

**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

---

---

**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" 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, San Diego County OES implemented the "Preparedness Starts With You!" 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 households within the County of San Diego. To encourage residents to fill out and practice the plan, OES aggressively promoted it through television, radio, theaters, billboards, transit systems, sporting events, safety fairs, and a school program.**

**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 those 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.**

**An important part of our mission is to develop and provide preparedness materials to the public. With this in mind, OES designed a public education and outreach campaign around the slogan, "Preparedness Starts With You!" We coordinated the design and mailing of a Family Disaster Plan to 1.4 million households in San Diego County. Providing the Plan was just the first step. The key was to encourage residents to complete and practice it. Following the mailing, we began encouraging residents to complete the Plan.**

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

**The "Preparedness Starts With You!" Campaign involved One Group Program Manager, one Emergency Services Coordinator, and approximately six student workers were responsible for the program.**

**Public/private partnerships were created with the San Diego County Business Consortium, San Diego Padres, San Diego Chargers, Cox Cable San Diego, ABC Channel 10 San Diego, Dixieline Lumber and the two major public transportation companies in San Diego County to distribute our materials or place our message on their billboards, scoreboards or mailers.**

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 approximately six student workers. The student workers contacted the public relations managers of television and radio stations, theaters, transit systems, sports teams, and schools to form partnerships with OES to promote emergency preparedness. In addition to these employees, an Emergency Services Coordinator in charge of information technology created a website ([www.ReadySanDiego.org](http://www.ReadySanDiego.org)) to further advertise the "Preparedness Starts With You!" campaign.**

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

**To motivate residents to prepare for emergencies, our campaign had to be dynamic. Each of our target audience groups travels by different means, inhabits different areas of the County, and has different preferences in entertainment. Our task was to reach a diverse audience and convince them to complete and practice the Family Disaster Plan. We advertised our emergency preparedness message via mail, radio, television (videos can be seen at [www.sdcounty.ca.gov/oes/ready/multimedia/](http://www.sdcounty.ca.gov/oes/ready/multimedia/)), internet and billboards to reach our widely dispersed and diverse audience. Advertisements, in multiple languages, using diverse images, were used for the Plan.**

**OES partnered with several private and educational organizations. These partners donated space, discounted services or in-kind donations to assist with educating the public. The San Diego Padres and Chargers set up kiosks and provided emergency preparedness materials at a number of games. Dixieline Lumber assisted by placing the Plan in each of their stores as well as producing a television commercial that encourages residents to complete a Plan.**

**The County of San Diego authorized OES to spend \$95,000 for production and posting of the billboards, commercials, radio spots and airtime. With all the outreach activities combined, we saturated the County with our message of emergency preparedness.**

**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.)	\$318,401.30
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).	\$323,831.10

**Number of people affected by your program/activity: 3.1 million residents of San Diego County and beyond.**

**Is your program/activity ongoing?**       Yes       No

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

**Did residents take action as a result of our public awareness campaign? To determine this, OES commissioned two telephone surveys of 600 residents each. The first survey was conducted in July 2006, before our mail-out, and the second was conducted in November 2006.**

The poll results indicated that 10% of the population took some action as a result of our mail-out and media campaign. The poll found that 35% of the public remembered something about our

Family Disaster Plan mail-out, 10% remember the Plan specifically, and 6% took some action as a result of receiving the Plan. While 6% may not seem like much, when extrapolated to the entire population that received the Plan, the poll indicated that over 180,000 residents took some action as a result of our mail-out. In addition, a separate and distinct 4% of poll respondents reported taking some action as a result of the media campaign (billboards, radio ads, etc). The achievement of such excellent results, through a public awareness campaign that was largely supplemented through donations from private and non-profit companies and agencies throughout the region, demonstrates an extremely efficient use of public funds, and thus merits consideration for the IAEM Award.