preparedness supplies for our safety raffle. Do you have water, garbage bags, duct tape, first aid kits, rain ponchos, or other supplies you could donate to help get our community prepared? Gift certificates to your store would also make an excellent prize. In appreciation of your donation we will acknowledge your contribution at the event and will include your name in our press release about the meeting.

Thank you in advance for any donation you can make, and for your community partnership in this important meeting. If you have any questions at all, I can be reached at [510-555-1234]. Thank you very much for your support.

Sincerely,

[George Citizen, Community Coordinator]
[999 Beautiful Avenue]
[Charmingville, CA 12345]

P.S. Here are some of the people and organizations participating in the effort: [Anytown Chamber of Commerce, Nuts N' Bolts Hardware Store, Crazy Eddie's Used Disaster Supply Depot]

[Janet Friendly]
[Friendly Groceries]
[123 Main Street]
[Anytown, CA, 12345]

[November 16, 2003]

Dear [Ms. Friendly],

We want to thank you for your generous donation. Your disaster kits were a hit at [the Town Hall Meeting] at the [local library] on [November 15].

The mission of our local Citizen Corp Council is to garner the support of our Community leaders and create a more resilient City. Your contribution allowed us to share our vision and educate our community members about our many projects and the importance of creating a strong, united and prepared community.

Again, we thank you for your kind donation. It makes such a difference in attendance to be able to offer prizes and giveaways. We placed your company's name on our meeting agenda and made the announcement that [Friendly Groceries] was a contributor. We encourage our audiences to support the businesses that support their safety and prosperity. We want you to know that the audience was aware of your generosity.

Sincerely

[George Citizen, Community Coordinator]
[999 Beautiful Avenue]
[Charmingville, CA 12345]

[October 15, 2003]

[Councilmember Sam Eagle]
[123 Downtown Street]
[Charmingville, CA, 12345]

Dear [Councilmember Eagle],

As an elected official, I know that you are concerned about the ability of our residents, community agencies and businesses to respond to emergencies and disasters. I am writing to inform you of our intention to form a local Citizen Corps Council in our community and ask for your support.

Citizen Corps is the component of the USA Freedom Corps that focuses on opportunities for people across the country to make their families, homes, and communities safer from the threats of terrorism, crime, and disasters of all kinds. A Citizen Corps Council will bring together our first responders, firefighters, emergency health care providers, law enforcement, and emergency managers with our volunteer resources. By forming a Citizen Corps Council, our community leaders and participants from existing community safety, preparedness and response programs will be able to share resources, strengthen their existing programs and encourage the whole community to become safer and more prepared. We envision a community that can work in full partnership to respond as a united community.

Again, thanks for your anticipated support and for your partnership in this important endeavor. I welcome the opportunity to discuss this matter in more detail with you or your staff. If you have any questions at all, I can be reached at [(555) 123-4567]. Thank you very much for your support.

Sincerely,

[George Citizen, Community Coordinator]
[999 Beautiful Avenue]
[Charmingville, CA 12345]
[(123) 456-7890]
[GCitizen@goodsamaritan.com

EXAMPLES OF E-MAILS FOR SUPPORT AND INFORMATION

To Friends

Friends,

I have been looking for ways to help my community be better prepared to handle disasters. I now have a way to make a difference. I'd like to organize a neighborhood watch group that would focus on all types of preparedness issues. I believe that an organized and engaged community provides a safe haven for all of its residents. I am having a small meeting at [my house] on [Thursday, October 23rd at 7:00pm]. Can you join us?

Sincerely ,

[George Citizen, President]
[Charmingville Homeowners Association]
[999 Beautiful Avenue]
[Charmingville, CA 12345]
[Phone: 510-555-1234]
[Fax: 510-555-6789]

To Local Business

Dear Business Partner,

A prepared community is a safe community. I am looking for a few people to join me in supporting our local Citizen Corps Council. This is a local initiative of a federal program designed to help communities become more prepared. Our Council wants input into the development of its community action plan and help in assessing possible threats and identifying local resources. I understand that they are looking for volunteers in a number of different areas . Please join me at their next meeting on [Tuesday, November 5th], at [the local library] to find out how you can help. Your input will make a valuable difference to the community. Please e-mail me back with a reply.

Sincerely,

[Janet Citizen, President]
[Charmingville Chamber of Commerce]
[999 Beautiful Avenue]
[Charmingville, CA 12345]
[Phone: 510-555-1234]
[Fax: 510-555-6789]

To Religious Leaders

Dear [Reverend Joseph Friendly],

September 11th, 2001 was a major turning point in our country. I have been asking: what can I do to help? I was referred to the GOSERV website (www.goserv.ca.gov) which has given me different opportunities for volunteerism and ways to mobilize our community. I'd like to meet with you to discuss how we can engage our congregation in participating in a free CERT (Community Emergency Response Teams) Training. Would [Tuesday or Thursday at 10:00 am] work for you? I look forward to your reply.

Sincerely,

[Janet Citizen]
[999 Beautiful Avenue]
[Charmingville, CA 12345]
[Phone: 510-555-1234]
[Fax: 510-555-6789]

To Community Leaders

Friends,

A prepared community is a safe community. To this end, I am asking you to help me in creating a neighborhood preparedness initiative, using the Citizen Corps Council model. Citizen Corps is a federal program designed to help communities become more prepared, and our Council will be a local effort using these ideas and resources. Your involvement as community leaders will be highly valued. Please join me at a town meeting on [Tuesday, November 5th], at [the local library] from [7 pm to 8 pm] to find out how you can help. Your input will make an important difference to the community. Please e-mail me back with a reply.

Sincerely ,

[George Citizen, President]
[Charmingville Homeowners Association]
[999 Beautiful Avenue]
[Charmingville, CA 12345]
[Phone: 510-555-1234]
[Fax: 510-555-6789]

[Your Organization]

is pleased to recognize

[Name of Recipient]

with this

Certificate of Appreciation

for Outstanding Contributions in Preparing Our Community

this [Date] day of [Month] [Year]

LOGO

[Name]
[Title]

[Your Organization]

is pleased to recognize

[Name of Recipient]

with this

Certificate of Appreciation

for Outstanding Contributions in Preparing Our Community

this [Date] day of [Month] [Year]

PLEASE COME TO A [CITIZEN CORPS COUNCIL]

BLOCK PARTY!

[SATURDAY, MARCH 20, 2004]
[2:00 PM UNTIL 7:00 PM]
[700 BLOCK OF BEAUTIFUL AVENUE]
[BETWEEN 7TH STREET AND 8TH STREET]

LEARN HOW TO MAKE YOUR NEIGHBORHOOD SAFE!
MEET YOUR NEIGHBORS!
FREE BARBECUE HOT DOGS AND HAMBURGERS!

SPONSORED BY YOUR LOCAL CITIZEN CORPS COUNCIL
[JANET CITIZEN]
[GEORGE CITIZEN]
[LUIS CIUDADANO]

FOR MORE INFORMATION PLEASE CONTACT:
[JANET CITIZEN]
[510-555-123]

Directions:

- **[TAKE MAIN STREET TO 7TH STREET]**
- **[TURN RIGHT ON 7TH STREET AND GO FOR SIX BLOCKS]**
- **[BEAUTIFUL AVENUE WILL BE CLOSED, SO PLEASE PARK ON 7TH OR 8TH STREET!]**

Citizen Corps-in-a-Box

GUIDELINES

Working with Local Government: The Importance of Creating a Coordinated and Lasting Community Partnership

When you are considering starting a Citizen Corps Council or a similar type of Community Emergency/Disaster Preparedness initiative, you will want to identify the key stakeholders within your local government. Virtually all cities and towns in California have people whose job is to help the community during times of disasters. Whether it is part of a fire department, an Office of Emergency Services or some other response entity, this is your community's connection to the emergency resources offered at each level of government in the country.

When disasters and emergencies strike, our ability to respond as a united community will be critical. A successful and harmonious partnership between local government and community-based initiatives is one of the most important aspects of creating a strong, prepared and resilient community. Here are some suggestions to accomplish this goal:

- ❑ Contact your local government to find out who is accountable for emergency management in your community – especially for preparing *before* disasters.
- ❑ Find out what local resources are available. Does your local government have an existing community preparedness initiative? What programs and services are there?
- ❑ Learn what you can about funding and public support for emergency programs. This support often fluctuates as budgets shrink or grow, but it is important to see what steps you can take to be considered for funding. Don't assume that there is no money!
- ❑ Find out if your local government works in partnership with prominent community organizations like the Salvation Army and the American Red Cross.
- ❑ Ask what role local business and community based organizations play in the response structure. Thousands of local organizations and businesses routinely step forward to serve their local community in times of disaster. These local agencies often have no formal training in response, and may have no predefined role, but the contributions of these community responders are invaluable to the victims, the professional responders and general public.
- ❑ Be inclusive – You never know who will find a true passion for preparing their community. The more inclusive the process, the more likely that the result will serve the entirety of the community.
- ❑ Make it easy to participate in preparedness programs. Create a website or listserve to link those who are Internet savvy. Create phone chains and fax groups for those who prefer a lower-tech option. Post information in libraries, community centers and other public places so that your group encourages new participation.

Successfully uniting and harnessing the power of professional responders, community initiatives and spontaneous volunteers can be a challenge, but is well worth the rewards. By sharing and developing the skills to effectively work together, solve problems and share resources, you create strength, resilience and the ability for the community to grow stronger from each emergency you face.

Find contact information at the sources listed in Contacting Government Officials.

MAKING THE MOST OF CERT TRAINING

CERT trainings are an excellent way to engage residents in getting prepared. Through these classes residents learn how to keep themselves and their families safe and respond effectively to community-wide emergencies. These trainings are usually offered to the public through Offices of Emergency Services, local fire departments or sometimes through a local American Red Cross office. The typical CERT training provides nearly 20 hours of training, spread over several weeks. Sessions include the basics of personal preparedness, light search and rescue, fire suppression, emergency medical, hands-on training and other skills. Some CERT programs are expanding to include terrorism related information as well.

To take full advantage of CERT trainings and have your program flourish in your community, consider these ideas:

Identify Current Resources and Garner Support

The ongoing success of your CERT Program is dependent on your ability to garner support from all stakeholders. Before reaching out to the public, ensure you have the buy-in and support from your local emergency response community. This can include the Fire Department; medical emergency services departments, city council members and other key elected officials. After you have briefed your key stakeholders and obtained their buy-in, the next step will be outreach to the community.

In any community, there tends to be a core group of committed citizens who want to make a difference in their community. These individuals are likely to be the same people who volunteer for Neighborhood Watch, the PTA, civic support programs, sports leagues and organized activities through their church, synagogues and other religious organizations. Once you have this cadre of volunteers in your database, you can call on them to step in and support your preparedness and recovery initiatives. It is vital to keep volunteers in the loop.

Develop a Sustainable Structure

No matter how dedicated you are, you will need others to help make the program successful. Rather than creating entirely new structures, which could be perceived as competing with existing programs, consider designing your program to complement established programs.

Most cities have an organization that supports crime prevention activities and public health and safety. These programs have pre-existing community engagement processes and are already enlisting the support of volunteers in various capacities. They also already have mailing lists, listserves and other mechanisms for reaching the local community.

Disaster Drills and Ongoing Training

Invite your volunteers to disaster drills and exercises. By serving as evaluators, simulators, observers, victims or support staff - your participants can refine their skills and build relationships with the key players in the world of emergency management and disaster response.

CERT Train-the-Trainer
Be sure to schedule train-the-trainer programs. You want to create a reserve of trainers who are ready to teach CERT classes in your community, to give you more reach and sustainability. The train-the-trainer component can be an important part of the personal and professional development of your most senior participants. Try to recruit potential trainers who have experience and the respect of the community: youth group leaders, religious leaders, and retired veterans and teachers are excellent choices.

Visit FEMA's CERT website at http://training.fema.gov/emiweb/cert/

Communications
Consider creating a quarterly or bi-annual newsletter or weekly email update. This is a great way to share the successes of your program and to remind people of the benefits of CERT. This is the type of service you may be able to have donated by a college, local business or writing group. You might also consider creating a website or email listserve to keep your volunteers informed, help participants to stay in touch and send out training schedules. There are many sites that will host your website for free, and most Internet email services provide the ability to create group listserves.

Create Community Contests
Look for ways to spark the natural competitive drive of the people in your neighborhoods. Orchestrate a contest to generate interest in CERT. One city initiated a competition where prizes were given to the neighborhoods with the most organized and trained cadre of volunteers. This project was city funded and the prizes were emergency supply caches.

Acknowledgement and Giveaways
Community or town hall meetings are an excellent venue to stimulate widespread participation and to bring awareness to your community preparedness initiative. You can use these events to acknowledge your community members, share updates, elicit feedback and enlist volunteers. One city funds an annual picnic to say thank you to all its volunteers and to recruit new ones. Give out free neighborhood t-shirts, sponsor a contest, present trophies, plaques, or distribute free emergency supplies. Encourage local business to donate items and sponsor your events. Look for ways to continually acknowledge your volunteers and recruit new people. Keep your program alive!

Include your Local Media
Media support can be one of the greatest aids in making your program successful. Consider writing letters-to-the-editors, sending press releases, or calling media representatives and asking them to do a story on your program. Make your stories interesting and topical. A story about how one family has taken CERT as a way to spend time together and teach the kids about important priorities could sound more interesting than one about basic disaster preparedness. Stories about a person who used their CERT skills in an unusual way or about a city that promotes CERT as part of community enrichment or civic responsibility could catch the ear of a local reporter. Local media outlets will often pick up stories on local heroes and targeted efforts to include seniors, people with disabilities, children and others who may not be able to help themselves. Include your local media as key partners in preparing your community!

Basic Disaster Supplies

Water:
- Several smaller packets are better than one large container.
- Ordinary plastic bottles should be drunk and replaced every six months.
- Special aseptic packaging lasts up to five years.

Food:
- Select food you like (that doesn't incite thirst): you may have to eat it someday!
- Note the shelf-life of the food you select; eat it and replace it before it expires.
- Choose food that will not require cooking, when possible.

First-aid kit
- First-aid kits come in a wide variety of sized and prices. Choose what is right for you, considering how many people it should serve, your and their medical needs, and where you are keeping the kit.

Essential medications/eyeglasses/hearing aids
- Store an emergency supply of medication in your go-kit.
- Medications such as some insulins should be kept in refrigeration until needed.
- Keep a spare pair of glasses or a hearing aid in your kit, along with a prescription.

AM/FM radio (with extra batteries)
- Radios are available that use batteries, solar power, or a dynamo (hand crank). Some have two or three of these options, as well as a power cord. Small, battery-powered radios are generally the least expensive.

Mylar blankets (space blanket)
- Mylar blankets are fairly inexpensive, effective at retaining warmth, and very compact and lightweight. They are ideal for disaster supplies.

Flashlight (with extra batteries)
- In addition to helping you see, flashlights help you be seen. Flashlights make a useful signaling tool over distances for the hearing impaired. Consider using one flash for "yes", two for "no", three for "SOS".
- Like radios, flashlights are available that need no batteries, generating power as you squeeze the handle. These models naturally cost more, and are only useful for someone with moderate hand strength.
- Under some circumstances, electrical devices, including flashlights, can pose a fire danger if there is flammable gas in the surrounding air. Most flashlights are not sealed against this possibility. If you live or work in an environment where such a gas leak is a potential danger, consider buying an MSHA-approved light.

Clothes
- Several light layers are better than heavy or bulky items.

Whistle
- Use a solid, metal or strong plastic whistle.
- Like flashlights, whistles can make excellent signaling devices.
- If you need to call for help, a whistle will carry further and last much longer than your voice.

Comfortable/sturdy shoes
- Use comfortable shoes you have already worn, with good treads and waterproofing.

Duct tape

Garbage bags /plastic bags
- Garbage bags and duct tape, used together, can solve a surprising number of problems. Some examples of their many uses:

- Emergency rain gear or waterproofing – even clothes
- privacy screens
- toilets and sanitation when plumbing doesn't work
- with some cloth: diapers
- seal cracks in doors and windows against weather or toxins
- carry water
- floatation aids
- carrier for valuables

Tissues/toilet paper
- Store in a see-through sealable sandwich bag to protect from moisture and dirt.

Deck of cards, book or something to help pass time

Face masks/dust mask/Bandana or cloth to cover your mouth and nose.
- If you need to protect yourself from airborne particles, make sure to wet the cloth you use.

Pocketknife/ scissors
- Pocketknives and scissors are very useful tools, and like all sharp objects, should be used with care. Ensure that children and people with reduced dexterity have proper supervision or support.

Copies of important papers (ID, credit cards, insurance policies, etc.)
- Store in a see-through sealable sandwich bag.
- To protect yourself against theft, use a simple code on any of your important numbers (such as bank account, credit card, or insurance policy numbers). Something easy for you to remember, such as adding one to every digit, will make it very hard for a thief to get your information.

Cash and coins
- Money for general use – ATMs need electricity – and coins for payphones.

Paper and Pens
- Document actions, leave notes, and communicate.

Disaster Supplies: Sources

You may need to find supplies at more than one location. In general, these kinds of stores are the best sources for most supplies. Consider looking at more than one store before making any large purchases. These types of stores may stock the following supplies:

Disaster Specialty Stores:
- Nonperishable Food*
- Nonperishable Water*
- Mylar blankets
- Flashlights
- Light Sticks
- Emergency Radios
- Whistles
- First Aid Kits
- Rain gear

Sporting/ Camping Stores:
- Nonperishable Food*
- Whistles
- Mylar blankets
- Batteries
- Flashlights
- Light Sticks
- Bandanas
- Emergency Radios
- Rain gear

Hardware Stores:
- Dust/Face Masks
- Flashlights
- Batteries
- Pocketknives
- Duct Tape
- Garbage Bags
- First Aid Kits
- Emergency Radios
- Light Sticks
- Bandanas

Groceries/ Pharmacies/General
- Food
- Plastic-bottled Water
- Batteries
- Flashlights
- Toilet Paper/ Tissue
- Garbage Bags
- Sealable Sandwich Bags
- Extra Medication
- First Aid Kits
- Bandanas

* There is no such thing as truly non-perishable food or water. This term refers exceptionally long shelf-lives, typically about five years.

Food Banks are an excellent source for disaster food supplies for poor or low income

DISASTER SUPPLIES: VENDORS

These are some of the vendors in California who offer a wide selection of general and specialty disaster supplies. The Governor's Office on Service and Volunteerism does not specifically endorse any vendor.

Property Guard:
Contact: Bill Wright

111861 Cardinal Circle, Suite M
Garden Grove, CA 92843
Phone: 800-345-8838
Fax: 714-539-9637
Web: http://www.propertyguard.com

If you mention CARD of Alameda County when you make a purchase, Property Guard will make a donation to their efforts.

S.O.S. Survival Products

15705 Strathern St., Unit 11
Van Nuys, CA 91406
Phone: 800-479-7998
or: 818-909-0131
Fax: 818-909-0360
Web: www.sossurvivalproducts.com

Emergency Lifeline:

P.O. Box 15243
Santa Ana, CA 92735
Phone: (800) 826-2201
Fax: 714-558-8901
Web: www.emergencylifeline.com
E-mail: sales@emergencylifeline.com

Safe-T-Proof

31143 Via Colinas Suite 503
Westlake Village, CA 91362
Phone: 800-377-8888
or: 818-865-3121
Fax: 818-865-3126
Web: www.safetyproof.com

A Disaster Preparedness and Supplies Timeline

This is a suggested timeline to encourage you to take the proactive preparedness steps that will help ensure you have a safer home or workplace and at least three to seven days worth of disaster supplies in your emergency go-kit.

January: Warmth and Lighting

- Take inventory of your disaster supplies
- Make a list of important phone numbers – useful numbers and your loved ones
- Gather supplies to provide warmth and light, like clothes, blankets, lightsticks and flashlights

February: First Aid and Medications

- Assemble a first aid kit appropriate for your household
- Make copies of your prescriptions, and get an extra week's supply
- Get First Aid and CPR training

March: Hygiene and Comfort

- Assemble a hygiene kit with toiletries and sanitary items
- Put some items for entertainment in your kit – playing cards are good
- Revisit your emergency contacts list and evacuation plan – update them as needed

April: Change Out Supplies (Daylight Savings Begins)

- Check/change the batteries in your smoke detectors, flashlights and alarms
- Check your fire extinguisher
- Rotate out six-month-old food and water – use it and replace it

May: Clean Out The Clutter

- Clean out hazardous materials in garage and around house
- Restock your tool box (hammer, wrench, tape, etc.); discard old or useless items
- Make sure gas, water and electricity shutoffs are accessible and clearly labeled

June: Summer Camping And Emergency Reserves

- Store appropriate camping supplies to be available in emergencies
- Use canned and dried food for camping if it will expire soon
- Store extra reserves of food and supplies

July: Your Friends and Neighbors

- Create a neighborhood map and mark resources such as payphones and clinics
- Meet your neighbors and make and share a list of their contact information
- Set up or join a neighborhood safety/watch group; plan a neighborhood event

August: Back-to-School and Reducing Hazards

- Check your home and work for hazards and child/elder safety
- Make a list of priorities for reducing hazards – give yourself due dates
- Learn your children's schools' disaster plans
- Store old shoes under your bed – upside down – in case of earthquake

September: Shelter In Place

- Practice basic Shelter-in-Place skills: Shelter, Shut and Listen
- Gather S-I-P supplies such as water, duct tape, and old sheets and towels
- Learn your emergency radio station and pre-set your radio to it
- Choose a room in your home and office for sheltering

October: Pet Safety (Daylight Savings Ends)

- Obtain an identification color-tag or microchip for your pet
- Include pet-specific disaster supplies in your kit, such as food, water and medication
- Rotate out six-month-old water – drink it and replace it
- Check your smoke detectors and fire extinguishers as in April

November: Insurance and Possessions

- Videotape or photograph your home and possessions for insurance
- Identify the things in your home that you most want to protect – make sure they're safe
- Photocopy important documents and store them away from your home

December: Give Something Back

- Trade out canned goods and give to your favorite charity
- Help your loved ones to prepare their own disaster go-kits
- Check in on elderly or disabled neighbors

The authors do not assume responsibility or liability for how the reader uses the information or for the effects of recommended practice, procedure, or product specified in this handout.

How to Start a Community Preparedness Initiative

Developing a community preparedness initiative is a great way to strengthen, support and protect your community. With perseverance and leadership, you can mobilize your community and make a real difference before and after a disaster. You'll need to engage your community in the value of working together to improve the safety and security of life in your neighborhood.

To start this process, follow these five basic steps:

1. Find out what community preparedness resources are available. It's important to respect existing programs and make every effort to not duplicate efforts.

2. Convene or attend a Neighborhood Meeting/Block Party where you can determine resources, interest levels and other forms of support. Getting on the agenda of existing groups and networks is a great way to get buy-in and support.

3. Create structure, objectives, attainable goals, and a follow-up system for your initiative. Successful, enduring programs are grounded in real commitments and have realistic goals based on the resources available.

4. Get in action! Take the proper training. Distribute resources to your team. Collect the information. Getting momentum, creating synergy, and having participants see results helps make programs successful and valued in the community.

5. Identify ways to keep your participants engaged. Establish clear milestones and deadlines and keep each other accountable to fulfilling on goals. Ensure that you recognize, acknowledge and celebrate the contributions and successes of the participants.

1. Find out what community preparedness resources are available.

- ***Local Preparedness Resources***
  A good first contact is your local Office of Emergency Services. The contact may be someone from the Sheriff's or Fire department that has been assigned the task of coordinating emergency services. Your contact will be able to give you information about the community preparedness initiatives and programs that are available in your community and perhaps be able to direct you to where there is the greatest need. Other than the programs highlighted through Citizen Corps – Community Emergency Response Team (CERT), Neighborhood Watch programs, Volunteers in Police Service (VIPS), and the Medical Reserve Corps – there are several other types of programs to explore.

Volunteer amateur radio operators

Volunteer amateur radio operators serve as reserve radio operators and auxiliary communication experts. They are formally trained in the use of HAM radios and can be instrumental in assisting first responders and the community during an emergency. The Amateur Radio Relay League is an excellent resource for links to local radio clubs in your area and information about licensing requirements, training and examinations.

Visit http://www.arrl.org/

COMMUNITY PROGRAMS FOR STRUCTURAL AND NON-STRUCTURAL HAZARD REDUCTION

Some governmental entities and educational institutions offer volunteer opportunities for students, engineers and other professionals to participate in projects that reduce hazards in local schools, hospitals, childcare agencies, senior housing and other facilities. Some cities have programs to help communities retrofit their homes or may have supplies, or tool lending libraries, to help with non-structural hazard reduction work.

PREPAREDNESS AND RESPONSE FOR SMALL BUSINESSES AND NONPROFITS

Some communities have had great success preparing their community by focusing on their businesses and nonprofits. The goal is to have standardized disaster preparedness and response skills and resources seeded throughout the community. Parents cannot work unless they have safe childcare and many seniors and others need day-to-day support to survive. By focusing on those agencies and businesses, it both protects the most vulnerable members of the community and helps keep all businesses open and operational. There are several successful programs that exist to train other small businesses and Community Agencies in standardized emergency response and disaster preparedness. Examples of these types of programs can be found at PrepareNow.org.

Faith Based Organizations and Community Based Organizations have established networks and are invaluable in helping to disseminate disaster preparedness materials. They are also able to reach citizens who cannot be fully served by traditional emergency response agencies. The goal of organizations such as CARD and the other Prepare Now partners and ENLA (Emergency Network Los Angeles) is to foster partnerships with Local Governmental Emergency Services Networks and create a community safety net of organizations trained in simple, standardized skills for disaster preparedness, response and recovery.

Visit www. PrepareNow.org or http://www.enla.org/

Local American Red Cross

Many local chapters of the American Red Cross have a variety of programs to engage the community in personal disaster preparedness. Most Red Cross offices offer a range of classes on how to participate in the Red Cross response to a community-wide emergency. Other classes include how to open and set up a disaster shelter, first aid and CPR, etc.

www.RedCross.org

2. Convene or attend a community meeting or Block Party to gain support

and determine interest.

Consider contacting existing resources such as a representative from the police department to get information about the neighborhood watch group or a neighborhood crime prevention council. These individuals already have a stake and interest in public safety and quality of life for your community.

When reaching out to your community, make every effort to be as inclusive as possible, so that the result has the benefit of wide-scale buy-in and support. One of the easiest and most cost effective ways to jumpstart your initiative is to piggyback on established programs. For example: **service clubs** such as the Rotary, Kiwanis, Lions and Elks have regularly scheduled meetings and look for guest speakers to present community issues. **Scouting troops and youth organizations** often look for service projects to embrace. **College sororities and fraternities** engage in efforts to champion and support their community. When your program is championed or supported by these established groups, they are able to use their existing structures and lines of communication to further the project. Some others groups to consider are –

- Alumni associations
- Chambers of Commerce
- Churches and other faith based organizations
- Civil organizations
- Ethnic associations
- Homeowners and neighborhood associations
- Local nonprofits
- PTAs (Parents and Teachers Associations)
- Trade associations
- United Way and other local foundations
- Unions
- Volunteer centers

3. Create structure, objectives, attainable goals and a follow-up system for your initiative.

One of the critical pieces of starting a community preparedness initiative is to develop a structure and to set realistic goals and objectives. One objective may be to have a certain number of your neighbors enroll in the local Community Emergency Response Team (CERT) training. Another objective may be to have every childcare and eldercare agency create an updated disaster plan by a certain date. Whatever the program or plan, having a clearly articulated, shared goal and having group agreement on how to proceed is a strong starting point.

We recommend using the popular "SMART" method when determining goals. The idea is to make sure every goal is –

S - Specific
M- Measurable
A - Attainable
R - Realistic
T – Time specific

Having a shared agreement to use this simple system helps many groups move forward with greater confidence and clarity. The bottom line is that you want to keep your participants engaged, motivated and able to move forward with a shared understanding.

4. Get In Action!

The planning process is extremely important to a successful project. However, action inspires action! People and businesses can more easily engage in specific activities with limited time frames, than they can participate in ongoing planning meetings and drawn out planning processes. Whatever the project, make sure that simple action steps are initiated early in the process. Create a steady stream of clear and simple actions can lead to a successful and prospering community preparedness initiative.

5. Identify ways to keep your participants engaged and enthusiastic

It is important to keep your participants engaged in your community preparedness initiative. Often, enthusiasm wanes when there is no disaster to spur activity. The human tendency to want to return to 'normal life' and to not think about catastrophes can cause your program to get sluggish. You should consider setting up a mechanism for communicating and keeping your participants connected, communicating and moving forward. Consider creating a quarterly or bi-annual newsletter that can be mailed or emailed to your participants. Even a simple weekly email covering recent accomplishments, next steps, upcoming meetings and the like, can be a great tool.

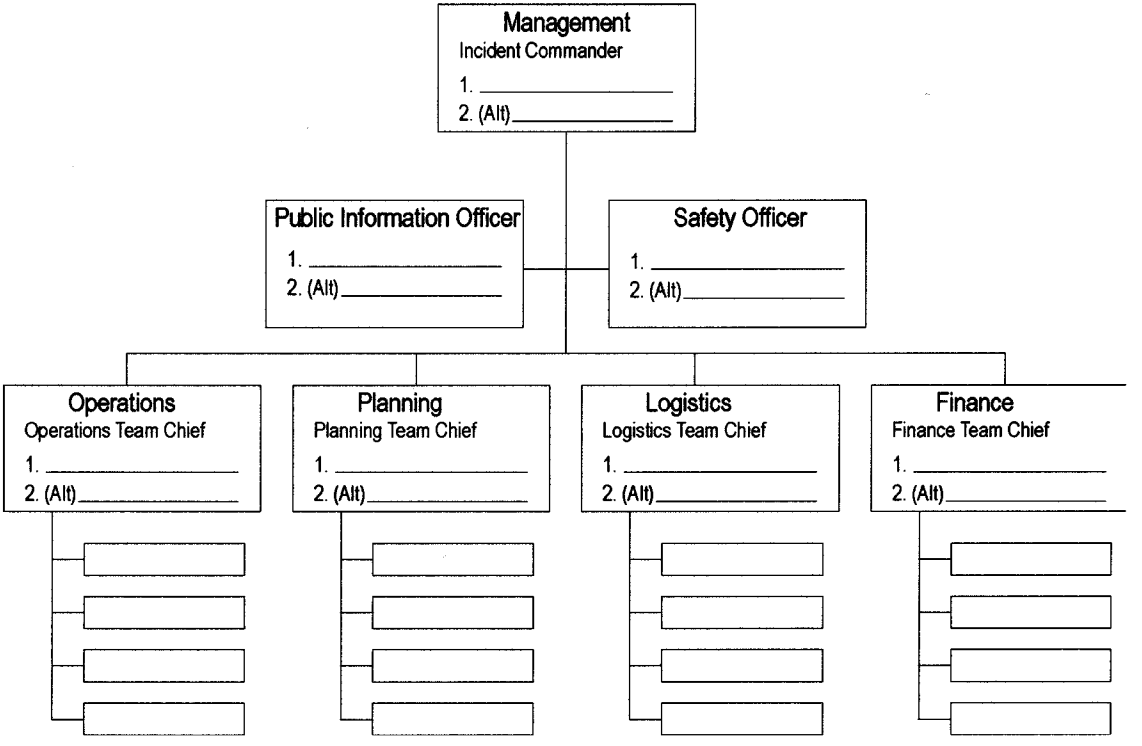
ACKNOWLEDGE SUCCESS! Above all, please take the time to recognize preparedness successes and acknowledge the people who made them happen. We erect monuments and statues to honor responders and we wave when they drive down our streets. Emergency Responders deserve every bit of the appreciation we heap upon them. But those who champion preparedness and help us avoid the loss, pain and suffering are also true heroes. They save us from ever becoming victims. They help ensure the pieces are in place so that we can respond as a united community. They help close the gaps where our more vulnerable people and businesses fall. Give everyone in your community the opportunity to be a hero for themselves, their families, and their community. And help the heroes of community preparedness receive the praise and recognition they deserve.

Using the Incident Command System

The Incident Command System (ICS) is the heart of SEMS – California's Standardized Emergency Management System. Knowing how to organize with the ICS is an excellent tool for managing disaster response and also non-emergency efforts. ICS is also the system used by many professional responders, from Fire to Police to school districts. Being organized the same way – "speaking their language" – will help avoid miscommunications and put you in the best position to help yourself and your community. Also, by spreading standardized response language you help your response community to better serve your needs.

Use a chart like this one to organize your response. As you learn the responsibilities of each position, you may find that certain people in your staff or community are prime candidates for certain roles. Planning ahead is a good idea, but remember that you can never know who will be available in the event of an emergency. Remember to cross-train and don't rely exclusively on pre-assigned roles!

We recommend using the ICS for organizing a non-disaster related event, like a barbecue or holiday party. By using it repeatedly during non-disasters and for exercises, you will be able to use it easily during a real emergency!



ICS: Roles and Responsibilities

1. **Incident Command** – *the person who will lead the response effort.* Dealing with an emergency requires constant management. This function requires managing the overall response and recovery to an emergency and directs the other functions below. Often the agency director or top manager will fill this position. But this and all other roles should be assigned to the person best able to fulfill on the requirements, regardless of their title.

2. **Operations** – *the person who will do the immediate response actions.* Has responsibility for whatever the agency does in an emergency to respond to client needs. Directs the carrying out of initial safety response functions (see below), some of which may be delegated to other staff.

   Safety Response Functions – All staff should be aware of the following actions that may be required in a major emergency and someone should be assigned to take the lead for each safety function below:

   a. **Site Security:** Check and turn off gas and/or electricity only if you can smell gas or if other damage is evident. Turn off water if pipes are broken or leaking.
   b. **Fire Suppression:** Check for and suppress small fires. Notify fire department when necessary.
   c. **Search and Rescue:** If evacuation is required, ensure everyone has evacuated. Quickly search the facility for people who may be trapped or injured. Know your facility and out-of-the-way locations and common hiding places for children.
   d. **First Aid:** Administer first aid to injured persons. **Note:** Be sure to keep first aid certifications up to date.

3. **Logistics** – *the person to get the resources.* Responsible for getting everything the Operations person (above) needs to function to ensure the health and safety of clients, staff and volunteers.

4. **Information / Planning** – *keeps everyone in the know.* Gathers facts and provides current information on the agency situation. Projects short-term (i.e., what are going to do in the next 24 hours) and longer term needs for the response and the recovery process.

5. **Finance** – *the person who will track all activities and costs.* Oversees the processing and documenting of all disaster-related costs (includes keeping track of all receipts, etc.). This person must also ensure there are safe backup copies for the following agency documents:

   1. Articles of Incorporation (e.g., verification of tax exempt status)
   2. Recent photographs documenting the interior and exterior of your facility
   3. Insurance documentation
   4. Licensing documentation, if appropriate
   5. Updated Mission Statement on your letterhead

1. **Incident Command** – *the person who will lead the response effort.*
   Responsible person: _____ Phone: _____
   Backup person: _____ Phone: _____

2. **Operations** – *the person who will do the immediate response actions.*
   Responsible person: _____ Phone: _____
   Backup person: _____ Phone: _____

   e. **Site Security:** *Responsible for utilities in an emergency (gas, electricity and water)*
      Responsible person: _____
      Backup person: _____

   f. **Fire Suppression:** *Check for and suppress small fires. Notifies fire department.*
      Responsible person: _____
      Backup person: _____

   g. **Search and Rescue:** *If evacuation is required, ensure everyone has evacuated safely.*
      Responsible person: _____
      Backup person: _____

   h. **First Aid:** *Administer first aid to injured persons.*
      Responsible person: _____
      Backup person: _____

3. **Logistics** – *the person to get and store the resources.*
   Responsible person: _____ Phone: _____
   Backup person: _____ Phone: _____

4. **Information / Planning** – *gathers information and keeps everyone in the know.*
   Responsible person: _____ Phone: _____
   Backup person: _____ Phone: _____

5. **Finance** – *the person who will track all activities and costs.*
   Responsible person: _____ Phone: _____
   Backup person: _____ Phone: _____

Remember:

- Your first priority is saving and protecting lives.
- Ensure that safety is the highest priority for all people involved in the response
- Keep communications simple and clear. Schedule brief but frequent opportunities to share information and keep the response on track and moving forward.

Citizen Corps-in-a-Box

References

WHAT IS CARD OF ALAMEDA COUNTY?

CARD was created after the Loma Prieta earthquake and the Oakland Hills firestorm to help create a disaster preparedness and emergency response support system for people whose needs could not be fully met by traditional emergency response organizations. CARD works with Community Based Organizations (CBOs) and local businesses whose clients are seniors, children, people with disabilities, non-English speakers, homeless and others who need help to survive and thrive during and after a disaster.

CARD offers a range of disaster preparedness and emergency response trainings and services designed specifically for this target audience: the nonprofessional emergency responder who needs to respond but has limited time, personnel or financial resources to invest. CARD helps these businesses develop their capacity to keep staff, volunteers and clients calm, safe and ready to respond appropriately in an emergency. Designed to complement California's Standardized Emergency Management System, CARD's emergency response trainings are recommended particularly for those wishing to work in effective partnership with the overall response. Nonprofits and other organizations needing a simple, standardized, sustainable approach to disaster preparedness and emergency response are CARD's most loyal customers.

Working with municipalities and businesses to develop and enhance their ability to reach and serve their diverse constituents is a key part of CARD role in the community. This support also includes serving on the bioterrorism planning committee for the county, disaster councils for various cities, and participating in statewide initiatives with GOSERV and the California Governor's Office of Emergency Services. CARD is also the fiscal agency for the five-county PrepareNow initiative, under a grant provided by Pacific Gas and Electric Company and the United Way of the Bay Area. Below is a partial list of CARD's courses and trainings.

- Agency Emergency Plan
- SEMS for Community Responders
- Self and Home Preparedness
- Shelter-In-Place
- Planning For the Unthinkable – Everyone Survives!
- Disaster Exercises
- Go-Kit Building Workshops
- Special programs include - Preparedness for Parents and Childcare Providers; Creating MOU's for Disaster Support, and Marketing Preparedness.

CARD is a 501(c)3 nonprofit corporation. Tax-deductible contributions are gratefully accepted.
For more information on CARD please call 510-451-3140 or visit www.PrepareNow.org/alameda.html

Citizen Corps is made up of five (5) distinct programs to engage volunteers in emergency planning, preparedness and response:

1. Citizen Corps Councils;
2. Community Emergency Response Team (CERT);
3. Neighborhood Watch Programs;
4. Volunteers in Police Service; and
5. Medical Reserve Corps

GO SERV has been designated as the point of contact in California for Citizen Corps and is responsible for administering Citizen Corps Councils and CERT programs in California. Read more about these programs and search the databases to find a Citizen Corps Council or CERT program in your area.

Citizen Corps Councils

Citizen Corps Councils will serve as an intersection in local communities, arranging necessary training and providing information for public education and awareness efforts. Working with a variety of organizational partners, Councils will integrate Citizen Corps programs with law, fire and other emergency response programs to ensure that communities are working collaboratively in order to meet local emergency needs as they arise.

Councils can include leaders from emergency management, law enforcement, fire and emergency medical services, businesses, volunteer and faith-based organizations, and other relevant groups such as schools, places of worship, health care institutions, and the transportation sector. While each neighborhood, community and region will determine its own Citizen Corps Council membership, the primary qualification to participate in the Council is the commitment to educate the public on safety, to help citizens take an active role in protecting themselves from harm, to teach citizens what to do in the event of a crisis, and to expand volunteer opportunities that will make the community safer.

GO SERV will provide grants to California's Operational Areas and Tribes to support the efforts of local Citizen Corps Councils. To increase community awareness and support for Citizen Corps Councils, GO SERV will continue to develop website resources.

To find a Citizen Corps Council in your area search this database. This Directory provides contact information for the Citizen Corps Councils throughout the state of California. Please email us if you would like to have your Council added to the site. Please provide your operational area, your program name, the point of contact, a phone number, address, e-mail address, and website address.

Community Emergency Response Team

The Community Emergency Response Team (CERT) program helps train people to be better prepared to respond to emergency situations in their communities. CERT members provide critical support to first responders, such as police, fire fighters, medical personnel, in emergencies. CERT volunteers can help give immediate assistance to victims, organize spontaneous volunteers at a disaster site, and collect disaster intelligence to support first responder efforts.

The CERT training course is taught in California communities by a trained team of first responders. CERT training includes disaster preparedness, disaster fire suppression, basic disaster medical operations, and light search and rescue operations. Over the next two years, the CERT program aims to double the number of participants, with over 400,000 individuals completing the 20-hour training program.

GO SERV coordinates and funds resources for CERT trainers so that California can support local training efforts and reach a greater number of volunteers. GO SERV will also develop and maintain the country's first statewide CERT database. Search the current database, which lists the Community Emergency Response Team (CERT) programs within the state. Please email us if you would like to have your CERT training program added to the site. Please provide your geographic area, the name of your program, the point of contact, a phone number, address, e-mail address, and website address.

Neighborhood Watch Program

For thirty years, the Neighborhood Watch Program has successfully kept people safe in their homes and neighborhoods throughout the nation. By bringing together local officials, law enforcement and citizens, Neighborhood Watch engages public and private community members in the common cause of public safety.

Under the new umbrella of Citizen Corps, the Neighborhood Watch Programs will help to distribute useful information related to personal and public safety. Community residents will be provided with information which will enable them to recognize signs of potential threats, know how to report on the suspicious activity, all of which make residents a critical element in the detection, prevention and disruption of terrorism.

Volunteers in Police Service

Volunteers in Police Service (VIPS), administered by the U.S. Department of Justice, provides volunteers to support busy law enforcement department in order to free up officers for frontline duty. The program seeks to increase volunteer service to local law enforcement agencies, help citizens learn about how they can get involved in VIPS programs and establish programs in their area.

Medical Reserve Corps

The Medical Reserve Corps (MRC) will coordinate the skills of practicing and retired physicians, nurses and other health professionals who are eager to volunteer during emergency situations.

The MRC will provide communities with volunteers who can assist health professionals during large-scale local emergencies. Local communities will develop their own Medical Reserve Corps and identify the unique needs of the area. For example, MRC volunteers may deliver necessary public health services during a crisis and provide direct care to those with less serious injuries. MRC volunteers may also serve a vital role by assisting their communities with ongoing public health needs (e.g., immunizations, health and nutrition education, and volunteering in community health centers and local hospitals).

To learn more about Citizen Corps, please review the accompanying PowerPoint presentation.

Contact Information: Prepare Now

CARD of Alameda County
1730 Franklin Street
Oakland, CA 94612-3417
Phone: (510) 451-3140
Fax: (510) 451-3144
E-mail: CARD_proj@yahoo.com

Contra Costa CARD
P.O. Box 3364
Walnut Creek, CA 94598
Phone: (939-1916) 925
Fax: (939-1933)
E-mail: CARD@crisis-center.org

CARD of San Mateo County
1710 S. Amphlett Blvd
Suite 211
San Mateo, CA 94402
Phone: (524-4900) 650
Fax: (524-4901)
E-mail: prepnow@aol.com

Bay Area Prepared
875 Stevenson Street
3rd Floor
San Francisco, CA 94102
Phone: (505-9556) 415
Fax: (505-9556)
E-mail: BASrsPwd@aol.com

San Francisco CARD
c/o Office of Emergency Services
1011 Turk Street
San Francisco, CA 94102
Phone: (415) 558-2737
Fax: (415) 431-7500
E-mail: info@sfcard.org

Marin InterAgency Disaster Coalition
650 Las Gallinas Avenue
San Rafael, CA 94903
Phone: (479-5710) 415
Fax: (479-9878)
E-mail: mvalentine@marinnexus.org

Ready to Respond
221 Main Street
Suite 300
San Francisco, CA 94105
Phone: (415) 808-7381
Fax: (415) 808-4251
E-mail: tvpdr@aol.com

Prepare Now Collaborative
(website)
http://www.PrepareNow.org

Contacting Government Officials

Your local government officials are an important resource in community action, organization, and preparedness. The websites below provide internet search engines and directories dedicated to local and national government contact information. Neither CARD nor GOSERV has any connection to any of these services, and these references are provided only as options. Be advised that these directories may have some outdated information, at least temporarily.

U.S. Senate:
http://www.senate.gov/general/contact_information/senators_cfm.cfm?State=CA

U.S. House of Representatives:
http://www.house.gov/house/MemberWWW_by_State.html#ca

California State Senate:
http://www.sen.ca.gov/~newsen/senators/senators.htp

Official City Websites:
http://www.cacities.org/cities_online/cities_online.asp

Websites for State and Local Officials:
http://www.statelocalgov.net/state-ca.htm

California Legislature:
http://www.congress.org/congressorg/dbq/officials/directory/directory.dbq?command=statedir&state=CA

Local Officials:
http://www.congress.org/congressorg/officials/localsearch/alpha/?search_type=alpha&state=CA

Advice on Contacting Government Officials:
http://www.dca.ca.gov/r_r/elected1.htm

General Government Search Engine:
http://www.google.com/unclesam

Media Partnerships

Media professionals are dedicated emergency responders. Whether they are covering wars or reporting on the aftermath of earthquakes, fires and floods, they are essential players in the world of emergency response. It takes a bit more effort to engage media professionals in covering disaster preparedness and community planning activities. The time and energy spent is quite worthwhile. Below are some suggestions on ways to engage your local media representatives in supporting your preparedness programs and initiatives.

Find out what they want

Many reporters have particular 'beats' or topics they cover. The majority of media outlets have a particular style they follow and a particular audience they are focused on reaching. Do a little research to find out what your local media professionals are looking for, BEFORE you bombard them with requests, suggestions and unwanted press releases.

Give them what they want, when they need it

Follow the guidance they give you on the angle of the story. Find out how they need the information – whether they need it sent via email, fax, camera ready, etc. Triple check your information to ensure accuracy. Be respectful of their time and their deadlines. Establish yourself as a credible source for community preparedness information.

Choose the right medium for the right story

If your activity or story has no interesting visuals, consider targeting print (newspapers, magazines, newsletters, etc.), rather than television. If your project has activity or features children, animals, interesting people, and other eye-catching elements, then perhaps television would be a better target than radio.

Look for interesting angles and the 'real' story

While disasters generate immediate attention, a preparedness program needs more help to capture the attention of media professionals. Highlight the human interest or community success aspect of your preparedness program. Sometimes interest is generated because of the number of the participants or the uniqueness of the people involved. For example – if every single person in a small town took a CERT training, that alone would be newsworthy. If a scout troop initiates a preparedness program, their youth would be the interesting angle.

When Alerting and Warning Sirens were simultaneously tested in 3 cities in Alameda County California, local media representatives provided massive coverage. They did this AFTER they were informed of what could possibly happen if hundreds of residents or visitors suddenly heard many sirens going off all over town. The siren testing alone was not an interesting story. People being afraid, triggering medical emergencies and overwhelming the 911 systems was the interesting and newsworthy angle. Don't forget to use the anniversaries of disasters and emergencies happening in other locations as possible tie-ins for your preparedness story. Engage the media in recognizing the preparedness programs and in acknowledging the heroes who make the programs successful!

FINDING MEDIA CONTACTS

Finding contact information for your local media is an important part of getting your information out. Listed below are some of the resources that can help you find that information. Look in your phonebook or online to find listings of your local newspapers, radio and television stations.

All media

http://www.prplace.com/mds_guide/index.htm

http://www.mediamap.com/

http://www.greenmediatoolshed.org/toolstour/MediaContactDatabase.html

http://newslink.org/

Newspapers

http://www.gebbieinc.com/daily/ca.htm

http://www.ipl.org/div/news/browse/US.7007157/

http://www.newzcentral.com/

Television

http://www.gebbieinc.com/tv/ca.htm

http://www.tvradioworld.com/region1/ca/tv.asp?m=sal

http://www.externalharddrive.com/television/index.html

Radio

http://www.gebbieinc.com/radio/ca.htm

http://www.qsl.net/g3yrc/radio-online/USA/California.htm

MEDIA CONTACTS: WIRE SERVICES IN CALIFORNIA

CARD

Wire services select stories to forward to multiple news outlets. Many newspapers, TV and radios stations determine coverage by stories received from the newswire services.

American Press Service and Features Syndicate (Local) - Independent
Area: 002 LOS ANGELES
Phone: (818) 997-6497
E-mail: iscs3assoc@aol.com
6053 Woodman Avenue
Van Nuys, CA 91401-2925

Bay City News Service (Local) - Independent
Area: 005 SAN FRANCISCO-OAK-SAN JOSE
Phone: (415) 552-8900
Fax: (415) 552-8912
E-mail: bcn@pacbell.net
Web: http://www.baycitynews.com/
1390 Market Street, Fox Plaza, Suite 324
San Francisco, CA 94102

California News Bureau (Local)
Area: 161 PALM SPRINGS
Phone: (760) 324-0801
Fax: (760) 324-0068
E-mail: thewnewstoday@yahoo.com
1301 North Palm Canyon Drive
Palm Springs, CA 92262-4433

Capitol News Service (Local)
Area: 019 SACRAMNTO-STKTON-MODESTO
Phone: (916) 445-6336
Fax: (916) 443-5871
Web: http://www.capitolnews.com/
530 Bercut Drive Suite E
Sacramento, CA 95814-0101

Capitol Television News Service (National) - Capitol Broadcasting Company, Inc.
Area: 019 SACRAMNTO-STKTON-MODESTO
Phone: (916) 446-7890
Web: http://www.pacsat.com/ctns.htm
1629 South Street
Sacramento, CA 95814

City News Service (Local)
Area: 002 LOS ANGELES
Phone: (310) 201-9130
Fax: (310) 201-9124
E-mail: info@socalnews.com
Web: http://www.socalnews.com/
1900 Avenue of the Stars
Los Angeles, CA 90067

MEDIA CONTACTS: WIRE SERVICES IN CALIFORNIA

CARD

Wire services select stories to forward to multiple news outlets. Many newspapers, TV and radios stations determine coverage by stories received from the newswire services.

American Press Service and Features Syndicate (Local) - Independent
Area: 002 LOS ANGELES
Phone: (818) 997-6497
E-mail: iscs3assoc@aol.com
6053 Woodman Avenue
Van Nuys, CA 91401-2925

Bay City News Service (Local) - Independent
Area: 005 SAN FRANCISCO-OAK-SAN JOSE
Phone: (415) 552-8900
Fax: (415) 552-8912
E-mail: bcn@pacbell.net
Web: http://www.baycitynews.com/
1390 Market Street, Fox Plaza, Suite 324
San Francisco, CA 94102

California News Bureau (Local)
Area: 161 PALM SPRINGS
Phone: (760) 324-0801
Fax: (760) 324-0068
E-mail: thewnewstoday@yahoo.com
1301 North Palm Canyon Drive
Palm Springs, CA 92262-4433

Capitol News Service (Local)
Area: 019 SACRAMNTO-STKTON-MODESTO
Phone: (916) 445-6336
Fax: (916) 443-5871
Web: http://www.capitolnews.com/
530 Bercut Drive Suite E
Sacramento, CA 95814-0101

Capitol Television News Service (National) - Capitol Broadcasting Company, Inc.
Area: 019 SACRAMNTO-STKTON-MODESTO
Phone: (916) 446-7890
Web: http://www.pacsat.com/ctns.htm
1629 South Street
Sacramento, CA 95814

City News Service (Local)
Area: 002 LOS ANGELES
Phone: (310) 201-9130
Fax: (310) 201-9124
E-mail: info@socalnews.com
Web: http://www.socalnews.com/
1900 Avenue of the Stars
Los Angeles, CA 90067

Copley News Service (National) - Copley News Service
Area: 026 SAN DIEGO

Phone: (619) 293-1818
Fax: (619) 293-2322
E-mail: infofax@copleynews.com
Web: https://www.copleynews.com/

PO Box 120190
San Diego, CA 92112

GOSERV
1110 K Street, Suite 210, Sacramento, CA 95814
(phone) 916-324-7646 (fax) 916-323-3227
e-mail: citizencorps@goserv.ca.gov

CARD of Alameda County
1730 Franklin Street, Suite 202, Oakland, CA 94612
(phone) 510-451-3140 (fax) 510-451-3144
e-mail: CARD_proj@yahoo.com

Creators Syndicate (Local) - Independent
Area: 002 LOS ANGELES
Phone: (310) 337-7003
Fax: (310) 337-7625
E-mail: info@creators.com
Web: http://www.creators.com/
5777 West Century Boulevard Suite 700
Los Angeles, CA 90045-5675

Enthusiast Media Services (National) - Private Owner
Area: 002 LOS ANGELES
Phone: (909) 371-8366
Fax: (909) 279-7308
109 East Eleventh Street, Suite 2D
Corona, CA 92879

Hollywood Inside Syndicate (Local)
Area: 002 LOS ANGELES
Phone: (818) 509-7840
Fax: (818) 509-7840
E-mail: holywood@ez2.net
Web: http://www.ez2.net/hollywood
PO Box 49957
Los Angeles, CA 90049-0957

Mature Life Features (Local)
Area: 026 SAN DIEGO
Phone: (858) 483-3412
PO Box 9720
San Diego, CA 92169

Mature Market Editorial Services (National)
Area: 002 LOS ANGELES
Phone: (909) 461-9598
Fax: (909) 461-9598
E-mail: jstick@ix.netcom.com
PO Box 1543
Wildomar, CA 92595

Newswatch Feature Service (National)
Area: 002 LOS ANGELES
Phone: (949) 645-4504
Fax: (949) 645-5985

PO Box 2314
Costa Mesa, CA 92628

Pacific News Service (International)
Area: 005 SAN FRANCISCO-OAK-SAN JOSE
Phone: (415) 503-4170
Fax: (415) 438-4935
Web: http://news.pacificnews.org/news/

660 Market Street, Room 210
San Francisco, CA 94104

Public Service Information Network (National)
Area: 002 LOS ANGELES
Phone: (805) 381-0369
Fax: (805) 381-0370
902 Brossard Drive
Thousand Oaks, CA 91360

Tribune Media Services International (National) - Tribune Co.
Area: 002 LOS ANGELES
Phone: (213) 237-7987
Fax: (213) 237-6830
E-mail: latseditor@latsi.com
Web: http://www.tms.tribune.com/
202 West First Street
Los Angeles, CA 90012

Western News Service (National)
Area: 002 LOS ANGELES
Phone: (323) 256-3625
Fax: (323) 344-9630
E-mail:
jim.thompson@wnsnews.com
Web: http://www.wnsnews.com/
866 Oneonta Drive
Los Angeles, CA 90065-4125

Wireless Flash News Service (National) - Wireless Flash News Service, Inc.
Area: 026 SAN DIEGO
Phone: (619) 220-7191
Fax: (619) 220-8590
E-mail: info@flashnews.com
Web: http://www.flashnews.com/
P.O. Box 639111
San Diego, CA 92163

World Features Syndicate (National)
Area: 026 SAN DIEGO
Phone: (858) 456-6215

5842 Sagebrush Road
La Jolla, CA 92037-7037