

Natural Hazard Action Item Proposal Form

Proposed Action Item:	Alignment with Plan Goals:
Develop and implement education and outreach programs to increase public awareness of the risk associated with natural hazards. Specifically target vulnerable populations.	Increase Education, Outreach, and Awareness
Rationale for Proposed Action Item:	
<ul style="list-style-type: none"> ○ To build and capitalize upon the self-sufficiency and individual capacity of Eastern Oregon inhabitants ○ Community organizations that serve elderly or disadvantaged populations are concerned with the transportation and services available to special-needs groups ○ Mitigation for some hazards is best initiated and/or carried out by individual efforts. ○ The high percentage of elderly individuals, particularly in Baker and Wallowa Counties, require special consideration due to their sensitivities to heat and cold, their reliance upon transportation for medications, and their comparative difficulty in making home modifications that reduce risk to hazards. ○ Young people represent a vulnerable segment of the population. In every county in the region, at least 15% of the population is within the 0-14 year age range. Special considerations should be given to young populations and schools, where children spend much of their time, during the natural hazard mitigation process. Children are more vulnerable to heat and cold, have fewer transportation options, and require assistance to access medical facilities. ○ 1% of the total population over age five in Grant and Wallowa Counties speaks English less than “very well;” Baker and Union Counties’ populations of non-English speakers is at 2%. ○ In 2002, an estimated 99% of new housing was single-family units. This trend suggests that hazard mitigation efforts should provide outreach and information that specifically addresses preparedness in detached housing units. ○ The Disaster Mitigation Act of 2000 requires that communities continue to involve the public beyond the original planning process [201.6(c)(4)(iii)]. Developing a public education and outreach strategies to raise awareness of the risk natural hazard pose will help to keep the public informed of, and involved in, awareness of natural hazards and potential mitigation activities the public can implement. Targeting vulnerable populations and organizations that help people with special needs will help to reduce the impact of a natural hazard event on these populations. ○ Public education and outreach can be inexpensive and can provide information that results in safer households, work places, and public areas. Some outreach materials include: informational brochures about community seismic risks and mitigation techniques, public forums, newspaper articles, training classes and television advertisements. ○ Mitigation is a shared responsibility between local, state, and federal government; citizens; businesses; non-profit organizations; and others. Informing the public of their role in a community’s mitigation efforts not only increases the public’s awareness of a community’s hazard risks, but also helps a community reduce its risk to the hazards addressed by the Natural Hazard Mitigation Plan. Targeting vulnerable populations and organizations that help people with special needs will also help to reduce the impact of a natural hazard event on these populations. ○ The majority of the housing stock is in single-family homes and this trend is continuing with new construction. In 2002, an estimated 99% of new housing was single-family units. This trend suggests that hazard mitigation efforts should provide outreach and information that specifically addresses preparedness in detached housing units. 	

Ideas for Implementation:	
<ul style="list-style-type: none"> • Develop and distribute Natural Hazard Community Resource Maps and risk reduction tips that include instructions about how to prepare and reduce risks posed by natural hazards. • Encourage implementation of non-structural earthquake retrofits in homes, businesses, and medical and care facilities. (Distribute the IBHS Homeowners Guide to Non-structural Retrofit) • Research ways to create and disseminate a message that will cause people to act to reduce individual risk. Target education and outreach actions to reach marginalized populations. • Bring emergency management and response training to community organizations, such as Head Start and Community Connections. • Create mailing packet with hazard-specific information on impacts of hazards, mitigation activities and preparedness • Determine which media avenue is most effective for local outreach; mailings, posters, flyers, radio, local TV, presentations by local officials, etc. • Print relevant hazard-related articles in local newspaper and other local publications with tips on mitigation actions. • Have informational brochures and packets available at identified partner's office locations. • Fire-wise brochures can be used in the spring to address wildfire. • Institute for Business and Home Safety (IBHS) offers materials that address winter storms, flooding, wind storms, wildfire and earthquake for homes and businesses 	
Coordinating Organization:	Emergency Services / Emergency Management; Baker City; City of La Grande
Internal Partners:	External Partners:
Eastern Oregon Head Start, Chambers of Commerce, American Red Cross, Oregon Education Association, Families First, Grant and Harney County Casa, Oregon Rural Action	Baker County Children and Families, County Extension Offices, Eastern Oregon Medical Associates, Elks Lodge, Girl Scouts of the USA, Greater Prairie City Community Association, People Mover, Community Connections of Northeast Oregon
Timeline:	If available, estimated cost:
<u>Short Term</u> (0-2 years)	<u>Long Term</u> (2-4 or more years)
Short Term	
Form Submitted by:	RARE Participant