

Crisis Communication: Understanding and Communicating with an Evolving Audience

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Are You Ready? Emergency Planning for People with Access and Functional Needs

The Need to Prepare Is Real

- Disasters disrupt hundreds of thousands of lives every year
- Each disaster has lasting effects, both to people and property

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Alabama ADA Coordinator

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Get Informed

- You can obtain disaster preparedness information from your local emergency management office or your local chapter of the American Red Cross
- You can also consult FEMA for hazard maps for your area
 - Go to www.fema.gov to select maps and follow the directions

Emergency Operations Plan

- Reflect the uniqueness of a community
- Emphasize different functional needs
- Identify appropriate services and supports required by people with access and functional needs
- Consider how a disaster might effect your individual needs

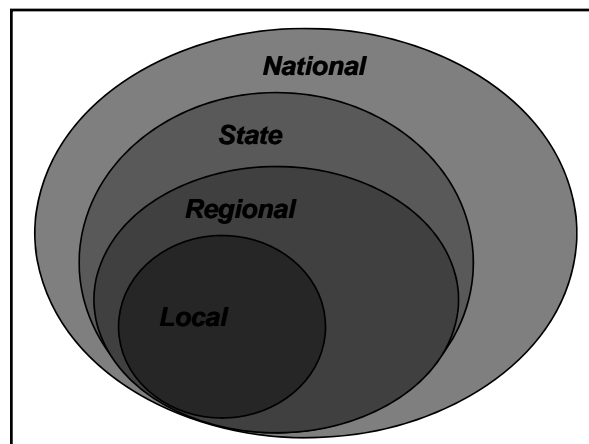
Needs and Abilities Are Individually Unique

- Populations to consider:
 - Wheel chair users
 - Blind or visually impaired
 - Deaf or trouble hearing
 - Serious emotional or mental impairments
 - Severe medical conditions

Needs and Abilities Are Individually Unique

- Non-English speakers
- Impaired elderly
- Dependent children
- No access to transportation
- Special dietary needs
- Other

If a disaster occurs in your community, local government and disaster-relief organizations will try to help you, but you need to be ready as well.



Basic Steps

- **Step 1**
 - **Get a kit of emergency supplies**
- **Step 2**
 - **Make a plan for what you will do in an emergency**
- **Step 3**
 - **Be informed for what might happen**

Step 1: Get a Kit of Emergency Supplies

- **Plan to make it on your own for at least three days**
- **Build a kit with your unique consideration in mind**

Step 1: Get a Kit of Emergency Supplies

- **Consider two kits**
 - **One for sheltering in place**
 - **Another light weight smaller version in case you must leave your home**
- **Basics for survival**

Basic Kit

- **Water**
- **Non-perishable food**
- **Manual can opener**
- **Radio**
- **Cell phone charger**
- **Flashlight**
- **Extra batteries**

Basic Kit

- **First aid kit**
- **Local maps**
- **Whistle**
- **Dust mask**
- **Plastic sheeting and duct tape**
- **Moist towelettes, garbage bags, and plastic ties**

Basic Kit

- **Wrench or pliers**
- **Important family documents**
- **Items for unique family needs**
- **Pet food, extra water, and supplies**

Basic Kit: Medications and Medical Supplies

- Have what you need for at least a week
- Keep a copy of the prescription(s) as well as the dosage(s) or treatment(s)
- Routine treatment(s) or regular service(s)
- Electrical medical equipment

Personal Needs Kit

- Extra eyeglasses or hearing aids (batteries)
- Battery chargers
- Copies of prescriptions, doctors orders, style and serial number of support devices
- Medical alert tags
- Supplies for service animal

Personal Needs Kit

- Medical insurance cards (copies)
- Laminated communication board
- Extra medical supplies
- Manual wheel chair
- Put important information on a thumb drive

Personal Documents

- Family records
- Medical records
- Wills
- Deeds
- Social Security Number
- Charge and bank account information

Personal Documents

- Operating equipment or life saving devices
- Names and numbers of those in your network
- Communication
- Allergies or chemical sensitivities
- Cash or travelers checks
- **KEEP IN A WATERPROOF CONTAINER**

Step 2: Make a Plan

- Everyday life
 - Personal network
 - Transportation
 - Auxiliary items
 - Life sustaining equipment
- Have alternatives
- Make, write, copy, share

Create a Personal Support Network

- **Make a list of family, friends, and others who will be a part of your plan**
- **Share your plan**
- **Teach**
- **Extra house key**
- **Employer and co-workers**
- **Participate in drills**

Create a Personal Support Network

- **Develop a family communications plan**
- **Deciding to stay or go**
- **Consider your service animal or pets**
- **Staying put**
- **Evacuation**

Create a Personal Support Network

- **Fire safety**
- **Contact local emergency management office**

Evacuating Yourself and Your Family

- **When community evacuations become necessary, local officials provide information to the public through the media**
 - **Other warning methods such as sirens or telephone calls are also used**

Evacuating Yourself and Your Family

- **You and your family may feel threatened or endangered and you need to leave your home, school, or workplace to avoid these situations**
- **The amount of time you have to leave will depend on the hazard**

Evacuating Yourself and Your Family

- **Many disasters allow no time to gather the most basic necessities, which is why planning ahead is essential**

Evacuation Guidelines

- **Always**
 - **Keep a full tank of gas in your car if an evacuation seems likely**
 - **Plan to take one car per family to avoid congestion and delay**
 - **Make transportation arrangements with friends or local government if you do not own a car**

Evacuation Guidelines

- **Listen to a battery-powered radio and follow local evacuation instructions**
- **Gather your family and go if you are instructed to evacuate immediately**
- **Leave early enough to avoid being trapped by severe weather**

Evacuation Guidelines

- **Follow recommended evacuation routes**
 - **Do not take short cuts, they may be blocked**
- **Be alert for washed-out roads and bridges**
 - **Do not drive in flooded areas**
- **Avoid downed power lines**

Evacuation Guidelines

- **If time permits:**
 - **Gather your disaster supplies kit**
 - **Wear sturdy shoes and clothing that provides some protection**
 - **Secure your home**
 - **Let others know where you are going**

Evacuation Guidelines

- **Make a record of your personal property, for insurance purposes**
 - **Take pictures or video the interior and exterior of your home**
 - **Include personal belongings in your inventory**

Evacuation Guidelines

- **Shut off all utilities – water, gas, electricity**
- **Make copies of all vital paper work including: insurance policies, deeds, and property records**

Step 3: Be Informed

- **Make a kit**
- **Be prepared to adapt**
- **Get involved**

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