



## IAEM 2008 AWARDS PROGRAM

### OFFICIAL ENTRY FORM

#### CONTACT INFORMATION

**Name of Person Submitting Entry:**

*Sharon Nalls*

**IAEM Member**

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

**Title:** *Emergency Management Coordinator, City of Houston*

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

**Name of Organization:**

*City of Houston, Office of Emergency Management*

**Mailing Address of Organization:**

*5320 North Shepherd*

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

*Houston, TX*

**Zip/Postal Code:**

*77091*

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

*713-884-4556*

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

*713-884-4545*

**E-Mail Address:**

*sharon.nalls@cityofhouston.net*

**Web Site:**

*www.readyhoustontx.gov*

**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

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

*Are You Ready? A Community Preparedness Campaign for the Greater Houston Region*

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

*On June 6, 2008, US Department of Homeland Security Director Michael Chertoff joined Houston Mayor Bill White and other leaders from across the region to launch **Are You Ready?**, a major new community preparedness campaign with components that include:*

- a website ([www.readyhouston.tx.gov](http://www.readyhouston.tx.gov)),*
- a 15-minute preparedness DVD,*
- localization of the Ready.gov PSA campaign, and*
- a local PSA campaign.*

*Materials were developed in English, Spanish, Chinese and Vietnamese; the DVD is subtitled in each language for the hearing impaired. The program is also available for download on the website and via YouTube. It is being aired on municipal channels across the region.*

**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)

*Like many other major metropolitan areas, emergency management and homeland security professionals in the Houston region faced evidence of overwhelming gaps in citizen preparedness. Surveys including the 2007 Citizen Corps UASI Area Household Survey of Disaster Preparedness (MACRO, 2007) indicated that less than half of the population knew how to access emergency alerts and warning systems. More than 60% assume that first responders will help them during the first 72 hours of a disaster.*

*The primary goal of the **Are You Ready?** campaign was dramatically improve the preparedness of the region's residents through a standard, consistent message that encourages them to prepare for an emergency, whether a natural disaster or human-caused incident. Utilizing a website, DVD, and PSAs, the program is leveraging the massive local TV, radio and print media markets to deliver this message to the region's more than 5,000,000 residents.*

*Aspects of the program that are specifically worthy of commendation include impressive public-private collaboration, intergovernmental cooperation that allowed the existing DHS Ready.gov campaign to be leveraged and localized for greater relevance for the region, and the commitment to ensure that the message reaches communities in the greatest need by providing the materials in numerous languages and with subtitles.*

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

*A committee of nineteen (19) individuals representing five counties, multiple cities, the Houston Port and Transit Authority coordinated the development of the campaign, in collaboration with the professional services of Gilbreath Communications.*

*The US Department of Homeland Security and Ad Council also partnered to facilitate the localization of the Ready.gov campaign. Seven local celebrities that volunteered their time include: President George and Barbara Bush, Mayor Bill White, Harris County Judge Ed Emmett, NFL Houston Texans team owner Bob McNair and general manager Gary Kubiak, and Project Runway winner Chloe Dao.*

*Numerous individuals within local organizations including the Chinese Community Center, Harris County Citizen Corps and Interfaith Ministries have also been crucial to the program's successful launch.*

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

*The nineteen members of the region's Community Preparedness Committee worked in partnership with a contracted team of communications professionals to develop the program and its component messages. Staff also worked with DHS and the Ad Council to coordinate the localization of the Ready.gov campaign; this work ensures that the Ready.gov ads that are subsequently run in the Houston market will be branded with the [www.readyhoustontx.gov](http://www.readyhoustontx.gov) web address. Staff also coordinated with numerous officials at multiple levels of government to facilitate the successful press event that formally launched the campaign.*

*In addition to the localized Ready.gov ads that will continue to run in the Houston media market, the campaign taped additional PSAs starring the aforementioned local leaders and celebrities.*

*Various community organizations support the program in a myriad of ways. Staff with the Chinese Community Center and staff from various government agencies provided assistance with the translation of the scripts and print materials into Spanish, Chinese and Vietnamese. Staff and volunteers associated with the Citizen Corps Program and Interfaith Ministries of Houston, Inc. are working broadly to disseminate the DVD across the community. Emergency Management offices across the region are also working to distribute the materials to their respective neighborhoods.*

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

*The Community Preparedness Committee developed a vision for this project and requested funding through the Urban Area Security Initiative grant program. Upon approval, the group vetted communication professionals, hired Gilbreath, and worked in collaboration with them to refine an overall implementation plan, based, in part, on the amount of funding received.*

*A significant consideration for the Committee in development of the project's overall design and implementation plan was the reality that many emergency management programs serving smaller communities within our region lack the resources to develop and implement their own preparedness campaigns. The goal of developing a standardized message and program was to ensure that the entire region was reached, regardless of the extent to which their local emergency management program is funded.*

*Additional program components will be undertaken in subsequent program years when for resources are available.*

**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.) \$500,000
- b. In-Kind (value of materials, labor, etc., contributed to project) \$250,000
- c. Total value of cash, grants, donations and in-kind resources (add a & b). \$750,000

**Number of people affected by your program/activity:** *more than 5,000,000*

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

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

*Since the program's launch less than two months before this application deadline, the PSAs have run on television and radio many times, including during primetime programming. More than 6,000 DVDs have been requested and distributed. During July alone, the website had more than 6,600 hits.*

*This data cannot demonstrate the true reach the campaign has achieved. Its ultimate impact – including the extent to which the campaign is resulting in a change in behavior and the development of preparedness plans by individuals and households – must be assessed. A formal evaluation is planned, and will measure improvements in community preparedness against the baseline levels from the 2007 survey (by MACRO, as referenced in response to question #1). It is our collective hope that the results will demonstrate that our community is better prepared for any crisis we may face.*

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](mailto: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: