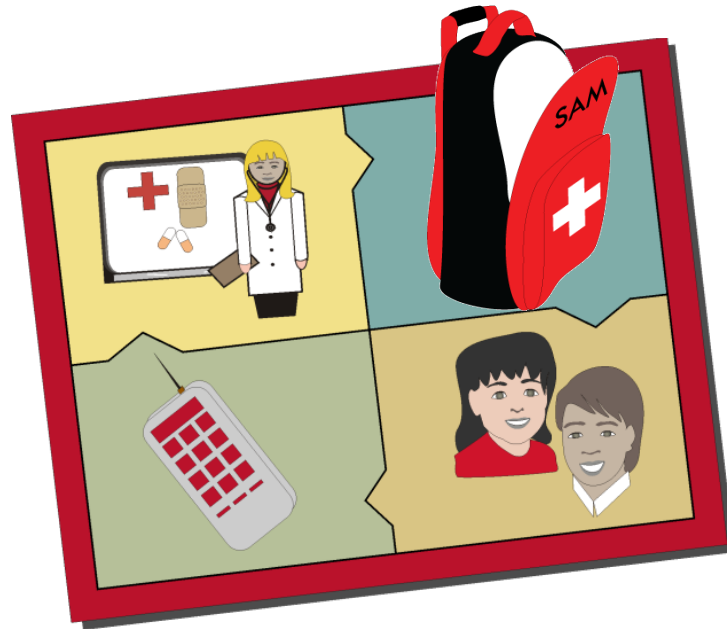


# Feel Safer, Be Safer

## Plain Language Disaster Preparedness



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.

# The Board Resource Center

## *Making Complex Ideas Simple*<sup>SM</sup>

Feeling Safe, Being Safe developed by:  
Board Resource Center (Mark Starford, Director)  
916-574-1022

[www.brcenter.org](http://www.brcenter.org)

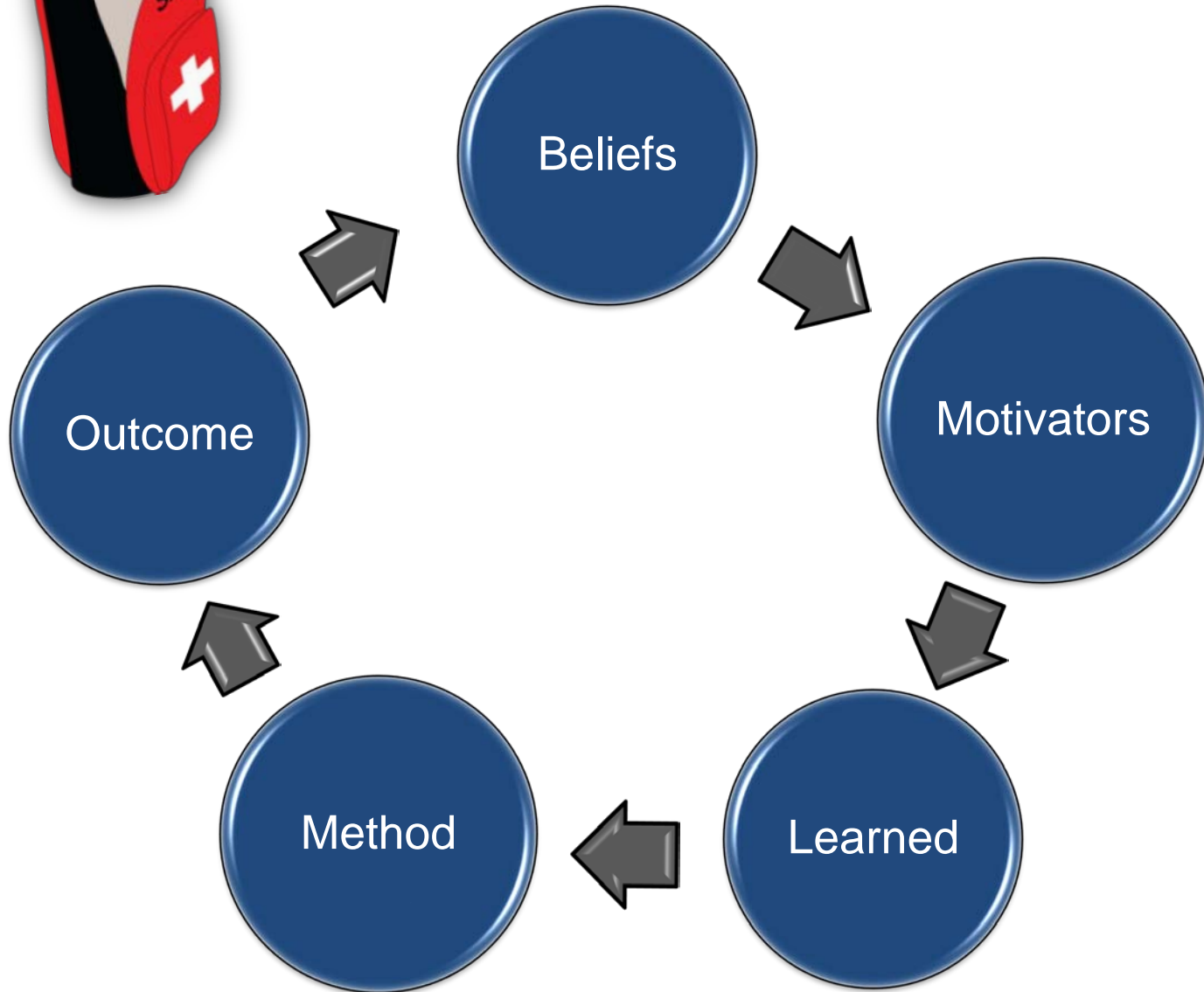
Additional self-advocacy videos and publications available on BRC website

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.

# Feeling Safe, Being Safe





## Beliefs

### Accessible Information = Power

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.





## Values



Donald Roberts  
Chair DDS CAC

"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"



## Beliefs

## Consumer Group Takes Action

BRC collaborated with the DDS Consumer Advisory Committee - 15 peer advocates representing 245,000 people receiving services throughout California.



Motivators

## Emergency Preparedness



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.





Motivators

## Emergency Preparedness

**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**





Motivators

Desired Outcome



- 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.



Learned



Barriers

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.



Learned

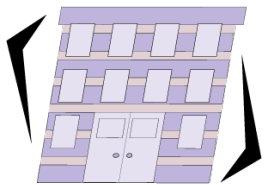


Barriers



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.

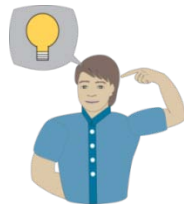
Shelters are meant as a life boat (crowded, limited supplies, etc.)





# THINK - PLAN - DO

## Identify



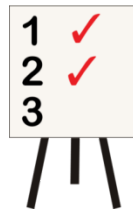
End-users

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

**1**

**CREATE AND TEST**  
Feeling Safe, Being Safe

**2**

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

**3**



**WEBCAST**  
Online training,  
6 videos



**#1**



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



## Outcome

## 1. Worksheet



Contact Information  
Kit Supply List  
Tips

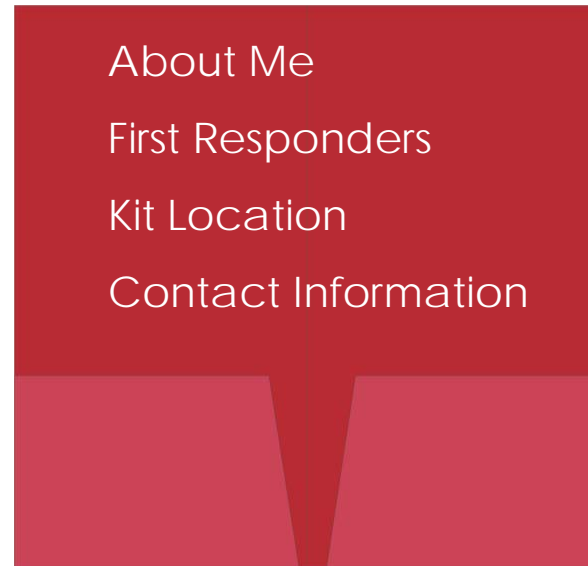
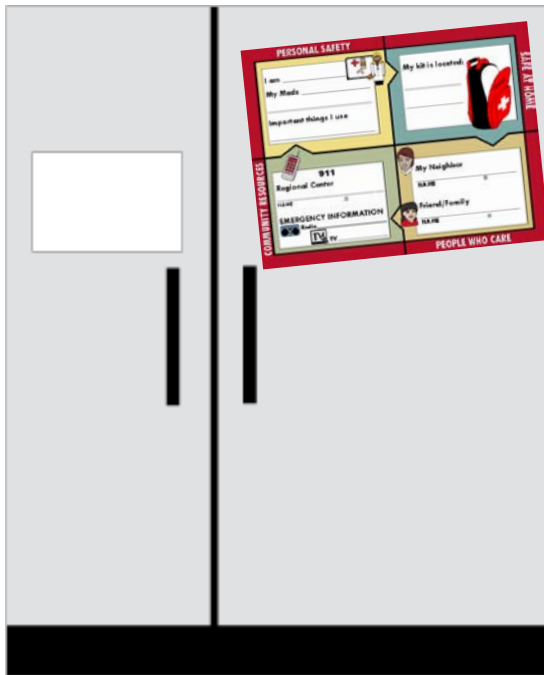
- Important medical information.
- Emergency kit contents check-off list.
- Important phone numbers for first responders.





# Outcome

## 2. Magnet



- Information from the worksheet.
- Post where first responders can find it.



Outcome

### 3. How-To Video



How to use the tools  
Steps to be prepared  
Tips

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



# Outcome

## 4. Webcast Training

<http://www.dds.ca.gov>

State of California  
*Department of Developmental Services*

The screenshot shows the homepage of the California Department of Developmental Services. At the top, there is a navigation bar with links: DDS Home, Birth to 36 Months, Regional Centers, Developmental Centers, Vendor/Provider, Consumer Corner, Site Index, and Links. Below this is a header for the Office of Governor Jerry Brown and Director Terri Delgadillo. The main content area features a 'Welcome to DDS' section with a description of the agency's mission and a list of popular links. A 'HIGHLIGHTS' section includes links to a Service Standards Survey, news about the Lanterman Developmental Center's closure, and budget highlights. A 'STATEWIDE INFORMATION' section contains various icons for topics like Reporting Transparency, Drowning Prevention, Recovery, Move Over... Slow Down, California Department of Public Health H1N1 Flu Updates, Flex Your Power, and Waste Watchers. On the right side, there is a 'QUICK LINKS' section with various resource links and a 'DDS YouTube Channel' section. At the bottom, there is a 'FEELING SAFE, BEING SAFE' banner with an 'Emergency Preparedness' link and a 'Webcast' link. A red arrow points to the 'Webcast' link.

Click Feeling Safe, Being Safe

Making Complex Ideas Simple



Outcome

# 4. Webcast Training

State of California  
*Department of Developmental Services*

 FEELING SAFE HOME  
  WELCOME  
  SCHEDULE MORE TRAINING  
  LOG-OUT  
  WEBCAST  
  HOST RESOURCES  
  LINKS  
  CONTACT FEELING SAFE  
  TYPE SIZE

**FEELING SAFE, BEING SAFE**

Introduction video



View Help: "Using Closed Captions"  
Read Text Transcript

Select this button at the bottom of video player to view larger screen

Select Language  
Powered by Google Translate  
Note: The translation process above is an automatic tool produced by Google and may not reflect the fluency of a native speaker.

Acrobat Reader is needed to view and/or download guides and materials.  
Click here to download, free of charge.




GOTO NEXT PAGE

How To Guides

**FEELING SAFE, BEING SAFE**

Individual



Webcast training on your own.  
English Español

**FEELING SAFE, BEING SAFE**

Host



Host a webcast training.  
English Español

## English and Spanish Guides English and Spanish Captions

Making Complex Ideas Simple



Outcome

# 4. Webcast Training

FEELING SAFE HOME   WELCOME   SCHEDULE MORE TRAINING   LOG-OUT   WEBCAST   HOST RESOURCES   LINKS   CONTACT FEELING SAFE   TYPE SIZE

**FEELING SAFE, BEING SAFE**



HELP: USING CLOSED CAPTIONS

## Webcast Training Videos Page



GOTO NEXT PAGE



Video #1  
Introduction & Materials

**FEELING SAFE, BEING SAFE**  
Introduction and Materials

Click image to play video  
Read Transcript

Video #2  
Being Prepared

**FEELING SAFE, BEING SAFE**  
Being Prepared

Click image to play video  
Read Transcript

Video #3  
The Emergency Worksheet

**FEELING SAFE, BEING SAFE**  
The Emergency Worksheet

Click image to play video  
Read Transcript

6-part training series

Making Complex Ideas Simple

