

**IAEM 2007 AWARDS PROGRAM  
OFFICIAL ENTRY FORM**

**Name of Person Submitting Entry:**

**Ron Lane**

**IAEM Member**

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

**Title: Director**

**Name of Organization:**

**County of San Diego Office of Emergency Services**

**Mailing Address of Organization:**

**5555 Overland Ave, St. 1911**

**City/State/Province/Country:**

**San Diego, CA**

**Zip/Postal Code:**

**92123**

**Phone: (include country code & city code)**

**858-565-3490**

**Fax: (include country code and city code)**

**858-565-3499**

**E-Mail Address:**

**oes@sdcounty.ca.gov**

**Web Site:**

**<http://www.sdcounty.ca.gov/oes/>**

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

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

**San Diego County Office of Emergency Services' (OES)! "Preparedness Starts With You" School Campaign**

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

**Recent national disasters have illustrated the need for residents to be self-sufficient for at least 72 hours following a disaster. In response to this necessity, OES implemented the "Preparedness Starts With You!" School Campaign. A family disaster plan brochure (<http://www.sdcounty.ca.gov/oes/docs/FamilyDisasterPlanPersonaSurvGuid.pdf>) was created in multiple languages and sent out to all 1.4 million residences within the County of San Diego. To encourage residents to fill out and practice the plan, OES created the School Campaign so that children would initiate a personal preparedness conversation with their families.**

**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)

**OES realized that residents were not properly prepared to handle emergencies on the scale of the catastrophic hurricanes that recently devastated the Gulf Coast. The Department of Homeland Security, State of California, and American Red Cross surveys have all indicated that residents are aware of the possibility of a catastrophic event, but are ill-prepared to care for themselves or their families. Several distinctive features of our community make personal emergency preparedness of particular concern. San Diego County has a large military community and these families are often separated during times of deployment. Additionally, the area is home to a number of universities and tourist attractions that bring large numbers of visitors to the region. With these unique features in mind, OES designed a public education and outreach campaign around the slogan, "Preparedness Starts With You!"**

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

**For OES, the Group Program Manager and one student worker was responsible for the program. OES formed a partnership with The San Diego County Office of Education and dealt specifically with the Emergency Management Coordinator. This individual was able to coordinate his efforts with the PTA of both the Vista and Fallbrook School Districts to work in conjunction with each teacher from these jurisdictions. In addition to this, many participating students and parents from the two districts were involved.**

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

**The Group Program Manager coordinated the planning of the program and delegated certain responsibilities to one of OES' student workers. The student worker coordinated the details with the Office of Education's Emergency Management Coordinator. A number of businesses such as SeaWorld, LEGOLAND, Emergency First Response, and Emergency Disaster Systems were contacted by the student worker to receive donations for the school program. The PTA members of each school distributed the program information to each of the teachers, who in turn informed their students of the contest that OES created.**

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

**OES initiated a school contest with the Vista and Fallbrook School Districts of San Diego County. Elementary schools competed with other elementary schools, and middle schools competed with other middle schools. We felt that by involving school children, an additional opportunity was available to educate the community. A Family Disaster Plan, Family Checklist, and parent letter were distributed to each child of both school districts. The bilingual checklist named a number of necessary preparedness items to initiate a personal preparedness conversation between the student and his or her family. All of the materials mentioned above are also posted on our website at [www.sdcounty.ca.gov/oes/ready/schools/](http://www.sdcounty.ca.gov/oes/ready/schools/).**

Each child that returned a completed checklist received a free OES tee shirt with the slogan, “Don’t be Scared, Be Prepared” and listed our website, [www.ReadySanDiego.org](http://www.ReadySanDiego.org). In addition to the T-shirt, OES coordinated a school assembly for the two winning schools that included a visit from the local fire department and police. Donated items, such as free tickets to SeaWorld and LEGOLAND and first aid kits from Emergency First Response were provided to the winning students.

**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](http://www.xe.com) to use free on-line currency converter).

a. Cash (actual financial contributions, donations, grants etc.)	\$20,810.60
b. In-Kind (value of materials, labor, etc., contributed to project)	\$5,429.80
c. Total value of cash, grants, donations and in-kind resources (add a & b).	\$26,240.40

**Number of people affected by your program/activity: 60,000 residents in Vista and the community Fallbrook of San Diego County.**

Is your program/activity ongoing?       Yes       No

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

**In the Vista Unified School District, thirteen schools participated with an overall total of 29% returning the completed disaster preparedness checklists to OES. Fallbrook Union School District had eight schools participate with an overall district percentage of 40%. The winning middle school was Vista Academy with 58% of their students returning the checklist and Fallbrook Street School was the winning elementary school with an impressive 77% return. The program garnered media support from Cox Communications, San Diego Insider, North County Times, County Television Network, and the Bonsall/Fallbrook Village newspaper. A television video clip about the “Preparedness Starts With You!” School Campaign can be found at [www.sdcounty.ca.gov/oes/ready/multimedia/](http://www.sdcounty.ca.gov/oes/ready/multimedia/). Click - Cox Cable San Diego Insider and then School Promo.**

The achievement of excellent results, through a public awareness campaign that was largely supplemented through donations from private and non-profit companies and educational agencies, demonstrates an extremely efficient use of public funds, and thus merits consideration for the IAEM Award. This was a pilot program; the two school districts were chosen because of their size and history in emergency planning activities. We had tremendous support from school leadership and will be discussing the possibility of replicating the initiative in other districts within the County.