



Prepare! Presentation Outline

Overview 30-60 minute presentation	<ul style="list-style-type: none"> ✓ Bold text indicates material that should always be shared with audiences ✓ <i>Italicized</i> text indicates additional information/stories/audience engagement that can be shared when time permits.
Introduction	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Introduce yourself and that you are an American Red Cross volunteer ✓ Prepare! Program: nation-wide preparedness education campaign ✓ 3 primary steps to help make individuals safer and more prepared <ul style="list-style-type: none"> ○ 1) Be Informed 2) Make a Plan 3) Build a Kit ✓ Mission of the American Red Cross: prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
Cascades Region Service Statistics	<ul style="list-style-type: none"> ✓ 11 times/week volunteers help a family affected by a house fire ✓ 126 times/day someone receives health and safety training ✓ 78 times/day someone receives emergency preparedness training ✓ 573 units of blood are collected per day ✓ American Red Cross provides nearly 90% of blood used by patients in local hospitals ✓ 3 times/day services are provided to military members and families ✓ 91 cents of every dollar the American Red Cross spends is invested in humanitarian services and programs ✓ For every 1 staff person, 34 volunteers respond to local and national disasters
Disasters Affecting the Cascades Region	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Ask: What kinds of disasters can affect this region? <ul style="list-style-type: none"> ○ Earthquake, tsunami, wildfire, flooding, winter storms, volcanos, house fires, transportation accidents, biological or chemical threats, pandemics, landslides, terrorism <p><i>Additional Audience Engagement</i></p> <ul style="list-style-type: none"> ✓ Many people have been affected by a disaster in their lifetime. I want each of you to take 30 seconds right now and talk to the person next to you about a time that you, or a loved one, experienced or was affected by a disaster.
What we Can Do	<ul style="list-style-type: none"> ✓ Disasters can happen at any time, anywhere, without warning ✓ Focus on what we can control: our preparedness level
Preparedness and Attitude Matter	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Knowing what to do during an emergency, and having the supplies to survive are the first steps ✓ Knowing that you have the tools and knowledge beforehand will give you a positive mindset to react, respond, and begin the recovery process ✓ One person can make the difference – that person advocating for preparedness and first-aid training can be you! <p><i>Additional Audience Engagement</i></p> <ul style="list-style-type: none"> ✓ Share the following story, or a personal story ✓ Rick Rescorla was director of security for Morgan Stanley at the World Trade Center. After the World Trade Center bombings in 1993, Rick began to regularly schedule evacuation drills so employees would know what to do if another attack was to occur, much to the irritation of Morgan Stanley's executives. On 9/11, Rick's preparedness efforts were put to the test and they were extremely effective. He immediately began evacuating employees despite an announcement telling workers to stay at their desks. Of the over 2600 employees that were working in Morgan Stanley's offices that day, all but 13 successfully escaped the towers.
Step #1 Be Informed	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Be aware of the types of disaster that can happen where you live ✓ Understand the ways that a disaster may affect you and your loved ones



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	<p><i>Additional Audience Engagement</i></p> <ul style="list-style-type: none"> ✓ Ask: What are some things that could occur as a result of a disaster? <ul style="list-style-type: none"> ○ Separation from family, injury, emotional trauma, utilities disrupted, transportation unavailable, businesses closed, evacuation may be necessary, sheltering in place may be necessary
It's Up to Us	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Nationally: 1 EMT for every 374 people ✓ Access to professional medical assistance will be delayed, or not available ✓ Important for people to be trained to provide first aid care ✓ Nationally: 1 firefighter for every 280 people <p><i>Additional Audience Engagement</i></p> <ul style="list-style-type: none"> ✓ Ask: Who is trained in CPR and first aid? Who is current on their certification? ✓ Do you know what disaster the Red Cross responds to most frequently? <ul style="list-style-type: none"> ○ House fires: average of 11 per week across the region
House Fires	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Smoke Alarms: check them once per month, have one on every level of your home ✓ Escape Routes: know two ways out of every room and practice those routes! (may require an escape ladder for second story rooms) ✓ Designate a safe meeting place away from the home ✓ Stay low and go <p><i>Additional Audience Engagement</i></p> <ul style="list-style-type: none"> ✓ Ask: How often should you replace batteries in smoke alarms? <ul style="list-style-type: none"> ○ Once per year, unless it has a 10 year batter, then once every 5 years ✓ Ask: If you're in a room with the door closed when the smoke alarm goes off, what should you do? <ul style="list-style-type: none"> ○ Feel the door with the back of your hand, if it is warm, do not open it, and leave through an alternative exit
Cascadia Subduction Zone	<p>Key Points</p> <ul style="list-style-type: none"> ✓ The Cascadia subduction zone is a fault where the Juan de Fuca Plate is subducting (or, sliding) under the North American Plate. ✓ 75-100 miles off the coast, ranging from British Columbia to N. California ✓ Major earthquakes (M8 or higher) have occurred in this area, on average, every 200 to 600 years, most recently about 300 years ago (January 26, 1700) ✓ There is a 40% chance of this earthquake happening within the next 50 years. This quake is predicted to be a 9.0 or higher and will likely produce a tsunami at least 100 feet high
Regional Hazards	<p>Key Points</p> <p>Earthquakes</p> <ul style="list-style-type: none"> ✓ Protective Action: Drop, Cover, and Hold on, if there is nothing to drop under, move to an interior wall, cover head and neck, be mindful of things in the room that could fall, stay away from windows ✓ If outside: stay away from trees, power lines, buildings ✓ If driving: drive to a clear spot, then park ✓ Protect your home by strapping water heaters and bookcases, mount TVs and pictures with earthquake-safe hooks and mounting supplies <p>Tsunami</p> <ul style="list-style-type: none"> ✓ Can travel 400-600 mph in open ocean – typically slow down and increase in height as they approach land ✓ Waves can reach land in as little as 5 minutes, or could take several hours ✓ Know the evacuation routes if you are in an inundation zone



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	<p>Wildfire</p> <ul style="list-style-type: none"> ✓ Clear a minimum of 30 feet of defensible space around a home: remove dead vegetation, dry leaves, trim trees, create separation between trees and shrubs and items that could catch fire (patio furniture, wood piles, etc.) ✓ If told to evacuate, follow all instructions from emergency personnel and get out as soon as possible <p>Winter Storms</p> <ul style="list-style-type: none"> ✓ Watch: a storm is possible in your area. Warning: a storm is occurring and headed for your area ✓ If you get stuck in your car: run the heater and overhead light for 10 minutes every hour, ensure that the tailpipe is not plugged up with snow, tie a bright colored cloth to the antenna or highest visible spot for rescuers to see <p>Flooding</p> <ul style="list-style-type: none"> ✓ Stay informed and follow instructions from emergency personnel ✓ Be prepared to leave quickly, know evacuation routes and locations of safe zones ✓ Turn off utilities if evacuating <p>The Unexpected</p> <ul style="list-style-type: none"> ✓ Accidents are a real possibility because of train lines, highways, and freeways that run through the region – many are used to transport hazardous materials
What can you do?	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Be aware of your surroundings ✓ Carry a supply kit in your car ✓ Stay informed ✓ Follow directions from emergency personnel ✓ Do not panic <p><i>Additional Talking Points</i></p> <ul style="list-style-type: none"> ✓ Explain that there were people who saw the Boston Bombers leave the backpacks and walk away but it did not trigger any internal alarms that something was wrong in their minds. Being more aware of oddities in your surroundings can help you be prepared when something occurs.
Step #2 Make a Plan	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Those who have a plan are more calm and assured during emergencies ✓ Everyone should know what to do, where to go, and who to contact in the event of an emergency or disaster
Main Components of a Plan	<p>Key Points</p> <ul style="list-style-type: none"> ✓ Talk with all household members about what could happen ✓ Identify responsibilities for each individual ✓ Items to address in a plan: <ul style="list-style-type: none"> ○ What to do if you are separated during an emergency ○ What to do if you have to shelter in place ○ What to do if you have to evacuate ○ How to let your loved ones know you are safe <p>Additional Audience Engagement</p> <ul style="list-style-type: none"> ✓ Ask: If something were to happen right now.... <ul style="list-style-type: none"> ○ Do you know what your children/grandchildren's school evacuation plan is? ○ What is your extended families evacuation plan? How would you find them? ○ If there was a fire, how would you know everyone got out safely? ○ How many people in this room are separated from their home and/or loved ones by a bridge / river right now?



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Emergency Contacts	Key Points <ul style="list-style-type: none"> ✓ Each household should identify an out of town/state contact to relay messages between household members during a disaster <ul style="list-style-type: none"> ○ Local circuits may be overloaded, but long distance lines may be functioning ○ Text messages require less band-width and may transmit despite limited reception ✓ Develop a list with all phone numbers for household members, schools, hospitals, work places, day care ✓ Consider alternative methods of communication: social media, email, text messages <ul style="list-style-type: none"> ○ Consider keeping a cell-phone charger in your car
Pets and Disasters	<ul style="list-style-type: none"> ✓ Red Cross shelters only allow service animals to stay ✓ Have a plan for your pet – find out what resources (i.e. shelters, boarding facilities) are available in your area to help you care for your pet in a disaster
Practice	Key Points <ul style="list-style-type: none"> ✓ Practice your families disaster plan twice per year ✓ Children and teens may not hear smoke alarms if they sleep soundly ✓ Practicing before an emergency helps build “muscle memory” so you can act without having to think during an emergency situation <p><i>Additional Talking Point</i></p> <ul style="list-style-type: none"> ✓ “People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.” Zig Ziglar
Step #3 Build a Kit	Key Points <ul style="list-style-type: none"> ✓ The Red Cross recommends that you store enough supplies at home to last at least 72 hours following a disaster, but be aware of the realities of your specific area. <p><i>Additional Talking Points</i></p> <ul style="list-style-type: none"> ✓ Many types of kits: mini bed-side kit, car kit, workplace kit, home kit, go-bag <ul style="list-style-type: none"> ○ Main point: keep your kit where you live your life ✓ Kits can be kept in bins, duffle bags, rolling suitcases, backpacks ✓ Store your kit where it is accessible to all household members, and preferably near an exterior wall or window (not in the basement!)
Essential Items	Key Points <ul style="list-style-type: none"> ✓ Water (1 gallon per person, per day) ✓ Food (non-perishable, high in calories, can be eaten without cooking) ✓ First aid kit – including any prescription medications needed ✓ Radio (battery, crank, or solar powered) ✓ Flash light (with extra batteries) ✓ Sanitary items (toilet paper, bleach etc.) ✓ Tools (multi-tool, gas shut off wrench/tool) ✓ Clothes, sturdy shoes, blanket ✓ Copies of important documents and emergency cash ✓ Contact information for all household members
Additional Resources	<ul style="list-style-type: none"> ✓ Invite audiences to download the American Red Cross apps ✓ Ready Rating is available to businesses and organizations who are interested in becoming more prepared
Ways to Support the ARC	<ul style="list-style-type: none"> ✓ Donate your time: become a Red Cross volunteer ✓ Donate blood: It saves lives ✓ Donate money: over 90 cents of every dollar is spent on helping the community
Call to Action	<ul style="list-style-type: none"> ✓ Ask: Will you commit to fostering a culture of preparedness within your household, family, neighborhood, workplace, and community?