



IAEM 2008 AWARDS PROGRAM

OFFICIAL ENTRY FORM

CONTACT INFORMATION

Name of Person Submitting Entry:

Steven P. Thomas

IAEM Member

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

Title: Multi-language Emergency Preparedness Videos

Relationship to the entry submitted: self
(such as self, colleague, subordinate, supervisor)

Name of Organization:

Bellevue Fire Department Emergency Preparedness Division

Mailing Address of Organization:

450 110th Ave NE

City/State/Province/Country:

Bellevue, WA - USA

Zip/Postal Code:

98004

Phone: (include country code & city code)

(425)452-6813

Fax: (include country code and city code)

(425)452-2840

E-Mail Address:

spthomas@bellevuewa.gov

Web Site:

http://www.bellevuewa.gov/emergency_preparedness.htm

CHOOSE THE AWARD CATEGORY FOR THIS ENTRY:

Career Excellence Award

Academic Recognition Award

Public Awareness Award

Check Division:

- Local Emergency Management Agency (government)
- State/Regional/National International Government, International, or Non-Profit Organization (such as colleges/universities or associations)
- Commercial or Other For-Profit Organization

Technology & Innovation Award

Check Division:

- Local Emergency Management Agency (government)
- State/Regional/National International Government, International, or Non-Profit Organization (such as colleges/universities or associations)
- Commercial or Other For-Profit Organization

Partners in Preparedness Award

Interagency Disaster Preparedness Award

Business and Industry Award

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

Multi-language Emergency Preparedness Videos

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

The Multi-language Emergency Preparedness Videos project was developed in response to lessons learned from a major windstorm that severely impacted the community in December 2006. Following the storm, residents were without power for up to eleven days. Although no Bellevue residents lost their lives during this storm event, a number of individuals within the region died due to carbon monoxide poisoning while cooking or trying to keep warm using fuel-fired cooking and heating devices and generators indoors. Storm-related deaths disproportionately affected limited-English speaking individuals and demonstrated the need for additional educational efforts within these communities.

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 this entry was submitted. (maximum 200 words)

The videos are an important tool in educating and motivating individuals and families to prepare for and effectively respond to disaster situations. Although we already had emergency preparedness information available in various languages, the uniqueness of this project is the use of native speakers of each language to make each presentation. By providing this critical information through individuals from within the community, the hope was that the message would be easily understood and well-received by the intended audience. To maximize accessibility, the videos were posted to the City's website and made available free of charge on DVD for citizens to pickup from 15 different City facilities including all fire stations and community centers. News releases were sent out and posted on the City website and articles were featured in various publications to promote the videos and stimulate interest within the community. The video was filmed in Spanish, Russian, Vietnamese, Cantonese, Korean, Mandarin, English, and an open-captioned version was developed for the Deaf and hearing impaired community. A link to view each video is available in the Emergency Preparedness section of the City's website:

http://www.bellevuewa.gov/preparedness_educational_materials.htm

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

Three Emergency Preparedness Division staff participated in the project. Two members of the Community Outreach Team were involved, along with two members of our Parks and Community Services Department and two individuals from our Information Technology Department. Two staff from the Multi-Media Services Group from Bellevue Community College were involved with filming and editing the videos. Gaining support and assistance from the college enabled us to utilize their television studio services without direct costs to the project which allowed the grant funds to be used for translation services, native language presenters, and duplication of 26,000 DVDs for distribution to the public. Three members of the community were also part of the project team functioning as presenters in their native languages. Additional support and assistance was provided by several individuals within the community and staff of the King County Office of Emergency Management.

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

Besides my role as Project Manager, two Emergency Preparedness Division staff participated in the project; one as presenter for the English version of the video, and one in logistical support. One member of the Community Outreach Team presented both the Cantonese and Mandarin versions of the video. Our Cultural Diversity Coordinator and other Community Outreach and Parks employees provided demographic information and cultural expertise in determining which language groups to target and how best to deliver the message. Staff from Bellevue Community College and our Information Technology Department participated in filming and editing, posting the videos to the City website, and developing master copies of each video for duplication on DVDs. King County Emergency Management staff provided support as grant contractor. Two other community members who work with the Deaf and hearing impaired community provided information on developing appropriate captioning of the video and assisted with distribution of

DVDs within that community. Staff and volunteers at City Hall, Community Centers, and fire stations will continue to participate in the distribution of DVDs indefinitely. Community members organized meetings which enabled me to provide written emergency preparedness information as well as DVDs to groups of our limited-English speaking population.

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

After receiving support for the idea of developing multi-language emergency preparedness videos using native speakers, I developed a project budget, schedule, and timeline and applied for and successfully received a grant through the Urban Areas Security Initiative to fund the project. Working with other City staff, we identified the most common languages spoken within the community and sought-out potential presenters for each language. After interviewing, selecting, and contracting with these individuals, a script was developed and a presentation filmed in English. The English script was professionally translated into six other languages, reviewed by the appropriate presenter, edited as needed, and then formatted for use on a teleprompter. After rehearsing the script, each presenter was filmed presenting the information in their native language. Each presentation was combined with other video footage to effectively illustrate each preparedness point. The final product was edited with music added to the introduction and credits. Each video was posted to the City's website on the Emergency Preparedness page and a contractor was selected to duplicate a total of 26,000 DVDs. DVDs were provided to 15 City facilities for distribution and the videos were promoted via the City's website and several local publications.

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).

a. Cash (actual financial contributions, donations, grants etc.)	\$34,781.17
b. In-Kind (value of materials, labor, etc., contributed to project)	\$25,000.00
c. Total value of cash, grants, donations and in-kind resources (add a & b).	\$59,781.17

Number of people affected by your program/activity: 140,000

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

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

All eight versions of the video are available for viewing on the Emergency Preparedness section of the City’s website (http://www.bellevuewa.gov/preparedness_educational_materials.htm) and will remain there indefinitely. The initial number of DVDs distributed is very encouraging. In the three months that DVDs have been available, we have distributed more than 3,000 in various languages. The videos are also available for viewing 24 hours per day on the City’s website and were viewed by more than 700 people in the first three months they were posted. Various community groups, especially in non or limited-English speaking communities, have requested and received presentations from our emergency preparedness staff as a direct result of this project. This also provided increased opportunities to distribute multi-language printed materials which were updated in conjunction with this project. New contacts and relationships have been developed within these communities as a result of our effort to reach out to these groups and demonstrate to them our interest in actively working to promote their safety and preparedness. This has been especially true in the Spanish speaking community and with new contacts in the Deaf and hearing impaired community.

Complete and return this form and up to two attachments with supporting documents no later than **Aug. 15, 2008** via e-mail to info@iaem.com.

There is no entry fee for current IAEM members who submit entries. If a non-member wishes to submit an entry, there is a \$75 entry fee per entry. Non-member entry fees must be remitted with the official entry form to: IAEM, 201 Park Washington Court, Falls Church, VA 22046-4527.

IAEM accepts VISA, MasterCard, American Express and Discover (please include the security number located on either the front or back of the card along with the card holders billing address).

Credit Card Number:

Expiration Date:

Security Code:

Credit Card Billing Address: