



IAEM 2008 AWARDS PROGRAM

OFFICIAL ENTRY FORM

CONTACT INFORMATION

Name of Person Submitting Entry:

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IAEM Member

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

Title: Emergency Management Consultant

Relationship to the entry submitted: Technical Advisor on project
(such as self, colleague, subordinate, supervisor)

Submitted for the following organization:

Name of Organization: Golden Gate Regional Center

Mailing Address of Organization: 875 Stevenson Street

City/State/Province/Country: San Francisco CA

Zip/Postal Code: 94103

Phone: (include country code & city code) (415) 546-9222

Fax: (include country code and city code) (415) 546-9203

E-Mail Address:

Web Site: <http://www.ggrc.org/>

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)

Golden Gate Regional Center Disaster Preparedness Video Series

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

Golden Gate Regional Center (GGRC) is a state-funded non-profit organization providing case management services to the developmentally disabled community. GGRC saw a need for a short video series on disaster preparedness geared to people with developmental disabilities and their caregivers. Existing videos are complex and confusing. This population needs short videos with concrete images and people with whom they can relate. The series consists of five videos geared to individual preparedness and three on emergency planning for provider groups. The video will be supplemented by information on the GGRC website and by a new set of standards for providers.

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)

While there are many videos on emergency preparedness, none of them have been developed specifically for the developmentally disabled. Available videos lack the concrete imagery necessary for comprehension by people with developmental disabilities and many of their caretakers and generally contain too much information. The video series breaks disaster preparedness into simple, basic actions and features this population and their caregivers visually demonstrating each one.

The second part of the series is targeted to administrators and demonstrates the development of an emergency preparedness plan. Instead of providing laundry lists of task or giving a standard template, the three videos focus on a process leading to the creation of effect plans for the many types of programs that exist. This process includes assessment of client needs against a formal standard, identification and prioritization of planning objectives, and development of a strategic plan that leads to successful achievement of those objectives.

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

Approximately, one hundred people were directly involved in the making of this video. The project management team consisted of the GGRC Clinic Team Nurse, the video producer, and the emergency management technical advisor. The video producer handled all subcontracting of additional professional staff such as the script writer, technical advisor, video production staff, sound editors, gaffers, etc. The GGRC Clinical Team Nurse coordinated the use of service providers and members of the developmentally disabled community who volunteered to be actors in the video. The local Red Cross provided volunteer staff and resources for the sequences on shelters. GGRC staff provided technical assistance and reviewed translations for accuracy.

In addition to those directly involved in the filming, there were numerous other community members who supported the project by reviewing and commenting on draft scripts and initial versions of the videos. The State of California Office of Emergency Services provided disaster photographs and film footage. Other photographs and film footage were provided by emergency managers from other jurisdictions in response to requests for assistance.

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

The management for the project was provided by a GGRC Clinic Team Nurse, supported by a wide variety of technical and linguistic experts from both GGRC and the wider community. Script preparation and video development were done by a film production company using an emergency management consultant as a technical expert and GGRC

personnel. Members of the developmentally disabled community were invited to participate in the video production process, both on and off camera. The local Red Cross provided a volunteer shelter management team to support filming. Additional photographs and video footage were solicited from members of the emergency management community. Art work for the studio set was created by developmentally disabled artists.

An important part of the project was feedback from the service provider community. Their support and buy-in were considered essential to the success of the project. Consequently, they were invited to review and comment on draft scripts and on various versions of the video. This outreach was accomplished both through emails to individuals and through presentations by the Clinical Team Nurse at group meetings and professional conferences.

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

The project concept and budget were developed for a grant application to the California Department of Developmental Services. In August 2007, GGRC held an initial project meeting to discuss timelines, budgeting, and concepts. The project was divided into three phases: Preparation, Shoot, and Post-production. Preparation began with meetings to develop draft scripts which were circulated to service providers, GGRC staff and involved community members for comment. The team also addressed logistical issues such as recruiting actors from the developmentally disabled community (both clients and caregivers), developing a shooting list, locating studio space and props, etc. Filming was done both in studio and on location. During post production, sample cuts of the video were distributed for comment. The final version was translated into Spanish, Cantonese, Mandarin and Tagalog and close-captioned in all five languages. Distribution will be through the GGRC website and bulk distribution to GGRC service providers, the State of California, the 20 other regional centers in the state, and individuals.

Concurrently, GGRC developed a draft standards document that combines state requirements with practical guidance for service providers. This standard provides a single reference for often-confusing state and Federal requirements and establishes the accepted standard of care for GGRC.

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.) | \$206,000 |
| b. In-Kind (value of materials, labor, etc., contributed to project) | \$ 30,000 |
| c. Total value of cash, grants, donations and in-kind resources (add a & b). | \$236,000 |

Number of people affected by your program/activity:

According to the California Department of Developmental Services, there are approximately 193,000 people with developmental disabilities in California. While we have no statistics for the number of service providers and family caregivers, it is a reasonable assumption that there is at least one service provider or caregiver for each person. The National Association of Social Workers estimates that about 3% of the US population (roughly 8.5 million people) has a developmental disability.

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

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

The final version of the DVD has just been released, so the full impact of the project is not yet measurable. However, focus groups of clients and service providers who have reviewed and commented on the earlier versions have been universally enthusiastic about the project. We expect this program to increase the preparedness of individuals, some of whom live alone or with their families. The video will also be a training resource for in-home caregivers to increase personal preparedness for themselves, their families and the individuals they serve. Finally, we expect to see increased emergency planning in group homes and better overall compliance with state and Federal regulations.

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: