




Onondaga County
Department of Emergency Management
Public Relations Campaign Plan 2020

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Executive Summary

The Onondaga County Department of Emergency Management (OCDEM) coordinates all emergency management activities in Onondaga County, including mitigation, preparedness, response and recovery. The organization is funded through federal and state grants, and it uses its platform to help individuals in Onondaga County better prepare for weather-related emergencies, such as blizzards and floods. Although often mistaken for emergency response, OCDEM does not respond directly to emergencies but rather focuses its efforts on emergency management, mitigation and preparedness. Informing an entire county with necessary emergency management information is a daunting task; many opportunities remain for the organization to increase outreach to underserved key publics while strengthening the public perception of its brand. Each component of this campaign is structured around the following goals: 1) Increase emergency preparedness and access to resources among vulnerable populations in Onondaga County, including ESL, refugees and immigrants, the impoverished, the elderly, and the disabled; and 2) Strengthen general public and county leaders' perception of OCDEM as a trustworthy, authoritative, valuable, and reliable resource for emergency management and preparedness.

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Client Background, Situational Analysis

Onondaga County Department of Emergency Management (OCDEM) has the sizeable task of coordinating emergency response, preparedness, activities management, mitigation and recovery for all of Onondaga County's 465,398 constituents. Communicating vital information to the county's vulnerable populations has proven difficult for OCDEM due to language and access barriers.

OCDEM's important role in the county has given it high brand recognition throughout the region and the support of state and federal funding. Moreover, OCDEM has already implemented key communication tools, such as social media, and actively works with local organizations and first responders to coordinate emergency responses.

OCDEM faces shared communication jurisdiction with first responders, such as the police and fire departments – an overlap that can lead to a confusion of roles amongst constituents. Additionally, OCDEM currently does not have a strategy to overcome barriers to communicate with vulnerable populations or a feedback mechanism to measure communication success.

To overcome these obstacles and capitalize on opportunities, the public relations campaign outlined below will enable OCDEM to reach key publics with emergency preparedness information and employ local partnerships and leaders to amplify OCDEM's reach and influence.

The goals, messages, strategies, tactics, and objectives below provide OCDEM the tools to overcome communication barriers and equip community members with the means to prepare for an emergency.

The purpose of this proposal is to provide a comprehensive communication framework from which OCDEM can increase emergency preparedness among vulnerable populations, including refugees and immigrants, the impoverished, the elderly, and the disabled, as well as utilize existing partnerships among the region's like-minded organizations and community leaders to amplify its message of emergency preparedness.

Key Publics

Vulnerable communities are often the most impacted during natural disasters and emergencies. In order to successfully fulfill OCDEM's mission and vision to serve all, our campaign is focused on several targeted demographics. Although several overlaps, each key public has specific needs in regards to influencing their emergency preparedness. Magnifying OCDEM's community focus promotes life-saving plan of action for all.

Refugees/Immigrants/ESL

There are about 12,000 refugees in Onondaga County from many countries around the world, including Iraq, Somalia, Sudan, and many others. A majority is not proficient in English, making it difficult for them to understand the available emergency preparedness information. As a large stakeholder in the community, it is necessary for them to be able to understand the available materials and know how to become prepared for emergencies.

Low-Income Residents

About 14 percent of residents in Onondaga County are considered low-income, earning a median income between \$20,00 to \$30,000 for both males and females, who achieved a high school diploma ("U.S. Census Bureau," 2019). Approximately 10.1 percent of this low-income population are adults, ages 24 and up ("Onondaga County Poverty Profile," n.d.). By nature, these are under-resourced individuals who do not have the same capacity to prepare for emergencies as residents in good financial standing.

Elderly/Disabled and Caregivers

The elderly and disabled population make up almost 30 percent of the population in Onondaga County. Though these populations vary in their needs, they commonly require caregivers to help them with a variety of day-to-day tasks. Senior citizens also account for 90.9 percent of Onondaga County living with a disability, and the overall disability population is about 12 percent. Because this group of individuals takes more time to prepare for emergencies, as well as get from place to place, it is imperative that they can access information on time and be as prepared as possible. Caregivers are the gatekeepers to the populations they serve, so through them, we are able to provide the necessary information for emergency preparedness.

Media

Local media outlets will be a powerful tool for OCDEM to distribute emergency preparedness information. We recommend that OCDEM reach out to local media outlets and reporters to establish relationships with these organizations. Initial contact can be made via email and the OCDEM team should follow these reporters on social media. Media contacts can be found in Appendix A.

Local Government Officials and Leaders

The Onondaga County Legislature appointed the Department of Emergency Management to coordinate all emergency management activities, including mitigation, preparedness, response and recovery (ongov.net). Local law 6-2003 designated OCDEM to oversee multi-agency coordination to protect life and property during disasters and emergencies. Although OCDEM serves as a local government organization, the federal government funds 65 percent of it (D. Wears & J. Jones, personal communication). Moreover, many of the citizen preparedness materials are crafted by the Federal Emergency Management Agency (FEMA) and often not customized to serve the Onondaga County specific needs. Government funding is vital to keeping OCDEM's doors open and serving the Onondaga community.

Goals

Our recommended goals hope to resolve OCDEM's communications efforts toward vulnerable communities in Onondaga County. They include:

1. Increase emergency preparedness and access to resources among vulnerable populations in Onondaga County, including ESL, refugees and immigrants, the impoverished, the elderly, and the disabled.
2. Strengthen general public and county leaders' perception of OCDEM as a trustworthy, authoritative, valuable, and reliable resource for emergency management and preparedness.

Objectives

Objectives serve as a statement of specific outcomes expected for targeted publics. It conceptualizes our recommended goals and adds time markers for the planned achievement of the campaign. These main objectives are:

1. Increase ability of target publics to act in an emergency situation by 50 percent by Dec. 31, 2020.
2. Increase all target publics' awareness of emergency management protocol by 30 percent by Dec. 31, 2020, as compared to Dec. 31, 2019.

Messages

OCDEM's mission and vision is curated with all of its residents in mind. Inspired by the organization's commitment to a well-coordinated emergency response preparedness, we want to harness simple but impactful messaging. The core messages at the center of the campaign evoke OCDEM's mission for connecting key publics to emergency preparedness resources.

The following message is all-encompassing of the campaign. One of the most important strategies of the campaign is to utilize the vast network of community leaders and organizers to access and community with our target publics

- ❑ "Working in tandem with our community's leaders to prepare residents for the unexpected."

The following is a staple message of the emergency management community. Ready.gov and local emergency management authorities have long utilized this simple yet effective message.

- ❑ "Have a Kit, Have a Plan, Be Informed."

Tactics

Tactics are the specific ways we recommend OCDEM engage with peer organizations and targeted publics. They are specific methods by which OCDEM can achieve the goals and meet the objectives outlined above. They are guided by the recommended strategies listed below.

Earned media

- ❑ Reach out to local media outlets to inform them of proper emergency preparedness protocol, particularly during September, ahead of major storms, and during seasonal transitions (Appendix A).
 - ❑ Utilize preformatted press releases [included in final draft] to conveniently and quickly send media outlets updates (Appendix F).
 - ❑ Include preformatted social media posts in press release kit for outlets to use on their own accounts (Appendix E).
 - ❑ Commissioner Wears should be available in first week of September (Emergency Preparedness Month) and first week of November (before the snow starts) to go on a local news channel and discuss how to be prepared for weather-related emergencies. Reach out to outlets to see if they are interested in featuring Wears.

Paid and proactive media

- ❑ Create and promote social media posts on Twitter and Facebook, targeted at individuals living in Onondaga County. Posts can be further targeted to certain demographics given the content of the post (Appendix E).
 - ❑ Utilize promoted social media during 'seasonal updates' or transition periods; September Emergency Preparedness Month; other periods of unexpected change to Onondaga County's state of emergency preparedness.
- ❑ Purchase radio ads from local radio stations; radio is an excellent medium to target particularly older demographics for updates on emergency preparedness, seasonal changes, etc (Appendix H).
- ❑ Use a newsletter generating system, like Constant Contact, to provide seasonal updates on emergency preparedness to leaders of nonprofit organizations, caregivers, and community leaders. Updates should include seasonal 'prep' recommendations, contact information to set up "train the trainer" sessions, and pre-formatted social media posts organizations can use for their own accounts (Appendix G).
- ❑ Utilize WhatsApp chain messaging to reach vulnerable populations with updates on emergency preparedness and send the link to sign-up for emergency alerts (Appendix I).

Interpersonal Interaction

- ❑ Utilize interactive take-home emergency planning ESL course materials to engage ESL families (Appendix B).

- ❑ Attend each of the 11 townships' open board meetings once a year to update officials on OCDEM's emergency preparedness information, such as where citizens can access emergency preparedness information and how they may be of assistance to the work of OCDEM.
- ❑ Offer "Train the Trainer" sessions for leaders of nonprofits, community leaders, and caregivers to equip individuals with the knowledge to share emergency preparedness information with their respective communities, particularly how to build and personalize emergency preparedness kits.
- ❑ Establish relationships with media gatekeepers in Onondaga County and follow their social media accounts; building a stable foundation with media contacts is instrumental in informing the public with related emergency management protocol (Appendix A).
- ❑ OCDEM leadership to distribute business cards to influential community leaders and public servants at local government meetings and make effort to shake hands, maintain contact through emails, add to media alerts and press release send outs.

Informational hand-outs

- ❑ To-Go "Menus" and table centerpieces in English and restaurant-specific translation regarding emergency preparedness distributed to the following restaurants (Appendix C):
 - ❑ For example, With Love, New Century, Habiba's Ethiopian Kitchen, Red Chili and Munjed's Middle Eastern Cafe
- ❑ Coordinate with Onondaga County impoverished services such as Catholic Charities, Salvation Army, soup kitchens, shelters, etc., to disseminate brochure at soup kitchens and rescue missions to impoverished and homeless communities. Encourage one or two staff members to participate in a "train the trainer" sessions (Appendix D).
- ❑ Disseminate informational materials to hospitals, assisted living facilities, and in-home medical services that provide emergency numbers and what to do in certain scenarios, and a way to have a two-way dialogue with emergency services. Encourage one or two staff members to participate in a "train the trainer" session (Appendix D).
- ❑ Coordinate with local schools and their ESL programs to disseminate information pamphlets; students are an excellent communication medium to parents, and sending information home with ESL students provides an easy route of communication to immigrant and refugee communities (Appendix D).
- ❑ Coordinate with local public libraries to have OCDEM emergency preparedness information materials on hand. Encourage one or two staff members to participate in a "train the trainer" session (Appendix D).

Social media engagement

- ❑ Take full advantage of social media platforms, including Facebook and Twitter, to inform publics and media gatekeepers of emergency management protocol (Appendix E).

- ❑ OCDEM should utilize inexpensive analytics and scheduling tools, such as Google Analytics and Hootsuite, to measure the reach of posts and to alleviate the burden of consistently posting.
- ❑ Refresh social media account: ensure that the accounts' contact and biographic information are up to date and are consistent across platforms.

Strategies

The strategies OCDEM will use are the organizing principles that connect the tactics (outlined above) to the goals. We have explicitly linked each strategy, designed to effectively influence target key publics, to a goal and have organized corresponding tactics that will be used to accomplish each strategy. If you think of each tactic as a tool, each strategy will require a different tool or combination of tools to keep the campaign on target. The collective toolbox used in a coherent way will engage key publics and achieve OCDEM's goals.

Action

- ❑ Advancing county-wide alliances and coalitions around each specified key public will create a network of like-minded organizations with a cohesive, impactful message to reach publics in multiple contexts. Cultivate relationships with organizations in Onondaga County who work directly with our target publics using the extensive number of contact databases OCDEM has access to. By empowering existing stakeholders and community leaders to integrate OCDEM materials and information into their existing resources, OCDEM can significantly expand emergency preparedness advocates who seek to inform residents of vital information.

Tactics:

- ❑ Attend local township meetings
 - ❑ Establish relationships with local journalists and media gatekeepers; inform them of important emergency preparedness during critical times of year
 - ❑ OCDEM leadership to distribute business cards
- ❑ Special events provide OCDEM the opportunity to communicate with influencers and community leaders who directly interact with key publics. "Train the trainer" sessions empower existing organizations and individuals that regularly interact with target publics to provide seasonal and specific preparedness information. OCDEM should be proactive in providing these training and information sessions to leaders, caregivers, and providers in the community in an effort to integrate its information and materials into organizations' onboarding processes.

Tactics:

- ❑ Offer "Train the Trainer" sessions to interested community leaders and heads of organizations
- ❑ Encouraging audience engagement amongst target publics seeks to encourage and motivate target publics to be proactive in preparing for emergency situations. Creating approachable communication materials and utilizing popular mediums is a promising

tactic in engaging with communities of interest. Social media provides an easy, inexpensive medium to engage with OCDEM's target publics. Social media should be used to connect its publics with resources, receive feedback, and to answer questions surrounding emergency preparedness. OCDEM should respond to 100 percent of social media queries.

Tactics:

- Promoted social media
- WhatsApp chain messaging
- ESL take-home course materials
- Follow local journalists and media gatekeepers on Twitter

Communication

- Utilize new and existing communication functions and mediums to target audiences' knowledge of emergency preparedness protocol.

Tactics:

- Establish interpersonal relationships with key local journalists and media gatekeepers
 - Engage with local media outlets to inform them of proper emergency preparedness protocol
 - Refresh, utilize and engage OCDEM social media accounts
 - Paid/proactive media
 - Paid: radio ads, promoted social media
 - Utilize social media and Google analytics for promoted posts
 - Proactive media: Utilize Constant Contact to update community leaders and organizations with seasonal emergency preparedness information
 - Informational handouts
 - To-go "menus" and table centerpieces in English and appropriate language
 - Distribute handouts to local:
 - Impoverished services organizations
 - Hospitals, assisted living facilities, in-home medical services
 - Public libraries
 - Schools and their ESL programs
- OCDEM's special interest in equipping vulnerable populations of Onondaga County in the case of emergency is itself a subject of positive news and publicity; leverage relationships with media, keep them informed of OCDEM's efforts to assist these communities with emergency preparation.

Tactics:

- Establishing connections with media
- Proactively informing media outlets of proper emergency preparedness protocol
- Soliciting local media outlets for an exclusive interview with Commissioner Wears during seasonal transition periods

Evaluation

It is important to quantitatively measure the success of the campaign via the outlined objectives. Evaluative tracking throughout the campaign is highly recommended. By Dec. 31, 2019, a pre-campaign survey (see below), should be sent digitally to available target audiences to capture their level of awareness regarding OCDEM and emergency preparedness. Following the campaign, a similar survey of the target publics should be disseminated to measure the campaign’s success in equipping these publics with the information and resources necessary to react appropriately in an emergency situation. For the greatest number of reach, this survey should be sent through those organizations OCDEM partners with to reach target audiences. Interviews of the target public can also supplement this research and can utilize the similar questions as the survey; interviews allow for greater elaboration of individual opinions. The post-campaign feedback will be a determining factor of OCDEM’s success in Onondaga County.

Sample Pre-Campaign Survey:

ONONDAGA COUNTY

DEPARTMENT OF EMERGENCY PREPAREDNESS

Please Circle Your Answer

Have you attended an event regarding emergency preparation in the last year?

Yes
No

How do you receive information regarding emergency preparedness for incoming inclement weather?

Television
Radio
Newspaper
Online
Social Media
Other

Are you aware of OCDEM and its role in emergency preparedness?

Yes
No

Do you have an emergency preparedness kit at home?

Yes
No

Did you have a family plan to execute in the event of an emergency?

Yes
No

What does it mean to be prepared for an emergency?

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Sample Post-Campaign Survey:

ONONDAGA COUNTY

DEPARTMENT OF EMERGENCY PREPAREDNESS

Please Circle Your Answer

Did you create a family plan to execute in the event of an emergency?

Yes
No

Have you attended an event regarding emergency preparation in the last year?

Yes
No

What community resources (if any) did you use to prepare for an emergency?

QR Codes Information
Informational Session(s)
WhatsApp Links
'To-Go' Menus
Refrigerator Magnets
Brochures and Pamphlets

Did you enroll in emergency alerts as a result of the information sent by OCDEM?

Yes
No

Did you create a kit using the information provided by OCDEM?

Yes
No

What does it mean to be prepared for an emergency?

Did you receive a message regarding emergency preparedness for incoming inclement weather in the last year?

Yes
No

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Timeline

The following timeline and visual examples are a one-year plan and breakdown of tasks for OCDEM to follow. Some tasks will need to be regularly performed while others are event and day specific. Building a central task calendar available to all OCDEM employees is recommended so projects, recurring events, and deadlines are centralized. Google Calendars is recommended for its ubiquity and ease-of-use, but other programs such as Asana or Microsoft Outlook work too. The below color scheme is reflected in the provided example calendars.

Example calendars can be found in Appendix J.

- ❑ **Recurring tasks** are blue,
- ❑ **Month-specific tasks** are green,
- ❑ **Dateless tasks** are yellow
- ❑ **Deadlines** are red.

❑ January 2020

❑ Dateless

- ❑ Disseminate preprepared message regarding winter storm warnings to be sent days before storm arrival date regarding preparedness. Preformatted press release to send to media regarding these storms. Send as needed throughout winter.

❑ Jan. 6

- ❑ Send pre-campaign survey to available target public audiences making use of available databases and contacts.

❑ Jan. 13

- ❑ At the start of the new year, send first quarterly newsletter with information regarding winter storm preparation to caretakers and interested parties.

❑ Jan. 15

- ❑ Generate a social media post regarding winter storm preparation on OCDEM, send to peer organizations with appropriate modifications and request to post.
- ❑ Send WhatsApp message to ESL influencers.

❑ Completed by Jan. 30

- ❑ Identification and contact of radio and television media outlets regarding advertising for winter storms and emergency preparedness.

❑ February 2020

❑ Dateless

- ❑ Prepared message regarding winter storm warnings to be sent days before storm arrival date regarding preparedness. Preformatted press release to send to media regarding these storms. Send as needed throughout winter.

❑ Feb. 1-28

- ❑ February is American Heart Month and OCDEM should include social media messaging around safety preparedness for those with heart conditions. *"If you take medication for your heart make sure to stock your at-home emergency preparedness kit! Learn more at ongov.net."*

❑ Date determined by township

- ❑ Attend local board meeting to distribute emergency information.

❑ Date to be decided by schedules but in this month

- ❑ Train the Trainer: Session 1
- ❑ Send press release following the event with pictures to traditional media. Including information given for coverage in the media.

❑ Feb. 2-8 National Burn Awareness Week

- ❑ Messaging on fire safety preparedness on OCDEM's social media.

❑ Feb. 10

- ❑ Distribute one paid advertisement to radio or television outlet of choice.

❑ Feb. 17

- ❑ Reach out to media regarding emergency preparedness information at immigrant-owned restaurants: *"What's up with all those fliers at your favorite restaurant?"* Particular focus on ESL-centric media, CNY Latino.
- ❑ Post OCDEM social media post regarding this outreach and sending partnering restaurants a preformatted post, too.

❑ Feb. 18

- ❑ Distribution of to-go menus and handouts to restaurant owners of interest.

❑ March 2020

❑ Dateless

- ❑ Disseminate prepared message regarding winter storm warnings to be sent days before storm arrival date regarding preparedness. Preformatted

press release to send to media regarding these storms. Send as needed throughout winter.

Date determined by township

- Attend local board meeting distribute emergency information.

March 2

- Distribution of ESL course material to classes.
- Send press release following the lessons with pictures to traditional media. Include information given for coverage in the media.
- Post social media post on OCDEM and partnering organizations.

March 8 to 14

- National Patient Safety Awareness Week social media posts directed at caregivers of the elderly or disabled encouraging them to speak with physicians and healthcare personnel about safety preparedness.

March 16

- Distribute one paid advertisement to radio or television outlet of choice.

March 23

- Targeted social media advertisement to be prepared and distributed.

Completed by March 31

- Use analytics site of choice to check progress in social media engagement.

April 2020

Dateless

- Disseminate preformatted social media posts and press releases regarding the beginning of spring and associated emergencies and preparedness information. Distribute as needed throughout spring.

Date determined by township

- Attend local board meeting distribute emergency information.

April 5-11

- National Window Safety Week social media posts about how to check windows for optimal home safety.

April 6

- Constant Contact quarterly newsletter sent regarding seasonal updates to emergency preparedness information.

April 13

- ❑ WhatsApp message sent to ESL influencers regarding spring, associated emergencies, and preparation information.
- ❑ Post social media post regarding this information on OCDEM and associated organizations.

❑ April 20

- ❑ Distribute one paid advertisement to radio or television outlet of choice.

❑ May 2020

❑ Dateless

- ❑ Disseminate preformatted social media posts and press releases regarding the beginning of spring and associated emergencies and preparedness information. Distribute as needed throughout spring.

❑ May 1 to 31

- ❑ Older Americans Month social media posts targeted at caregivers of the elderly regarding their emergency preparedness.

❑ Date to be decided by schedules

- ❑ Train the Trainer: Session 2.
- ❑ Send press release following the event with pictures to traditional media. Include information given for coverage in the media.
- ❑ Post OCDEM social media post containing this information.

❑ Date determined by township

- ❑ Attend local board meeting distribute emergency information.

❑ May 11

- ❑ Send brochures and information to be distributed by impoverished community organizations and leaders.

❑ May 17-23

- ❑ EMS Week social media posts supporting and tagging local EMS organizations.

❑ May 18

- ❑ Targeted social media advertisement to be prepared and distributed.

❑ May 25

- ❑ Send press release to traditional media outlets of food kitchen information packets and emergency preparedness information for impoverished community.
- ❑ Post OCDEM social media post regarding this activity and information.

❑ June 2020

❑ June 1 to 30

- ❑ Distribute preformatted social media posts and press releases regarding National Safety Month, the beginning of spring and associated emergencies and preparedness information. Distribute as needed throughout spring.

❑ Date determined by township

- ❑ Attend local board meeting distribute emergency information

❑ June 15

- ❑ Distribute one paid advertisement to radio or television outlet of choice.

❑ Completed by June 30

- ❑ Collect data from above events for next year's budget using methods outlined in objectives/evaluation to demonstrate efficiency at reaching people and spreading the message.
- ❑ Use analytic site of choice to gauge progress and make adjustments.

❑ July 2020

❑ Dateless

- ❑ Disseminate preformatted social media posts and press releases regarding the beginning of summer and associated emergencies and preparedness information. Distribute as needed throughout summer.

❑ July 1 to 30

- ❑ Distribute preformatted social media posts and press releases specific to National Fireworks Safety Month.

❑ Date determined by township

- ❑ Attend local board meeting distribute emergency information.

❑ July 13

- ❑ Targeted social media advertisement to be prepared and distributed.

❑ July 31

- ❑ National Heatstroke Prevention Day social media post.

❑ August 2020

❑ Dateless

- ❑ Disseminate preformatted social media posts and press releases regarding the beginning of back to school month, as well as the end of summer summer and associated emergencies and preparedness information. Distribute as needed throughout summer.
- ❑ Date determined by township
 - ❑ Attend local board meeting distribute emergency information.
- ❑ Date to be decided by schedules
 - ❑ Train the Trainer: Session 3.
 - ❑ Send press release following the event with pictures to traditional media. Include information given for coverage in the media.
- ❑ Aug. 17
 - ❑ Distribute one paid advertisement to radio or television outlet of choice.

❑ September 2020

- ❑ Dateless
 - ❑ Disseminate preformatted social media posts and press releases regarding the beginning of fall and associated emergencies and preparedness information. Messaging can be gathered from the U.S. Department of Homeland Security's website. Distribute as needed throughout fall.
- ❑ Sept. 1 to 30
 - ❑ Disseminate preformatted social media posts and press releases regarding September being National Awareness Month.
- ❑ Date determined by township
 - ❑ Attend local board meeting distribute emergency information.
- ❑ Sept. 1
 - ❑ Send press release to all local media regarding the start of emergency preparedness month, how to be prepared, etc.
 - ❑ Send preformatted social media posts to peer organizations with recommended post date regarding the month and how to be prepared. Share these posts across OCDEM platforms. Note: Each organization should have a date throughout the month.
- ❑ Sept. 1
 - ❑ Paid advertisement on social media regarding emergency preparedness month and information.

☐ Sept. 7

- ☐ Quarterly Constant Contact preparedness email send. Big emphasis on preparedness month.

☐ Sept. 14

- ☐ Distribute ESL course materials.
- ☐ Send press release following the event with pictures to traditional media. Include information given for coverage in the media.

☐ Sept. 21

- ☐ Seek local media interview opportunities for Mr. Dan Wears.

☐ Sept. 30

- ☐ In-depth press release with pictures and information regarding emergency preparedness; highlight all events throughout the year until now.

☐ **October 2020**

☐ Dateless

- ☐ Preformatted social media posts and press releases regarding the beginning of fall and associated emergencies and preparedness information. Distribute as needed throughout fall.

☐ Date determined by township

- ☐ Attend local board meeting distribute emergency information.

☐ Oct. 12

- ☐ Distribute emergency preparedness information to assisted living, hospitals, and in-home medical service providers regarding emergency preparedness.

☐ Oct. 18 to 24

- ☐ National School Bus Safety Week social media posts.

☐ Oct. 19

- ☐ Targeted social media advertisement to be prepared and distributed.

☐ Oct. 26

- ☐ Send press release to traditional media outlets regarding newly distributed information packets and emergency preparedness information for disabled and/or elderly communities.
- ☐ OCDEM and partnering organizations social media post.

☐ Oct. 31

- ❑ Check analytics site of choice regarding OCEM engagement on social media, adjust accordingly.

❑ November 2020

❑ Dateless

- ❑ Preformatted social media posts and press releases regarding the beginning of fall and associated emergencies and preparedness information. Distribute as needed throughout fall.

❑ Date determined by township

- ❑ Attend local board meeting to distribute emergency information.

❑ Nov. 9

- ❑ Distribution of one paid advertisement to radio or television outlet of choice.

❑ Nov. 16

- ❑ Send information, brochures, and swag regarding homeless and general emergency preparedness to libraries.

❑ Nov. 30

- ❑ Send a press release to media regarding library information handout, homeless emergency preparedness, and general emergency preparedness to traditional media outlets.
- ❑ OCDEM social media post and preformatted library social media post sent to them and posted by us with the same information as above.

❑ December 2020

❑ Dateless

- ❑ Prepared message regarding winter storm warnings to be sent days before storm arrival date regarding preparedness. Preformatted press release to send to media regarding these storms. Send as needed throughout winter.

❑ Dec. 1 to 31

- ❑ Share National Highway Traffic Safety Administration's posts regarding Holiday Season Drunk Driving Campaign on social media.

❑ Date determined by township

- ❑ Attend local board meeting distribute emergency information.

❑ Date to be decided by schedules

- ❑ Train the Trainer: Session 4.
 - ❑ Send press release following the event with pictures to traditional media. Include information given for coverage in the media.

❑ Dec. 7

- ❑ Constant Contact quarterly newsletter sent regarding seasonal updates to emergency preparedness information.

❑ Dec. 14

- ❑ Targeted social media advertisement to be prepared and distributed.

Budget

OCDEM allocated an estimated budget of **\$10,000** for a public relations campaign. Below is a breakdown of spending recommendations allocated into four buckets including translation, printing, advertisement and employee compensation. We understand OCDEM is a resource-strapped organization and have set aside \$1,500 as a discretionary fund; we understand the organization must remain flexible as needs arise. Moreover, we believe designating around 10 hours a week for an OCDEM employee to write and schedule social media posts, organize handout materials, plan events and plan advertisements will keep the campaign on track.

Amount	Activity	Description
\$2,000	Translation	<p>Translation of materials not provided by Ready.gov in appropriate language.</p> <p>This number assumes there are five languages spoken in Syracuse that are not already translated by ready.gov. These brochures, informational packets, and text messages will be around 5 pages of translatable material. To translate 5 pages of text in rare languages is around \$400 per language. This estimate is taken from translated.com.</p>
\$1,500	Creation/printing of SWAG, brochures and handouts	<p>\$406.25 for 2,500 brochures from UPS</p> <p>\$250 for 1,000 flyers from UPS</p>
\$3,000	Paid media and placed advertising on social media	<p>Social media advertisement is price-dependent on location, demographic, frequency of posts and action-item. We recommend spending no more than \$75 each month.</p> <p>Paid media in local publications such as Syracuse.com and <i>The Post Standard</i> runs between \$35- \$65 per ad for 30 days. We recommend budgeting around \$1,000 per year.</p>
\$2,000	Employee Compensation	Advertising and social media creation, handout printing and other opportunity costs involved in the execution of the campaign


Appendix A

Media Contacts

Outlet	Contact	Beat	Email	Twitter
Syracuse.com	Glenn Coin	Weather, environment, and science reporter	gcoin@syracuse.com	@glenncoin
Syracuse.com	Teri Weaver	Public affairs reporter covering local government	tweaver@syracuse.com	@TeriKWeaver
Spectrum News	Carrie Cheevers	Meteorology	yournews@charteer.com	@CarrieCheevers
Spectrum News	Michael Gouldrick	Meteorology	yournews@charteer.com	None
CNY Central	Farah Jadran	News anchor; Covered OCDEM's emergency alert enrollment program in September 2019	news@cnycentral.com	@FarahJadran
CNY Central	Mike Brookins	Meteorologist	news@cnycentral.com	@MikeBrookins
News Channel 9	Jim Teske	Chief Meteorologist	jimteske@localsyr.com	@JimTeskeNC9
News Channel 9	Kate Thornton	Meteorologist	katethornton@localsyr.com	@KateThorntonNC9

Appendix B

Take home activity ESL activity and lesson plan handouts.




Lesson Plan

CEMERGENCY PREPAREDNESS ESL

By: _____ Date: _____

S M T W T F S

ACTIVITY	OBJECTIVES



EMERGENCY KIT SCAVENGER HUNT

421 MONTGOMERY STREET | (315) 435-2525

ESSENTIAL MATERIALS	EXTRA MATERIALS
FLASHLIGHT	MEDICATIONS
WATER (ONE GALLON/PERSON)	GLASSES
FOOD (5 DAY NON-PERISHABLE)	ESSENTIAL DOCUMENTS
FLASHLIGHT	BABY FORMULA/DIAPERS
FIRST-AID KIT	SLEEPING BAG/BLANKETS
WHISTLE	ACTIVITIES FOR CHILDREN
CAN OPENER	MATCHES IN A WATER-PROOF CASE
CELL PHONE	COMPLETE CHANGE OF CLOTHING
EXTERNAL BATTERY	CASH/TRAVELER'S CHECKS
BATTERIES/EXTRA BATTERIES	FEMININE SUPPLIES
BATTERY-POWERED RADIO	MESS KITS
DUST MASK	PLASTIC DINING SET (PLATE, UTENSILS)

Appendix C

To-go menus for ESL restaurants

ARE YOU *prepared?*

Ask yourself these questions while you wait on your food.
See how well you do!

- 1**

Do you have a plan for an emergency? If it blizzards? If there is a tornado?
- 2**

Do you have a kit set aside in the event of an emergency?
- 3**

Do you know who to call regarding updates for emergencies?
- 4**

Do you have alerts set up for central New York weather?
- 5**

Do you have an in case of emergency contact?
- 6**

Do you know what your house needs for weather emergencies?



Ask an employee for a to-go menu of preparedness materials!

Appendix D

Tri-fold brochure to be distributed at hospitals, libraries, train-the-trainer sessions, etc.

WHAT WE DO

We prepare Onondaga County to respond to emergencies and disasters. Through a comprehensive, well-coordinated emergency response and recovery system we make sure our community is equipped to effectively manage emergency situations and disasters.

It's our mission to make sure you have the latest up to date information as well as a plan of action to keep your family safe during an emergency.

Want to learn more about how you can prepare for the unexpected? Visit ongov.net to learn more and follow us on Facebook and Twitter @OnondagaEM.

**HAVE A KIT
HAVE A PLAN
BE INFORMED**


421 Montgomery Street
Syracuse, NY 13202


315.435.2525


emweb01@ongov.net

OCDEM
ONONDAGA COUNTY
DEPARTMENT OF
EMERGENCY
MANAGEMENT

Appendix E

Sample Facebook banner and/or general promotional post



Sample winter storm advisory image and messaging for Facebook and Twitter

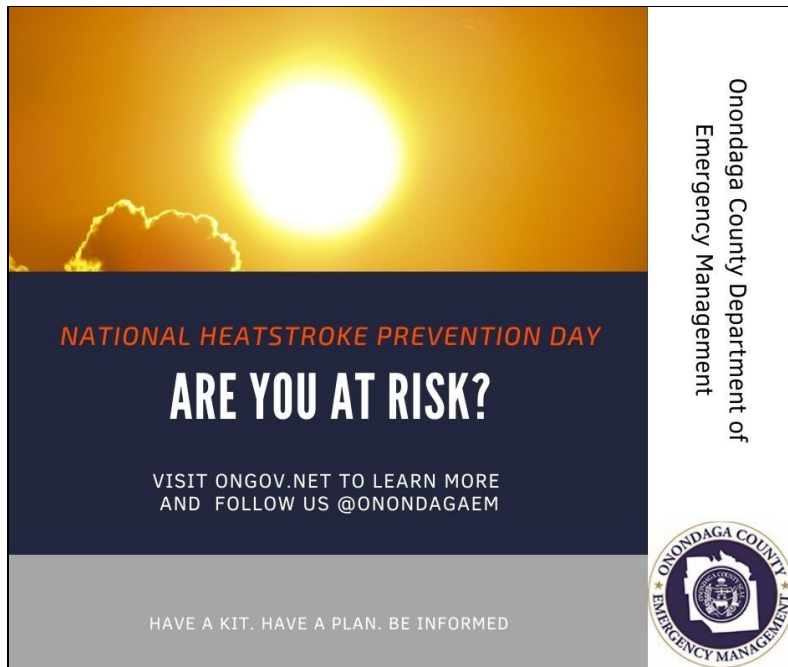



Onondaga County's preparing for a winter storm including snow, freezing rain and black ice. Are you prepared? Visit ongov.net to learn more about winter weather safety and how to create a custom emergency kit.




Winter advisory for Onondaga County including snow, freezing rain and black ice. Stay safe and stay prepared. Visit ongov.net to learn more about winter weather safety.


Sample national prevention day advisory image and messaging for Facebook and Twitter




 Rising temps in Onondaga County mean long hours at the beach or pool, but did you know that puts you at a higher risk of heatstroke? Take the time to learn the warning signs and visit ongov.net to learn more.

 Today is National Heatstroke Prevention Day. Do you know the warning signs of heatstroke? Take action and visit ongov.net to learn more about how to stay safe this summer.

Sample social media posts

 Rising temps in Onondaga County mean long hours at the beach or pool, but did you know that puts you at a higher risk of heatstroke? Take the time to learn the warning signs and visit ongov.net to learn more.

 Today is National Heatstroke Prevention Day. Do you know the warning signs of heatstroke? Take action and visit ongov.net to learn more about how to stay safe this summer.



Did you know that [ready.gov](https://www.ready.gov) has emergency preparedness materials in 21 foreign languages? Do you have a friend or neighbor who could benefit from translated emergency preparedness information?



It costs very little to prepare your family for the unimaginable. Have a Kit, Have a Plan, Be Informed. Discover resources to prepare your family at [ready.gov](https://www.ready.gov) and [ready.ongov.net](https://www.ready.gov)



Be a good neighbor! Do you have elderly and/or disabled neighbors or friends in the community? Be a good neighbor and check on them during times of extreme weather and emergencies.



It's almost winter time, and you know what that means in CNY! Find all of the resources you need to prepare for the season and more at [ready.ongov.net](https://www.ready.gov)



Did you know that the Department of Homeland Security has emergency preparedness information in 21 foreign languages? Do you know of a community members who could benefit? Access them at the following link: [ready.gov/plan](https://www.ready.gov/plan)



Everyone deserves to be prepared for emergency situations. There are a number of free resources available to prepare you and your family for the unimaginable. Check out [ready.gov](https://www.ready.gov) and [ready.ongov.net](https://www.ready.gov)



The Onondaga County community takes care of each other. Do you have elderly neighbors and/or disabled neighbors or friends in the community? Make sure to check on them during extreme weather and related emergencies. Encourage them to Have a Kit, Have a Plan, and Be Informed.



It's almost winter time...in CNY, that means taking extra precautions to ensure that you and your family are prepared for the risks associated with heavy snowfall, ice, and extreme cold temperatures. Follow along this month for weekly seasonal tips. Tip #1: Prepare for power outages by having a generator on-hand.

Appendix F

Preformatted press release to be prepared for consistent weather emergencies to be sent in advance of incoming weather-related emergency to media outlets. This is one sample for an incoming winter weather event with safety protocols for drivers.



For Immediate Release

Date Date Date
CITY, New York

Media Contact OCDEM

FIRST & LAST NAME
CONTACT INFO

[Weather Emergency] Forecasted for [Date and time] in Onondaga County, What Drivers Need to Know

Syracuse, NY -- The National Weather Service has issued a Winter Storm Warning for [affected area]. During winter weather, Onondaga County of Emergency Management reminds everyone to exercise caution while driving.

Some key driving reminders include:

- Allow extra time to get where you're going — travel is going to be slow.
- Those riding bikes should be extra careful about motorized vehicles, which take longer to stop in the snow, while motorized vehicles must be extra watchful for bikes.
- Be prepared for delays.
- Make sure you have water, blankets and a full tank of gas.
- Be cautious when driving across bridges in wintery conditions as they are the first to freeze and the last to thaw.
- Turn off your cruise control; be alert and drive cautiously.
- Roads that are wet or have fresh snow, packed snow, or ice have varying degrees of traction.
- Adjust your speed to match road conditions.
- Increase your distance from vehicles in front of you. Allow about three times as much space as usual.

Appendix G

Sample newsletter to be sent to local organizations and contacts. This example models the first quarterly newsletter, detailing emergency preparedness tips for the winter weather months.



VOL. 1 ISSUE 1 · MAR 2020

WINTER WONDERLAND

Official Newsletter of the Onondaga County
Department of Emergency Management

Let it Snow, But Let Us Drive

TIPS FOR DRIVERS THIS WINTER SEASON

1. Allow extra time to get where you're going — travel is going to be slow.
2. Be prepared for delays.
3. Make sure you have water, blankets and a full tank of gas.
4. Be cautious when driving across bridges in wintery conditions as they are the first to freeze and the last to thaw.
5. Turn off your cruise control; be alert and drive cautiously.
6. Roads that are wet or have fresh snow, packed snow, or ice have varying degrees of traction.
7. Adjust your speed to match road conditions.
8. Increase your distance from vehicles in front of you. Allow about three times as much space as usual.



OCDEM PAGE 01

This issue:

Driving Tips this Season
PAGE 01

4 Tips for Caretakers
in the Winter
PAGE 02

Noticing the Signs of
Hypothermia
PAGE 03

When the Snow Melts
Looking Ahead
PAGE 03

Announcements, Events,
and Updates
PAGE 07



Caretaking This Season

THINGS TO KNOW WITH WINTER WEATHER

1. Be Informed and Alert.
You can't adequately prepare for a storm if you don't know it's headed your way. Forecasting technology is better today than ever, but the most sophisticated weather prediction is useless if you're not using it. Routinely checking the forecast online or watching the news can help you stay ahead of winter weather. We recommend enrolling in the ready.gov alert system!

2. Stock Up
Because grocery stores are likely to be swarmed with people on the night before a big storm, avoid the crowds by stocking up on batteries, food, water, and other supplies well in advance of bad weather's arrival. Also, keep in mind that you may not be able to get to the store or pharmacy if a storm causes roads to become impassable. Make sure that you have all medical supplies on hand and prescriptions filled when the forecast calls for severe weather. If you do get caught without, check in with your local supermarket -- many do offer delivery service for customers.

3. Plan for Power
If a storm is coming, you have no control over whether or not you'll lose power. While generators are a useful solution, they're not always part of the equation. If you are caring for a senior who is oxygen-dependent, inform your power company, which may be able to offer you priority service or a generator loan. If you rely on an alternate heating source when the power is out, make sure the carbon monoxide alarm is operational. Make sure all cell phones and laptops are fully charged in case your landline becomes inaccessible. Have contact information on hand for your aging loved one's doctor, the police, and the fire department.

4. Keep Seniors Warm
Seniors are particularly susceptible to cold due to a number of factors including thinner skin, hypothyroidism, arthritis, and other chronic health conditions. Additionally, some medications can make it harder for seniors to stay warm. The National Institute on Aging recommends setting the thermostat at 68 degrees in order to help keep seniors comfortable while preventing hypothermia.



OCDEM PAGE 02

"Seniors, given their medications, thin skin, and illnesses are more prone to hypothermia."

Appendix H

Draft of radio ad script for winter weather emergency preparedness.

*Dan: Hello. My name is Dan Wears, and I'm the commissioner of the Onondaga County Department of Emergency Management. We are expecting some rough winter weather this season, and OCDEM encourages all residents to *have a kit, have a plan, and be informed.* What do we mean by that? We want you to prepare an emergency kit that includes resources specific to your family's needs. After you have a kit, we want you to discuss with your family and neighbors a plan of action in the event of an emergency. And finally, we want residents to be informed by enrolling in the ready.gov emergency alert system. Need any help along the way? Find us on Facebook and Twitter. Stay safe this winter.*

Appendix I

Draft of WhatsApp message to be sent to ESL residents. Translation will likely be needed.

Have you seen snow? Do you know what to do in the event of a major snowfall in Onondaga county? Here's how to get started:

1. Create a family plan, discuss who will notify who and how
 2. Enroll in alerts for potential hazardous conditions at: National Weather Service -- NY Alert
 3. Assemble a kit when potentially hazardous weather conditions are forecasted for the near future. Include:
 - a. Water (one gallon per person per day)
 - b. Non-perishable food
 - c. Medications (prescription and non-prescription)
 - d. Blankets, flashlights, batteries, a can opener, external batteries
 4. For more information see: <https://www.ready.gov/winter-weather>
- Send this to five of your friends in Onondaga county, so they can stay safe this winter!!

Appendix J

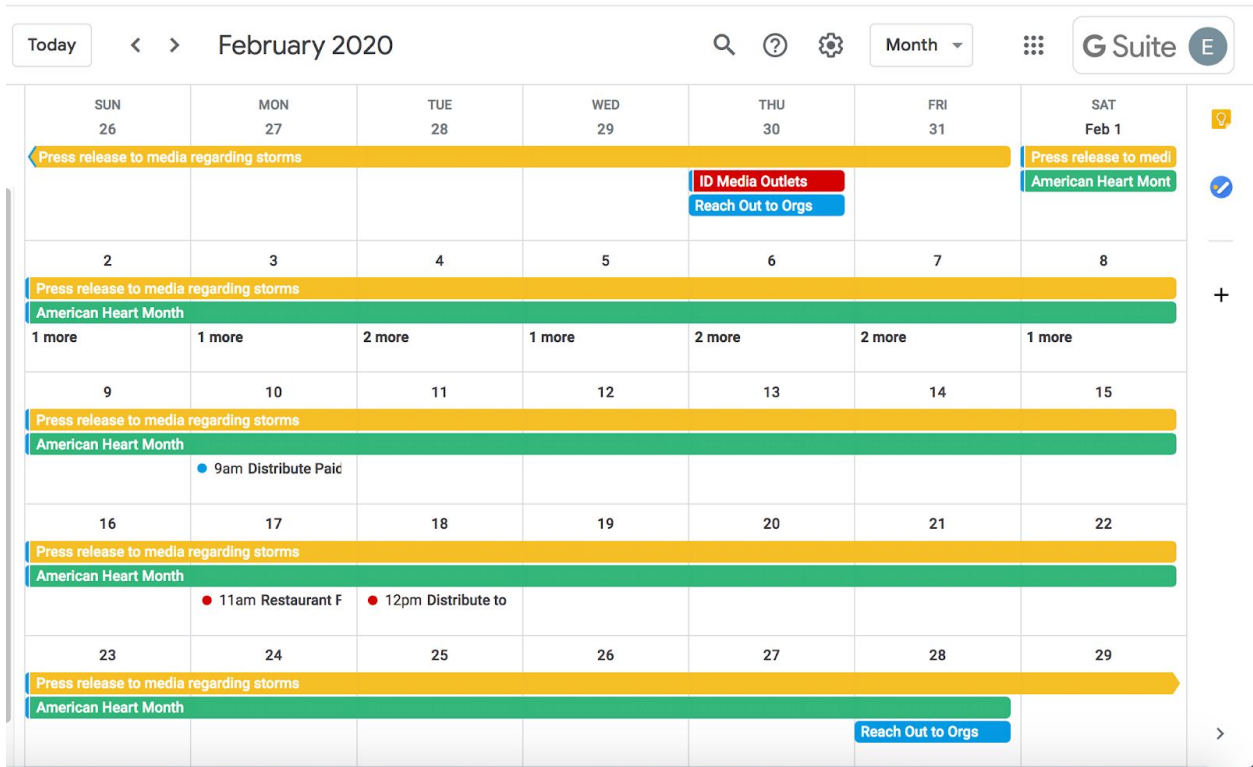
The following are samples of a Google calendar with dates and color coded entries for deadlines and priorities.

January 2020

Today < > January 2020 Search ? Settings Month G Suite E

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	Jan 1	2	3	4
Press release to media regarding storms						
5	6	7	8	9	10	11
Press release to media regarding storms						
Send Pre-campaign S						
12	13	14	15	16	17	18
Press release to media regarding storms						
First Quarterly Newsl						
Social Media Sent Out						
19	20	21	22	23	24	25
Press release to media regarding storms						
26	27	28	29	30	31	Feb 1
Press release to media regarding storms						
ID Media Outlets						
Reach Out to Orgs						
Press release to med						
American Heart Mon						

February Example



Weekly View Example

