

FREE WEBINAR

Hosted by



In partnership with



Tailored for Local Gov't Elected Officials

PREPARING VULNERABLE CALIFORNIANS FOR NATURAL DISASTERS

Is Your Community Listos (Ready)?

WEDNESDAY, JULY 15
2:00 - 3:30 PM

Register online at

WWW.CA-ILG.ORG

Thank You for Joining Us!

Webinar Host & Moderator

Erica L. Manuel

CEO & Executive Director
Institute for Local Government



Webinar Overview

PREPARING VULNERABLE CALIFORNIANS FOR NATURAL DISASTERS

Community members rely on local governments to provide them with timely, accurate information about their local disaster preparedness and response.

As we've learned throughout history, **disasters disproportionately impact seniors, immigrants, non-English speakers, communities of color, people with disabilities, and the poor.** Without significant efforts to engage and educate these communities about disaster preparedness, they are destined to suffer repeatedly, disparately, and unnecessarily when disaster strikes.

On this webinar we'll share data-driven best practices for effectively engaging and educating vulnerable communities about disaster preparedness.

Today's Agenda

Welcome & Overview

- About ILG
- Panelist Introductions

Listos California

- About Listos California: Campaign Co-Chairs **Karen Baker & Justin Knighten**
- Video Presentation
- Local Perspectives: Madera County Supervisor **Tom Wheeler** & United Way Executive **Rico Peralta**

Q&A

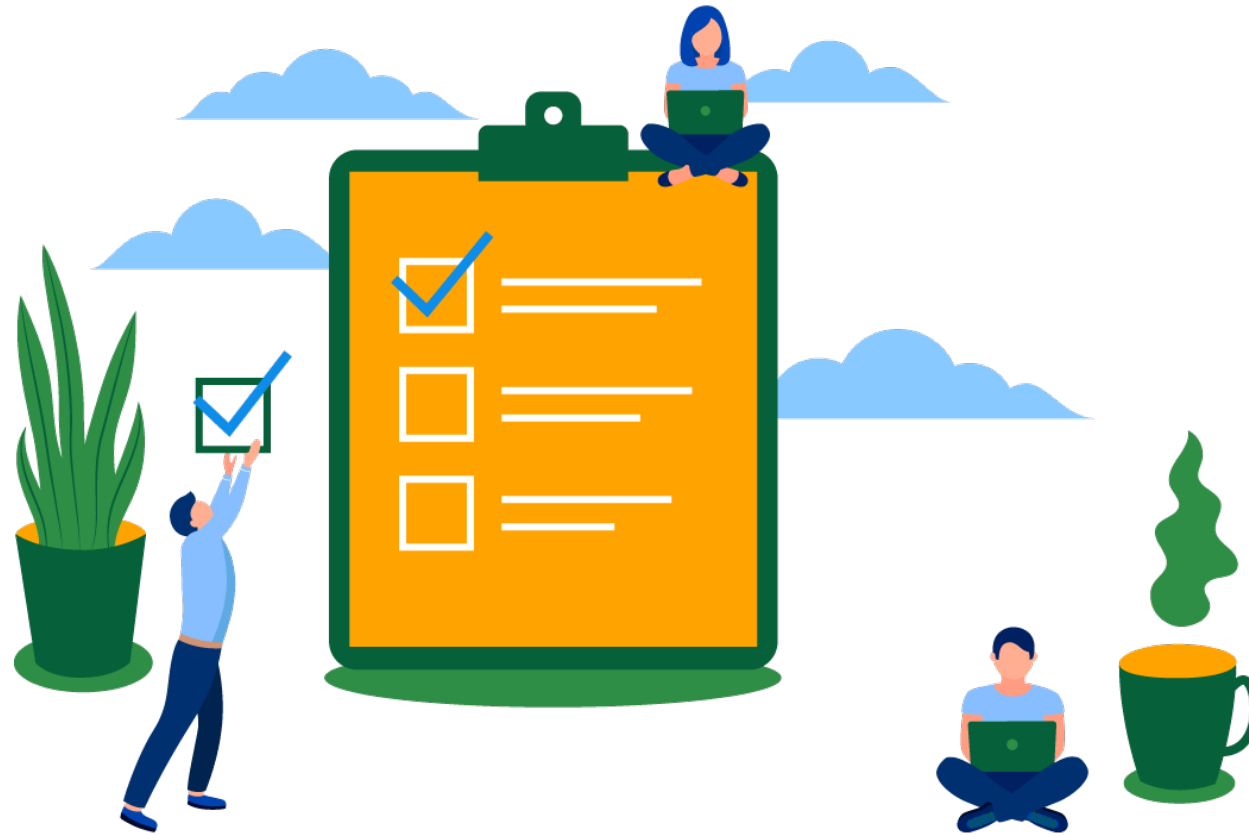
Contact Info & Ways to Stay Connected

How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



Tell Us More About You – Audience Poll



Non-Profit, Non-Partisan & Here to Help

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**

Districts Stronger Together

ILG's Programs & Services

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

ILG's FREE Resources

Leadership & Governance Resources

- www.ca-ilg.org/leadership
 - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more

Public Engagement Resources

- www.ca-ilg.org/engagement
 - Basics of Public Engagement
 - ILG's TIERS Public Engagement Framework
 - Language Access Tools & Support

Sustainable & Resilient Communities

- <https://www.ca-ilg.org/climate-action>
- Sustainability Best Practices
- Beacon Program

ILG's COVID Resources



- Local Government Resources
- State & National Resources
- Executive Orders
- Tools & Training Opportunities
- Local Government Response

www.ca-ilg.org/COVID-19

Our Next Webinar

FREE WEBINAR

Tailored for Local Gov't Leaders

Hosted By



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**SAVE
THE DATE!**

RETHINKING NATURAL DISASTERS AFTER COVID-19

*Building Local Resilience to
Earthquakes, Mudslides & Wildfires*



Featuring Natural Disaster Expert
Dr. Lucy Jones

MONDAY, AUGUST 17

WWW.CA-ILG.ORG

Today's Presenters

Karen Baker

Architect + Co-Chair, Listos California



Justin Knighten

Co-Chair, Listos California



Tom Wheeler

Supervisor, Madera County



Rico Peralta

Director of Program & Training
United Way of Fresno & Madera Counties





A LISTOS CALIFORNIA
BEGINS WITH **YOU + ME**



“Our people-centered approach will usher in a new era of emergency preparedness. We are leveraging the power of volunteerism while ensuring preparedness support and information is not only limited to those who have been privileged enough to access, understand and afford it.”

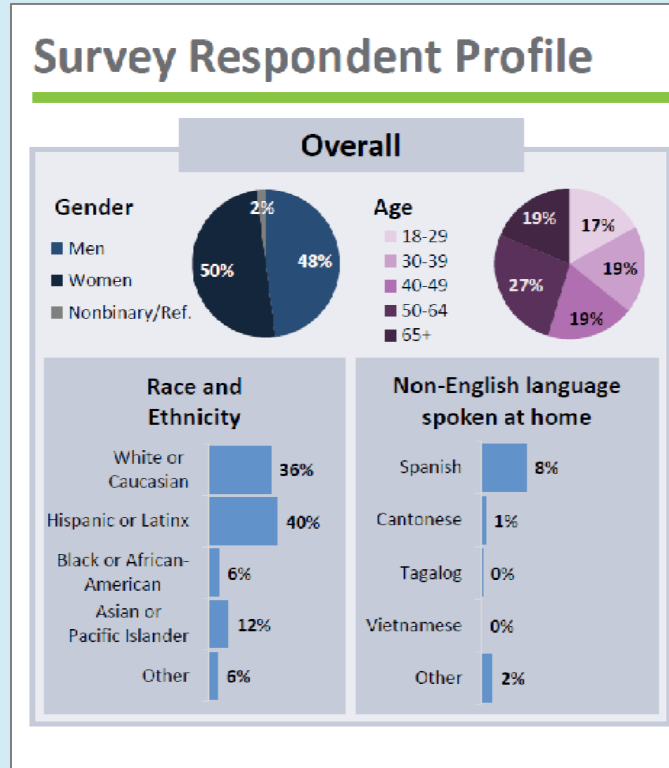
Gavin Newsom
Governor of California



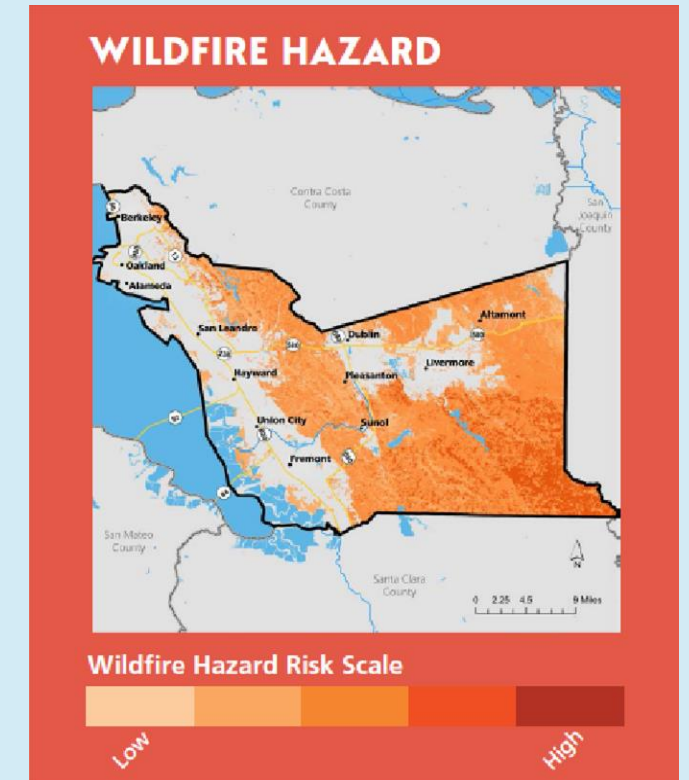


Informed by
RESEARCH

Message and Attitude Testing



Hazard/Vulnerability Mapping





Informed by

**COMMUNITY
LEADERS**

Advisors

- 25+ member advisory team
- Subject and population experts

Community based partners

- Grantees + Sub-grantees

Language diversity

- English, Chinese, Filipino, Hmong*,
Korean, Spanish, Vietnamese



5 ESSENTIAL STEPS TO PREPAREDNESS

The Message Simplified

1. **Get Alerts** to know what to do
2. **Make a Plan** to protect your people
3. **Pack a Go Bag** with things you need
4. **Build a Stay Box** for when you can't leave
5. **Help Friends and Neighbors** get ready



MATERIALS to spread the word

Disaster Ready Guide

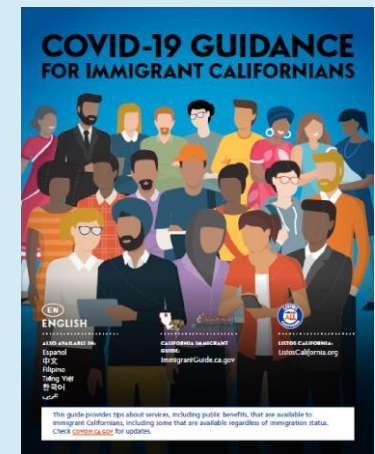


Curriculum & Scripts

Materials to Address Specific Needs



Our Role In Safety
Know What's Happening
Make A Plan
Prepare Supplies
Disaster Tips
Problem Solving





OUTREACH ACTIVITIES

1. Reaching Groups

- Webinars, call campaigns, etc.

2. Leveraging partnerships

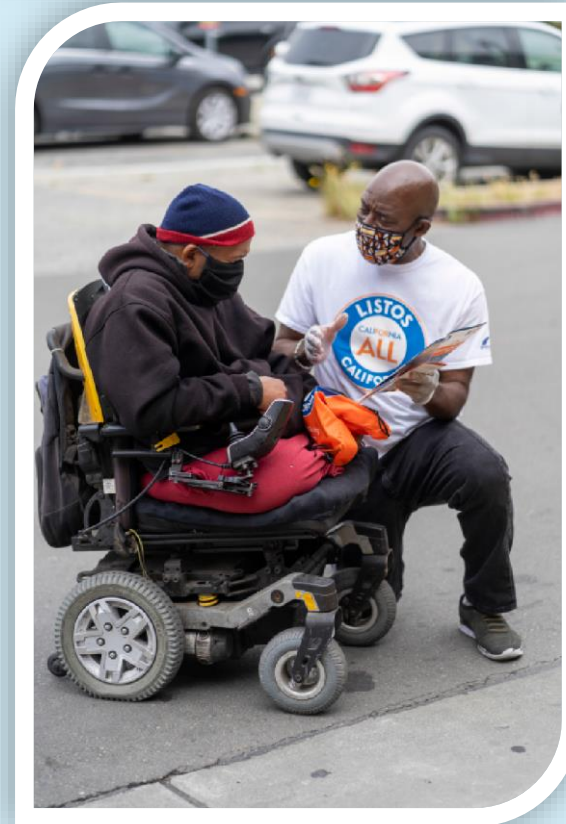
- 211s, food banks, etc.

3. Broadcast & digital media

- Univision, PBS, California Black Media, Ethnic Media Services, etc.

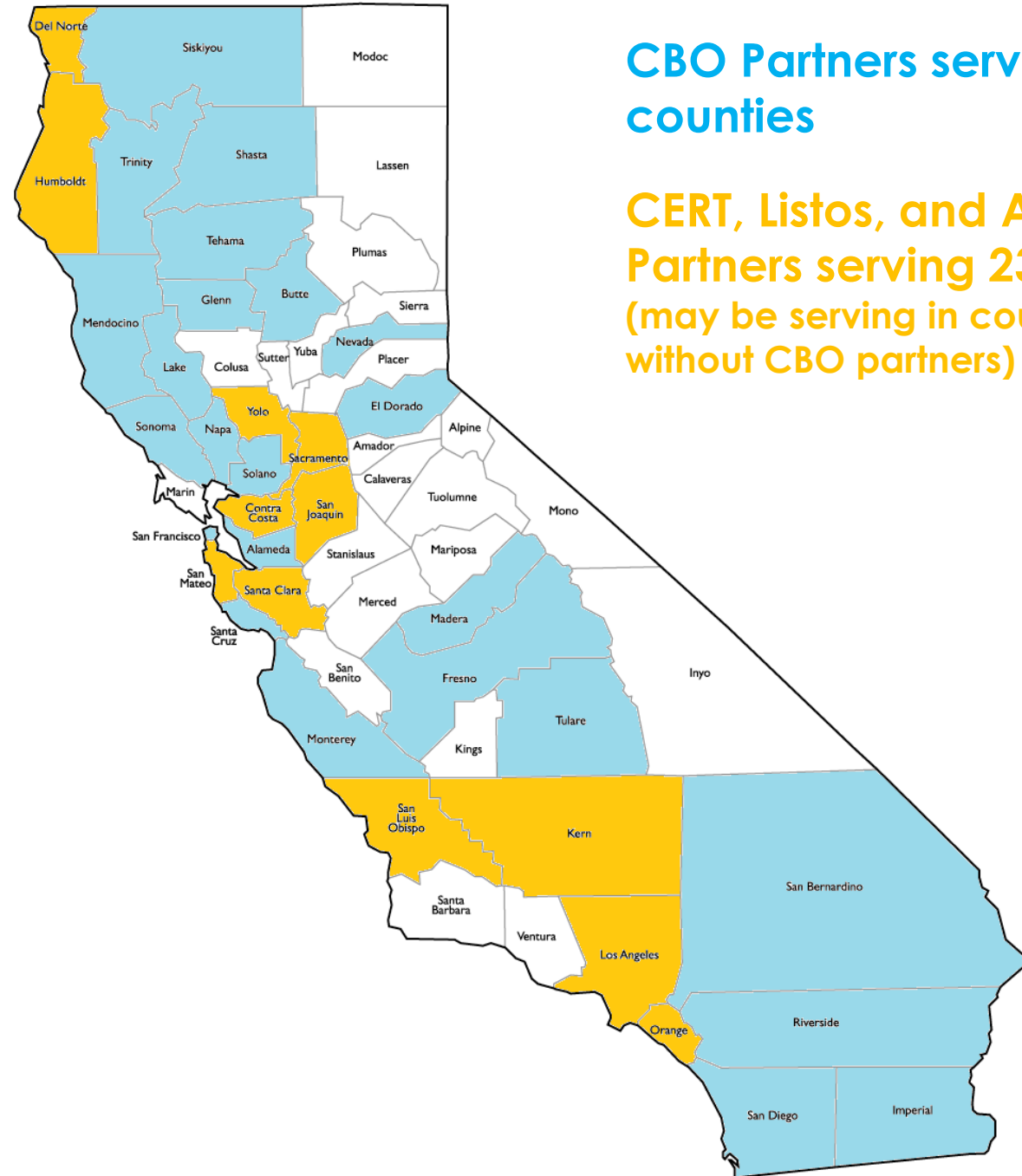
4. Special initiatives

- COVID-19 outreach, InformaGente, Social Bridging Project, etc.





Implementation Partners



CBO Partners serving 24 counties

CERT, Listos, and AmeriCorps Partners serving 23 counties (may be serving in counties with or without CBO partners)



Impact

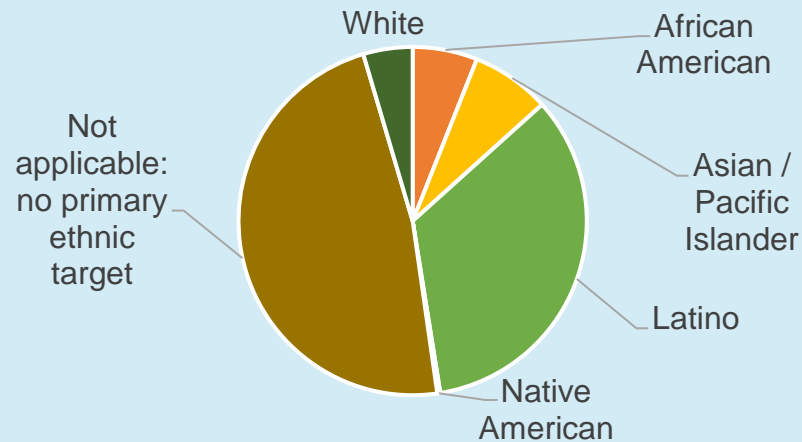
11,120,463

Total Reach through June 19, 2020

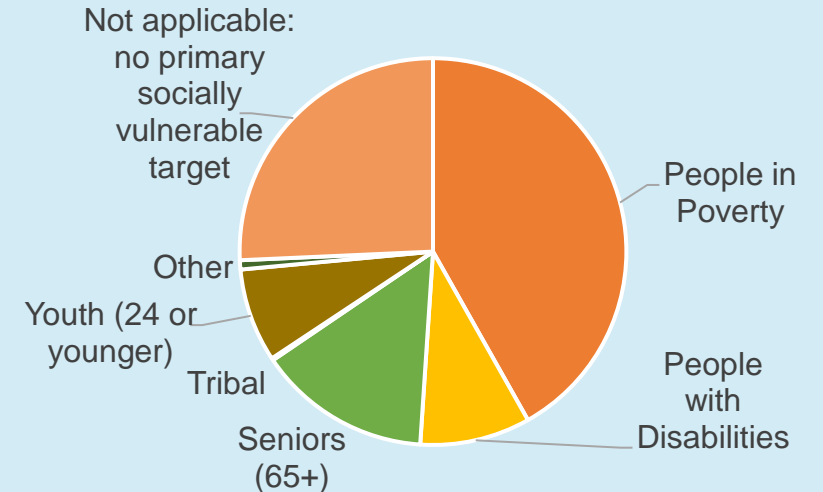
= 628,425
Emergency Preparedness Engagements

+ 10,492,038
Reached through COVID-19 Communication Activities

Engagements by Race/Ethnicity

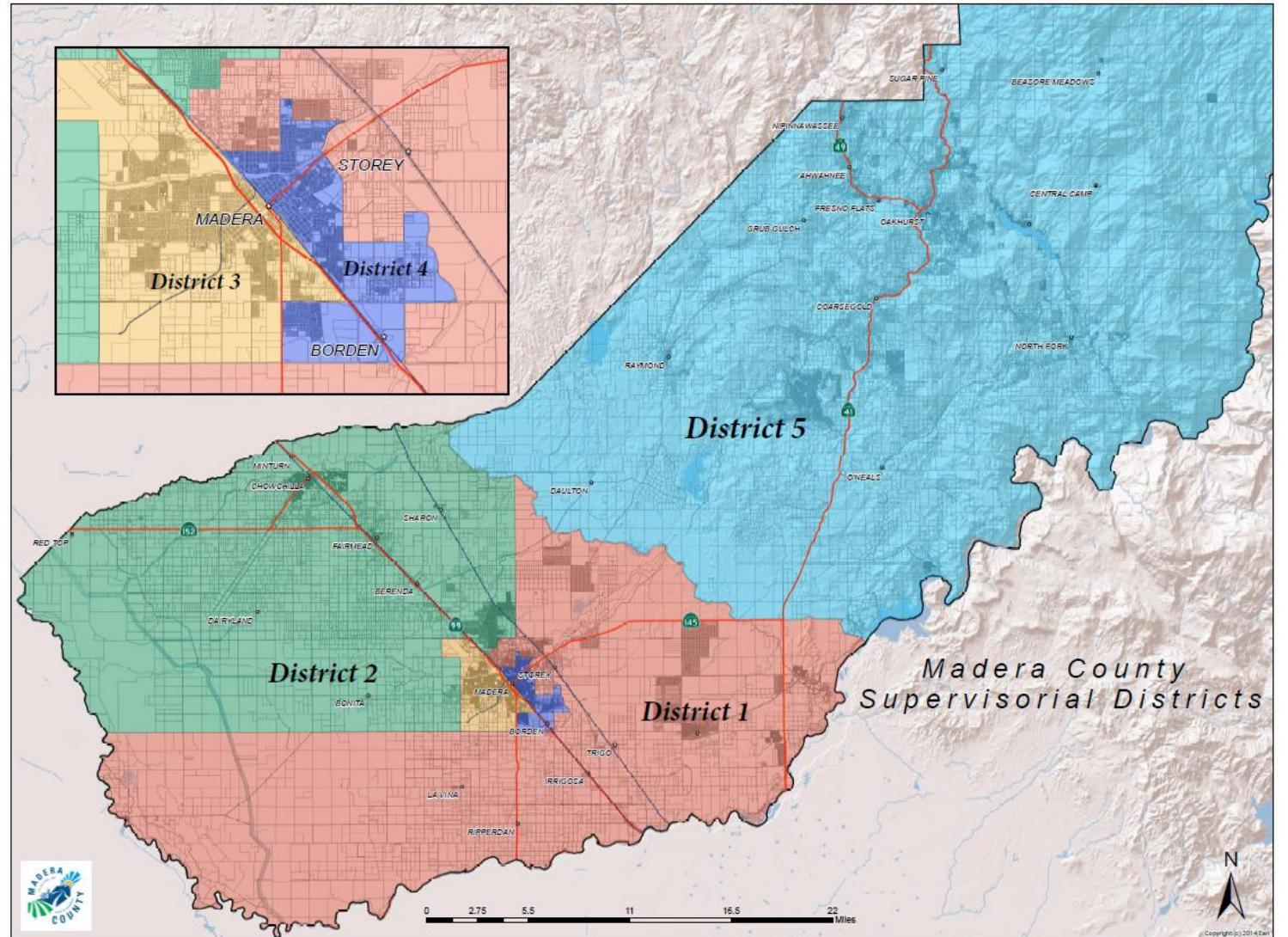


Engagements by Social Vulnerability





Impact in Madera County





Upcoming Activities

Summer and Fall

Special materials for **wildfire season**

Development of **text and web-based curriculum** delivery strategies

Expand distribution channels through **partner development** (grocers, etc.)

Increase visibility through **media outlets**

Foster ongoing **partner work**

September **events**



Reaching Your Constituents

Local Government Leaders	In the 24 target counties	NOT in the 24 target counties
Adopt & share the 5 steps of preparedness	✓	✓
Host a community event	✓	✓
Connect with the Listos California grantee in your community	✓	
Sign the Listos California Disaster Ready Pledge	✓	✓



Welcome to Our People-Powered Movement



Questions & Answers



Karen Baker
Listos California



Justin Knighten
Listos California



Sup. Tom Wheeler
Madera County



Rico Peralta
United Way

Stay Connected

Facebook



Like us on Facebook

@InstituteFor
LocalGovt

Twitter



Follow us on Twitter

@instlocgov

LinkedIn



Connect with us on
LinkedIn

Institute for Local
Government

Website



Sign up for our e-
newsletter

[www.ca-ilg.org
/stayinformed](http://www.ca-ilg.org/stayinformed)

Recording Available Soon!



The recorded presentation and materials will be shared electronically with all registrants a few days after the webinar.

Thank You for Joining Us!

Karen Baker

Co-Chair, Listos California
Karen.Baker@CalOES.ca.gov



Justin Knighten

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Tom Wheeler

Supervisor, Madera County
Tom.Wheeler@maderacounty.com



Rico Peralta

Director of Program & Training
United Way, Fresno & Madera Counties
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