

2023-25 OEM Community Engagement Plan Briefing

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Community Engagement Program Overview



The overarching goals:

- Increase self-sufficiency and recovery capabilities post-disaster
- Provide targeted and tailored preparedness education
- Build new relationships with CBOs and strengthen existing relationships



Community Engagement Program Overview

Program Resources:

- Public Outreach and Education Staff
- Public Education Volunteers
- Stop the Bleed Volunteers
- Community Safety Ambassadors
- City Departments and External Partners



Community Engagement Program Strategies

- Education
- Community Outreach
 - ✓ Community Partnerships and Event
 - ✓ Web and Social Media Outreach
 - ✓ Media Marketing
- Inclusive and Accessible Engagement



 **Nextdoor**

Community Engagement Strategic Priorities

Raise	Raise awareness for the threat of tsunamis in affected areas of the city
Increase	Increase citywide employee preparedness
Build/Establish	Build/Establish relationships with community organizations that provide services to vulnerable and underserved communities (low income, BIPOC, LEP, older adults, youth)





Methods for Identifying, Developing, Evaluating

- Demographics
- Hazard Data
- After Action Reports (AAR)
- Academic Research
- Local and National Preparedness Surveys and Focus Groups
- Post-Program Surveys
- Marketing Analysis
- Web Analytics and Social Media Data



Community Engagement in Action



- Appendix I: Outreach and Education Tools and Resources

- Print
- Digital
- External Partners

- Appendix II: Preparedness Training Offerings

- Available by request
- Proactively scheduled
- CSA Scheduled Events



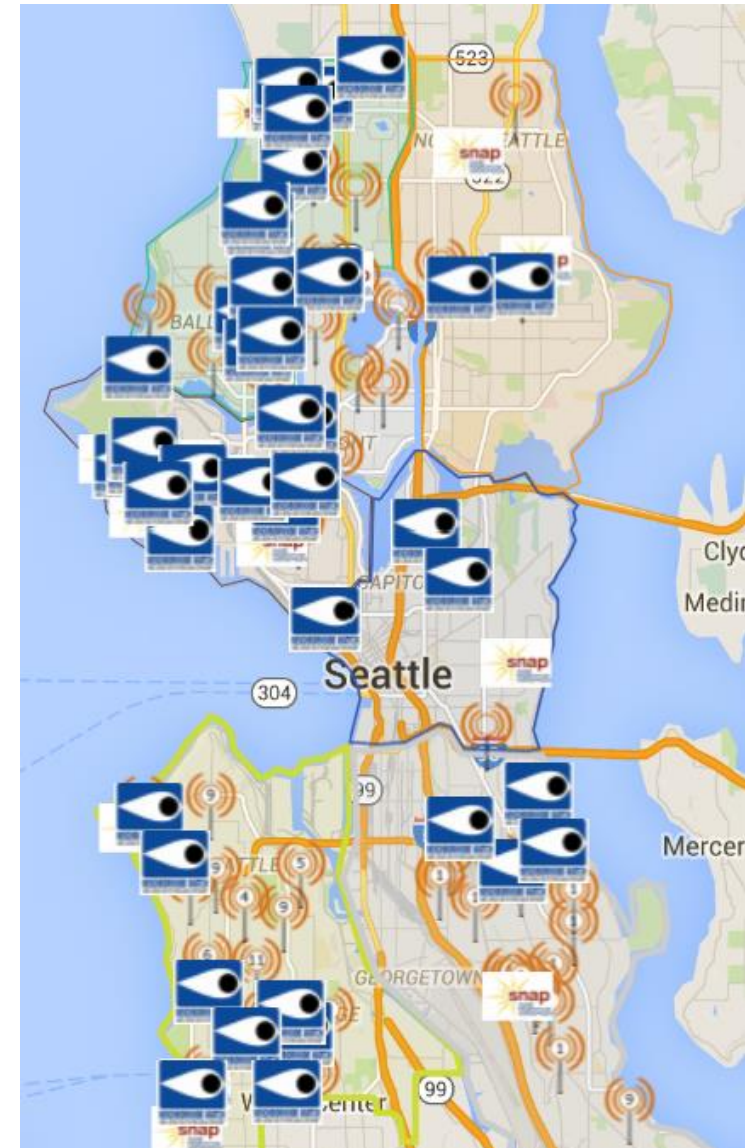
Know your neighborhood's plan

Help each other

Community Emergency Hubs
seattleemergencyhubs.org

<http://seattleemergencyhubs.org/>

Seattle Neighborhoods Actively Prepare



Sign up for emergency alerts



EMERGENCY ALERTS AND NOTIFICATIONS

When emergencies happen, be the first to know. Stay informed with **AlertSeattle** to receive real-time, official notifications from the City of Seattle. This is a free service.

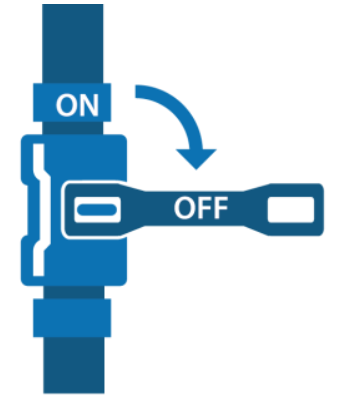
alert.seattle.gov

*You can choose to receive **Emergency Alerts or Community Notifications, such as:***

- Severe weather
- Safety
- Health
- Special events
- Utility disruptions
- Major traffic disruptions
- Emergency preparedness
- Test messages

Disaster skills training

- Learn how to use a fire extinguisher
- Check on and control utilities
 - Shut off water at the main house valve
 - Shut off natural gas ONLY if necessary
- Construct an emergency toilet
- Stop the Bleed
- Sign up for classes at www.seattle.gov/emergency



Find out more information

- **Get AlertSeattle and Alert King County messages**
Sign up online at alert.seattle.gov
- **Tune into local emergency radio stations**
AM 710, AM 1000, FM 97.3, FM 97.7, and FM 94.4
- **Tune into local television**
- **Follow city departments on social media**
[@CityofSeattle](#), [@oemseattle](#), [@SeattlePD](#),
[@SeattleFire](#), [@AlertSeattle](#), [@SeattleDOT](#),
[@SeattleSPU](#), [@SEAcitylight](#)
- **Go to your nearest Community Emergency Hub**



Thank you so much! Questions?

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Seattle
Office of Emergency
Management

