

**IAEM 2007 AWARDS PROGRAM
OFFICIAL ENTRY FORM**

Name of Person Submitting Entry:
Kathryn Cane

IAEM Member

Non-Member (An entry fee of \$75 is required for each entry by a non-member.)

Title: Senior Emergency Preparedness Specialist

Name of Organization:
North Central Texas Council of Governments

Mailing Address of Organization:
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Arlington

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Web Site:
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Choose the Award Category for this Entry:

Career Excellence Award

Academic Recognition Award

Public Awareness Award

Check Division:

Local Emergency Management Agency

State/Regional/National International Government, International,
or Non-Profit Organization

Commercial or Other For-Profit Organization

Technology & Innovation Award

Check Division:

Local Emergency Management Agency

State/Regional/National International Government, International,
or Non-Profit Organization

Commercial or Other For-Profit Organization

Partners in Preparedness Award

Business and Industry Award

Name of the Program/Activity: (or name of nominee if you are nominating someone for the Career Excellence Award or Academic Recognition Award)

KnoWhat2Do Regional Public Education Program

Brief Summary of the Program/Activity: (Maximum 100 words)

The KnoWhat2Do Public Education Campaign was created to encourage North Central Texas citizens to prepare for all hazards through disaster education and the promotion of personal responsibility. The campaign was launched in February of 2007. It is available to sixteen counties and 254 jurisdictions within the North Central Texas region. The campaign provides standard information to ensure one message. It is designed so multiple jurisdictions can use the same materials. There are six components: logo design, preparedness guidebook, DVD, website, monthly press releases, and promotional items. Items can be customized to a specific jurisdiction using their logo and contact information.

Details of the Program/Activity: (Answer each section.)

1. Tell us why this program/activity was/is important, or explain why the individual deserves the award for which nomination is being made. (Maximum 200 words)

Municipalities have a great responsibility to educate their citizens in the area of emergency/disaster preparedness. The KnoWhat2Do campaign provides materials and tools to be able to successfully educate the public. It uses fresh innovative ideas to affect a wide range of audiences. It appeals to children, adults, and senior citizens. All materials can be published in English and Spanish. Jurisdictions have the ability to customize the tangible products. The website and guidebook has the contact information for most Emergency Managers in our sixteen county region. The campaign is broken into three sections: Think, Prepare, and Act. Each section has an image you will see throughout the materials. This allows all citizens to understand which section the material is referring to. This campaign is distinctive in the way it focuses on multiple hazards that are common in North Texas. It is unique in that it uses bright and enjoyable pictures which appeals to the reader. It is written in a way that is fun and easy to read to keep the attention of the audience. Many times public education materials can be dull and boring. The KnoWhat2Do campaign is just the opposite. The website and materials can be viewed at www.KnoWhat2Do.com.

2. Number of staff, volunteers, and community members involved in program/activity. (Maximum 200 words)

The subcommittee which worked on the campaign was created as a result of the 2005 Urban Area Security Initiative (UASI) grant process. The grant project was submitted as a regional project on behalf of Ms. Summer Wilhelm, Emergency Management Officer II, with the Fort Worth-Tarrant County Office of Emergency Management. The subcommittee team included staff from the City of Fort Worth, City of Arlington, City of Dallas, City of Rockwall, City of McKinney, Collin County, Dallas County, and the North Central Texas Council of Governments. In addition, the team consulted numerous emergency managers, elected officials, and a public relations firm.

3. Tell us how staff, volunteers and community members were involved. (Maximum 200 words)

Acting as the project coordinator, Ms. Wilhelm created the UASI grant project which resulted in funding for the campaign. She was vital in the coordination of the project, grant funds, and the Public Education Subcommittee. The subcommittee team assisted with the creation and implementation of the project. The group met on at least a monthly basis for multiple months to develop the target audience, campaign objectives, logo suggestions, material refinement, and selection of promotional items. The Fowler Group, a professional public relations firm, collaborated with Ms. Wilhelm and the subcommittee. The staff of the Fowler Group provided project ideas, prototypes of the logos and materials, and the website development. Many regional committees and groups were consulted during the development of the campaign. Some of the groups include the UASI Point of Contacts, Emergency Preparedness Planning Council, Regional Emergency Preparedness Advisory Committee, Regional Emergency Managers, and the NCTCOG Executive Board. Before the final launch, emergency management officials from across the region were given an opportunity to review and then provide valuable feedback to the subcommittee. The KnoWhat2Do campaign is a regional campaign. Therefore, it was important to include feedback from multiple professionals from all different disciplines and backgrounds.

4. Tell us how the tactical plans and budget were developed. (Maximum 200 words)

The Regional Public Education project was submitted for funding under the 2005 UASI grant. After going through the review and scoring process it was selected for funding at the amount of \$250,000. The City of Dallas, City of Arlington, and City of Fort Worth contributed to the funding of the grant project. As part of the 2005 UASI grant process each project that was funded was assigned to subject matter subcommittee. In this case, it was the Public Education Subcommittee. Ms. Wilhelm was the Chairperson of the subcommittee. The subcommittee comprised of professionals with backgrounds in public health, emergency management, and communications. They began to meet on a regular basis to develop the objectives of the campaign. A Request for Proposals was created and as a result the Fowler Group began working with the subcommittee on the campaign. In March of 2007, Phase II of the Regional Public Education project was approved for funding at the amount of \$337,500. The subcommittee will work to develop a youth education program, promote the program through media outlets, provide educational materials to citizens of North Central Texas, and identify/retain corporate sponsors.

Financial Resources for the Program/Activity:

To help judges evaluate both your efforts and the results, including the impact of your project, please estimate cash, grants and in-kind contributions that supported your program/activity. For consistency and comparison purposes, calculate values in U.S. dollars (go to www.xe.com to use free on-line currency converter).

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| a. Cash (actual financial contributions, donations, grants etc.) | \$250,000 |
| b. In-Kind (value of materials, labor, etc., contributed to project) | |
| c. Total value of cash, grants, donations and in-kind resources (add a & b). | \$250,000 |

Number of people affected by your program/activity: 6.4 million

Is your program/activity ongoing? Yes No

Tell us how the project has had an impact on your constituency or community.
(Maximum 200 words)

At the time of the KnoWhat2Do campaign launch, starter kits were given to eleven UASI counties and approximately 170 UASI jurisdictions. Each kit included an allocation of public education materials and an introduction letter introducing the project to the Emergency Manager. As a result, jurisdictions began distributing the KnoWhat2Do materials into their communities. The North Central Texas region is comprised of sixteen counties, 254 jurisdictions, and has a population of 6.4 million people. Each county and jurisdiction within our region has access to the KnoWhat2Do information and materials. In addition, at www.knowwhat2do.com citizens have access to education material, a free preparedness guide, can view the DVD, and information on how to contact their local Emergency Manager. In September of 2007, the KnoWhat2Do campaign went on a road show to multiple special community events. Presentations on KnoWhat2Do have and will continue to be given at schools, businesses, non-profit groups, hospitals, and local jurisdiction. As part of Phase II, the KnoWhat2Do campaign will be advertised at movie theaters as a "pre-movie" reaching an estimated population of 500,000 in four weeks. As the project continues, it will continue to reach out to citizens with different backgrounds, ethnicities, and those with special needs.