

Delivering Virtual Personal Preparedness Campaigns



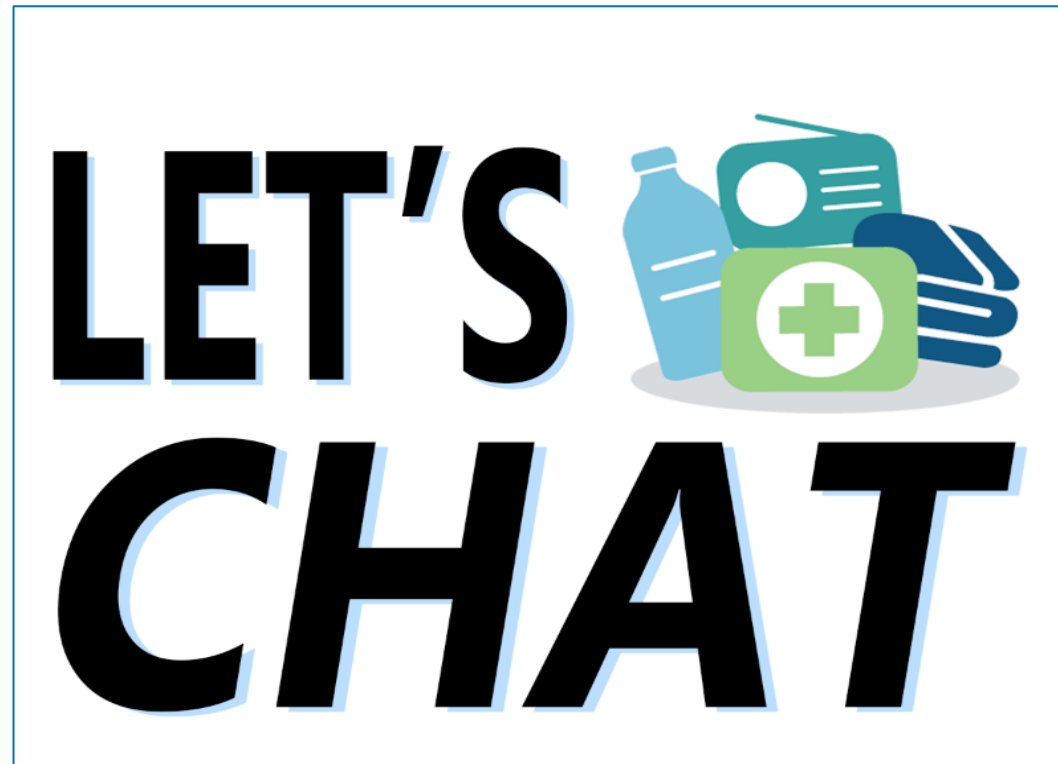
CITY OF KIRKLAND

OFFICE OF EMERGENCY MANAGEMENT (OEM)

Who We Are



Carly Pacekonis



Who We Are



Amy Haining



Let's Chat Series



How It Started

- 2022 Shake Out
- Meet community where they're already engaged
- Kirkland's Building Official and Emergency Manager



Behind the scenes...



The Idea...

Preparedness
Information

Engaging

Consistent

Community Friendly

Public Education Video Planning

- November 2022 Planning Retreat
- Determined topics for 2023
- Considerations for the whole community, and creative ways for inclusivity and diversity
- Assess effectiveness quarterly

January							February							March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4	26	27	28	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8

April							May							June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31	1	2	3	25	26	27	28	29	30	1
30	1	2	3	4	5	6	4	5	6	7	8	9	10	2	3	4	5	6	7	8

July							August							September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1	30	31	1	2	3	4	5	27	28	29	30	31	1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31	1	2	24	25	26	27	28	29	30
30	31	1	2	3	4	5	3	4	5	6	7	8	9	1	2	3	4	5	6	7

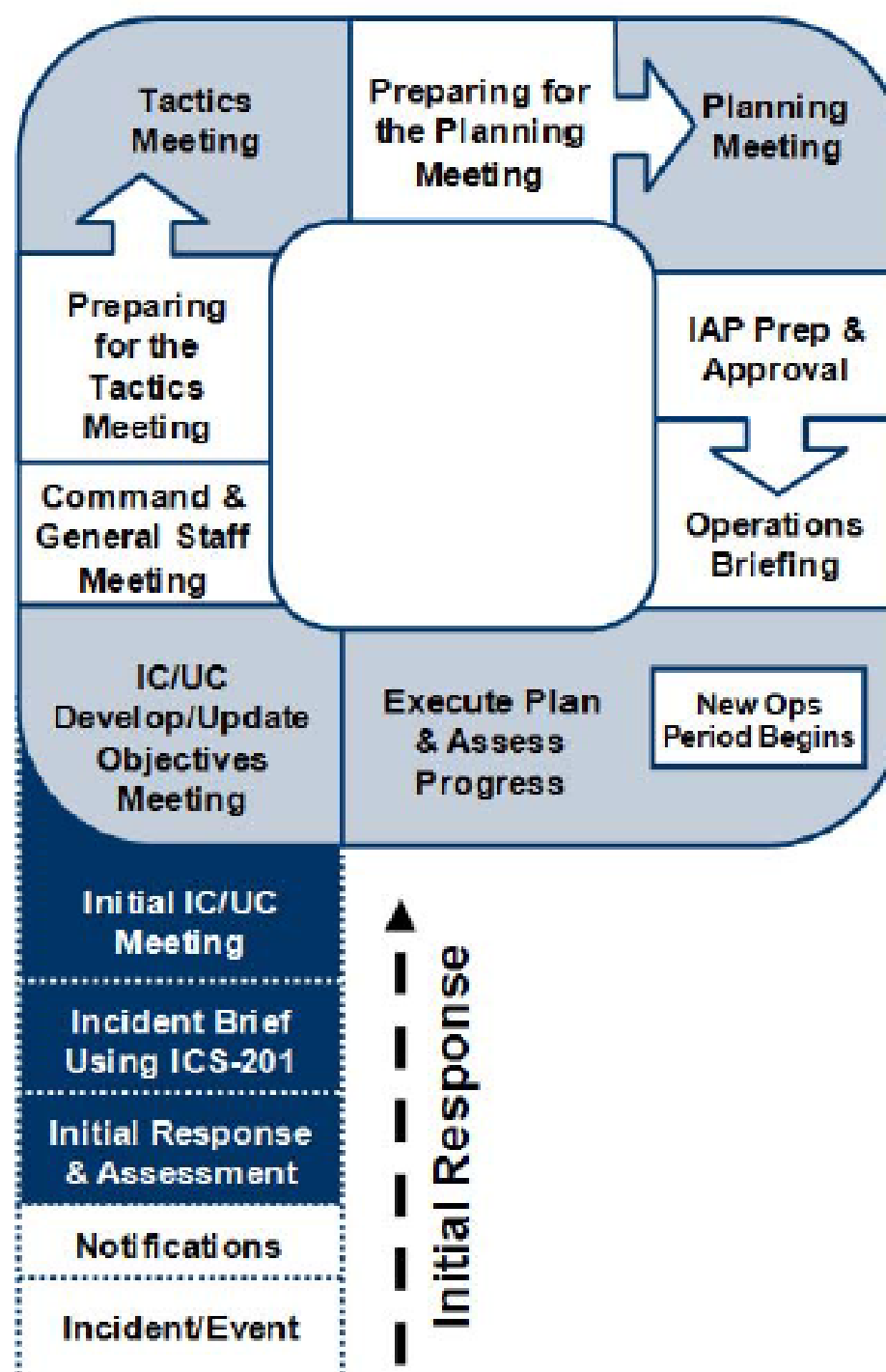
October							November							December						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4	26	27	28	29	30	1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31	1	2	3	4	26	27	28	29	30	1	2	24	25	26	27	28	29	30
5	6	7	8	9	10	11	3	4	5	6	7	8	9	31	1	2	3	4	5	6

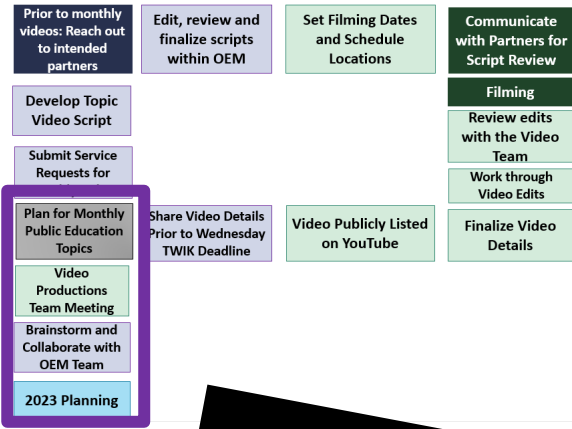
December 2022

- Drafted a script for the Emergency Preparedness Basics video

Audio	Video and Visuals
<i>Script of narrative, including the speaker.</i>	<i>Recommended or suggested shots/visuals that support the narrative.</i>
Hi I'm Carly Pacekonis. I'm the Emergency Preparedness Coordinator for the City of Kirkland.	Carly speaking
<i>- Let's chat about emergency preparedness specifically actions YOU can take to build your readiness.</i>	
Whether there's an earthquake, seasonal weather, a pandemic, or some other disaster, these steps can help you be prepared to respond and care for yourself and others.	Visual tiles for each listed hazard.

Video Planning





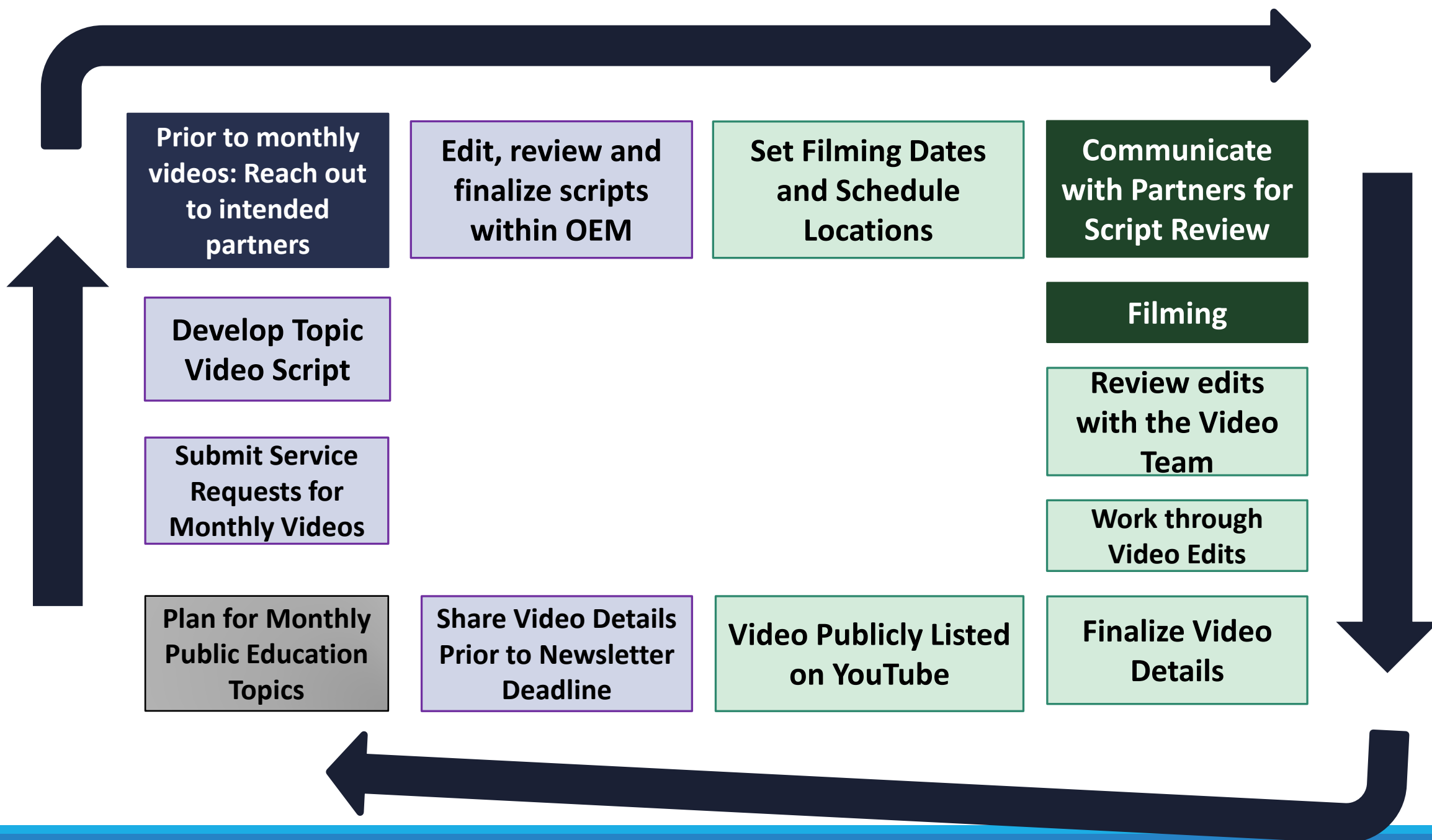
Plan for Monthly Public Education Topics

Video Productions Team Meeting

Brainstorm and Collaborate with OEM Team

2023 Planning

Initial OEM Planning



Prior to monthly videos: Reach out to intended partners

Edit, review and finalize scripts within OEM

Set Filming Dates and Schedule Locations

Communicate with Partners for Script Review

Develop Topic Video Script

Filming

Submit Service Requests for Monthly Videos

Review edits with the Video Team

Plan for Monthly Public Education Topics

Share Video Details Prior to Newsletter Deadline

Video Publicly Listed on YouTube

Work through Video Edits

Finalize Video Details

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2023 Planning

Video Topics – Quarter 1

January: Emergency Preparedness Basics

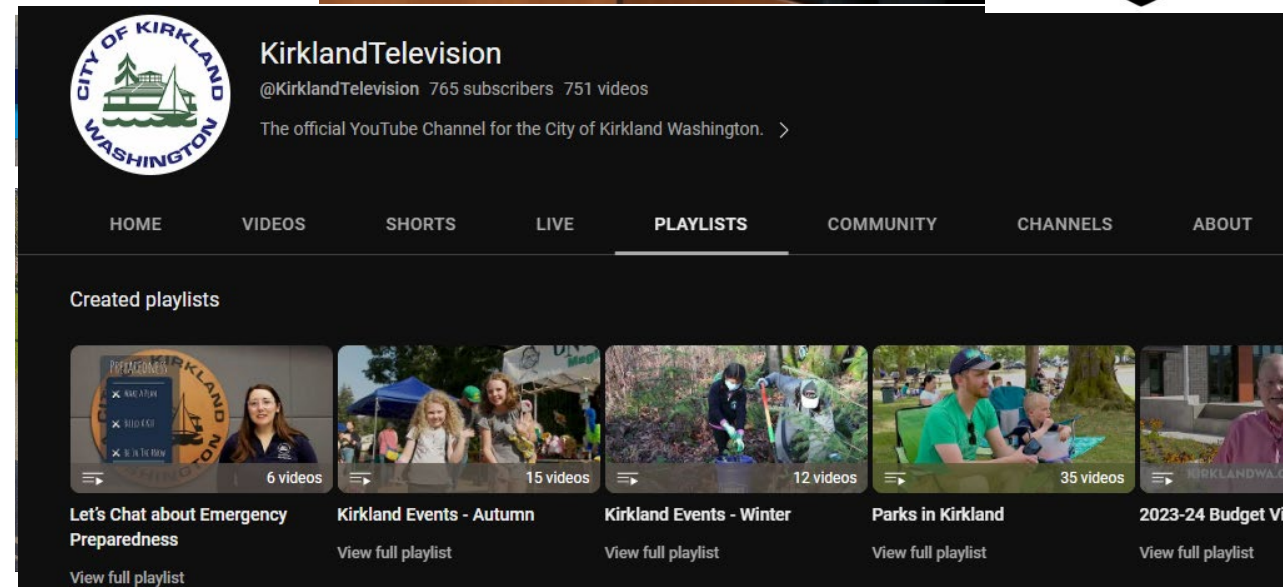
- Survey sent out

February: Caring for Your Loved Ones During Disasters

- Partnership
- Scheduling
- Community can see themselves in videos

March: Emergency Preparedness for Pets

- Group presentation
- Recorded to become a video



Video Topics – Quarter 2

April: Q&A Session

- Survey results
- Video analytics

May: Volcano Awareness Month

- WA Volcanoes, Impacts & How to Be Ready
- Partnered with:
 - United States Geological Survey (USGS)
 - National Weather Service (NWS)
 - Washington State Emergency Management Division (WA EMD)

Opportunity to Film Footage



Video Topics – Quarter 2 continued

June: Summer Preparedness

- Parks & Community Services
- Highlight vulnerable populations
 - Other parts of people's lives
- Upcoming City events

Celebrate Kirkland 4th of July



celebrate
KIRKLAND

Where we come together!

Tuesday, July 4th, 2023

DOWNTOWN BUSINESS DISTRICT

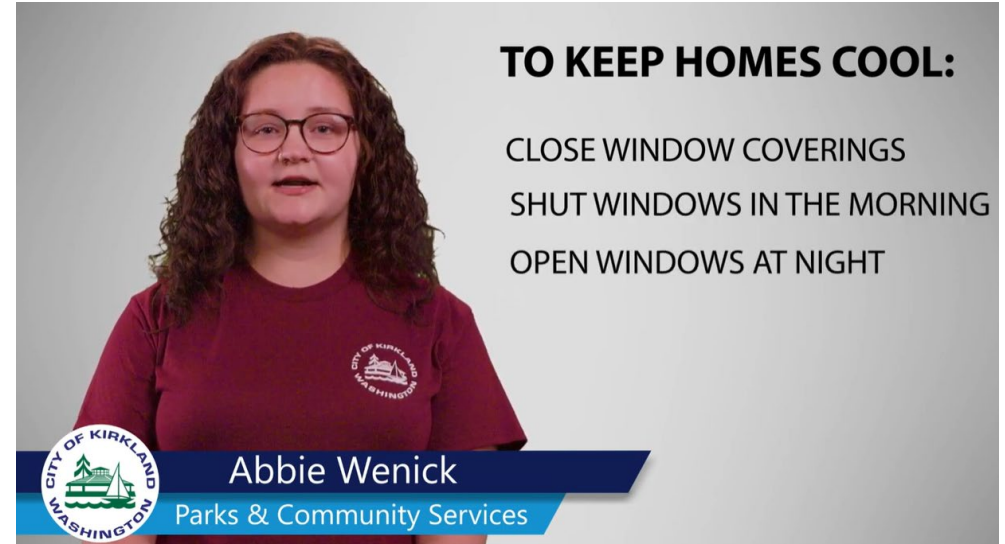
10:30AM - Kids Pavilion • 11:30AM - Kids Parade
12PM - Main Parade

Everyone is welcome, let's keep the tradition going!
For more information on event details, parade entry and volunteering, visit kirklandwa.gov/CelebrateKirkland

Thank You to our Sponsors

KENWORTH 100

Lee Johnson Auto Family
SINCE 1933



TO KEEP HOMES COOL:

CLOSE WINDOW COVERINGS
SHUT WINDOWS IN THE MORNING
OPEN WINDOWS AT NIGHT

Abbie Wenick
Parks & Community Services



Video Topics – Quarter 3

July: Water Safety

- United message
- Consider the details

August:

- Real world incidents
- CERT and Community Markets

September: Mini Go Bags and Preparedness on the Go

- Modes of Transit
- Local Emergency Managers



Video Topics – Quarter 4

October: Cooking Safety and Injury Prevention

- Visual content

November: Cooking Fire Prevention and Response






- Safety focus
- Diversity of visuals

December: Winter Preparedness

- Various commute types
- Local community awareness



Video Views

 <p>7:42</p>	<p>Let's Chat: Emergency Preparedness Basics</p> <p>485 views</p>
 <p>4:10</p>	<p>Let's Chat: Volcanic Eruption Impacts</p> <p>210 views</p>
 <p>6:34</p>	<p>Let's Chat: Caring for your Loved Ones During Disasters</p> <p>199 views</p>
 <p>3:21</p>	<p>Let's Chat: Summer Preparedness</p> <p>188 views</p>
 <p>3:05</p>	<p>Let's Chat: Mini Go Bags and Preparedness on the Go</p> <p>185 views</p>

LET'S



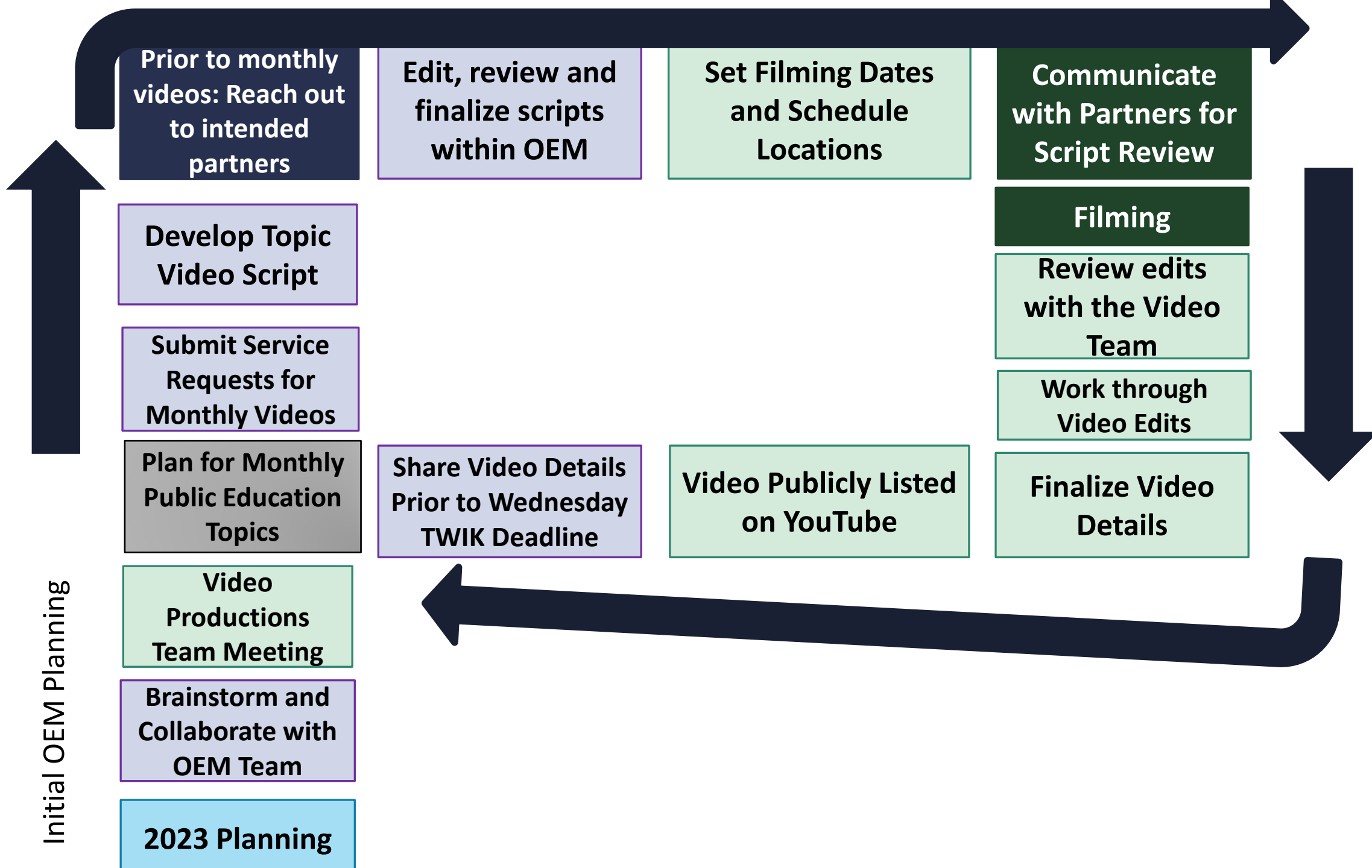
CHAT

Challenges

- Monthly frequency of videos
- Balancing other projects
- Unknown outcome of videos
 - Lack of 2-way communication

Successes

- Public Education
- Videos reached our target audience
- Developed Partnerships
- Framework for developing more future videos



Where it started...



S.T.A.R.S.

Campaign

The Idea...

City Manager Requested:

PREPAREDNESS EDUCATION

MERIT BADGES

... and prizes too

The Idea...

S.T.A.R.S.

Simple

Tasks

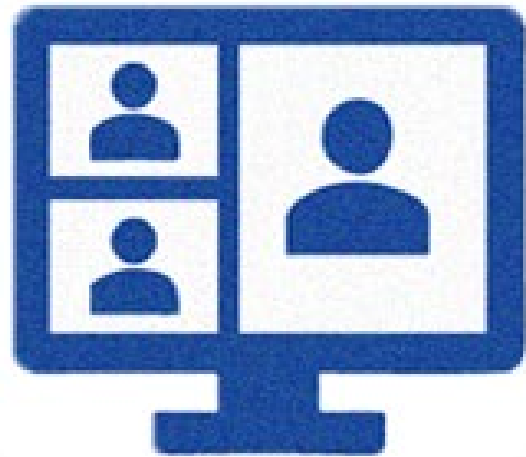
Achieve

Resilient

Staff



S.T.A.R.S.



Needed to Be



EASY



FUN



IMPACTFUL

Multi-Part Campaign



MONTHLY



QUARTERLY



YEARLY

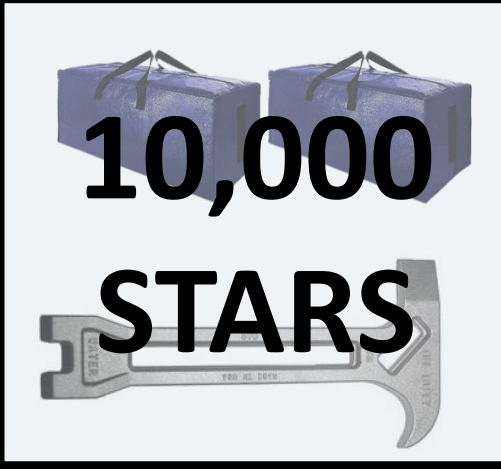
MONTHLY – EARN YOUR STARS

- Received email every month with a "Task Sheet"
- Different tasks were "worth" different amounts of STARS
- Bonus opportunities – Get HAM radio license or do a CERT class
- Some prizes were advertised at the beginning





5,000 STARS



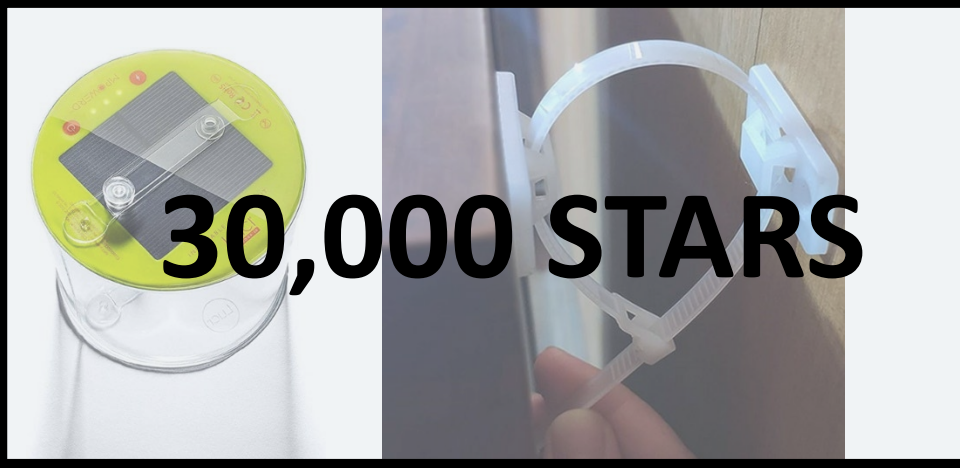
10,000 STARS



20,000 STARS



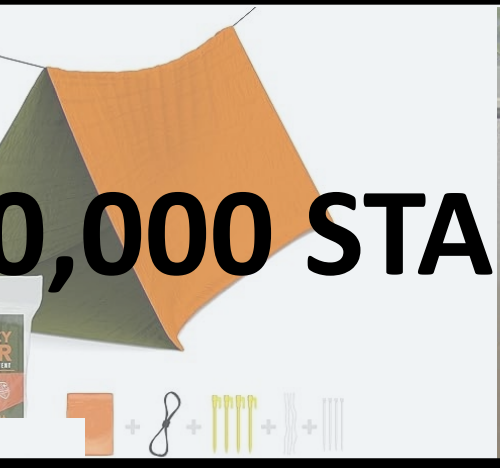
20,000 STARS



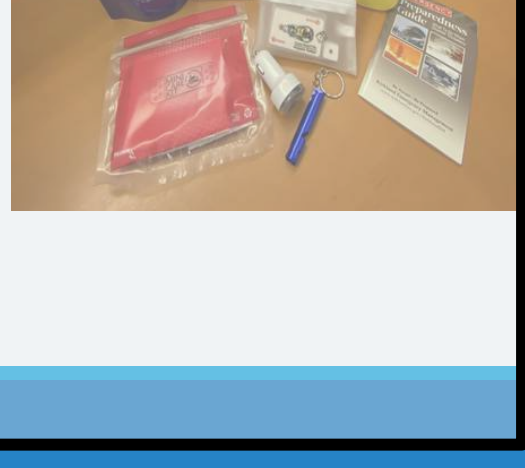
30,000 STARS



40,000 STARS



50,000 STARS



QUARTERLY – Redeem your STARs and Earn Your Badges

- Redeem STARs that were earned in the past quarter
- Badges –
Monthly participation in the previous quarter – at least ONE task per month – allowed you to earn merit badges
- Badges were themed –
 - Home, Work, Commute, and Community
- If you get all 4 badges, you earn Preparedness All Star badge



Q1 - Home



Q2 - Work



Q3 - Commute



Q4 - Community



SIMPLE TASKS ACHIEVE RESILIENT STAFF MERIT BADGES



YEAR

Ultimate Preparedness Reward

Participate:

- Once a month

AND

- Earn a CUMULATIVE total 100,000 STARS

4 HOURS TIME OFF

THEMES

January Resolve to Be Ready	February Commute and Travel	March Utility Safety
April Financial Safety	May Workplace and Building Safety	June Extreme Heat
July Disaster Container Training	August Communication Plans	September Fire Extinguisher Training
October Earthquake Preparedness	November Winter Preparedness	December Online Safety

MONTHLY TASKS

1000 STARS – Questionnaire

2000 STARS – Read an article or video from a list of choices and answer a question

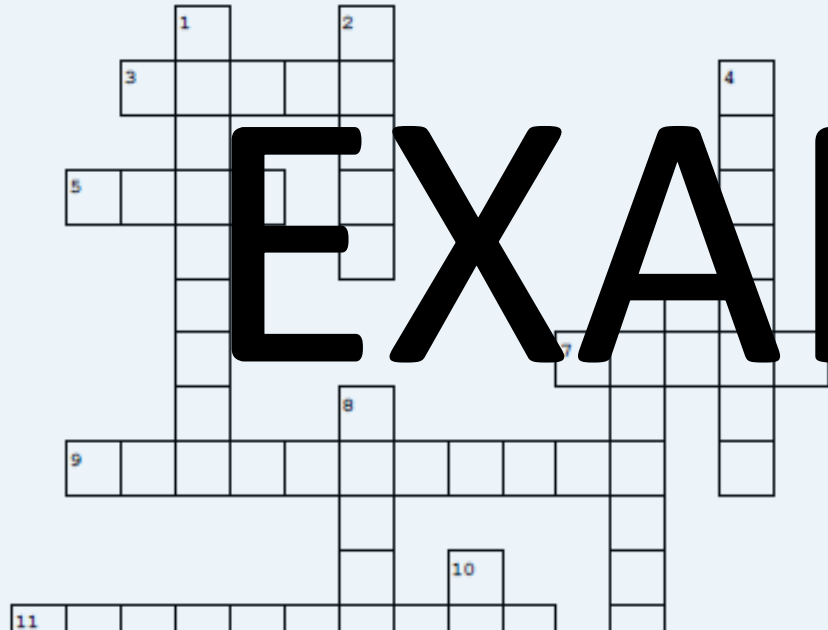
3000 STARS

- Crossword
- Video Activity
- Utility Diagram
- Math Facts
- Word Search
- Shakeout Participation
- Games

5000 or more STARS

- Build a Kit
 - Scavenger Hunt
 - Commute and Travel Activity
 - Write a Communication Plan
 - Financial Safety Checklist
 - Disaster Container Training
 - Fire Extinguisher Training
-

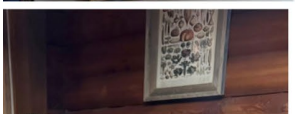
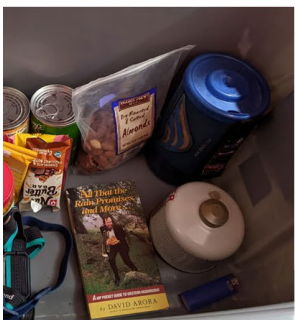
Resolve to be Ready! January S.T.A.R.S. Crossword



Emergency Fund Worksheet

Many experts recommend having at least three to six months' worth of expenses saved in an emergency fund. To figure the amount that should be saved in your emergency fund, fill out this worksheet.

Expense	Approximate Amount for One Month	Multiply by 3	Multiply by 6
Mortgage or Rent	\$	x 3 = \$	X 6 = \$
Groceries	\$	x 3 = \$	X 6 = \$
Utilities (water, gas, electric, garbage)	\$	x 3 = \$	X 6 = \$
Transportation Costs	\$	x 3 = \$	X 6 = \$
Telecom Payments (phone, cable, internet, etc.)	\$	x 3 = \$	X 6 = \$



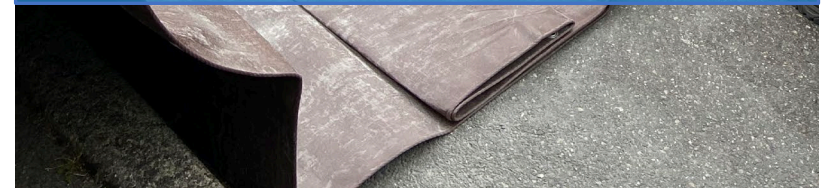
BUILD A KIT



DISASTER CONTAINER ORIENTATION



FIRE EXTINGUISHER TRAINING



How To Get Points

- Submit a Microsoft Form
 - Used the “test” type of form so it can be graded

Simple Tasks Achieve Resilient Staff Submission Form January through August

Submit your responses for each activity that you do every month! Make sure you select the correct month so that you can earn your stars!

Hi, Amy. When you submit this form, the owner will see your name and email address.

* Required

1. What department are you in? *

Select your answer



2. What month are you completing this in? *

Select your answer



How To Get Points

- Submit a Microsoft Form
 - Used the “test” type of form so it can be graded
- Used “branching” for each month
- Added questions and activity submissions as the year went along

3. Which activity did you complete for January? *

Questionnaire

Article

Crossword

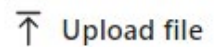
Build a Kit

4. Did you build a kit? (10 Points) *

Yes

No

5. Upload picture of your at-home kit (Non-anonymous question ⓘ) *

 Upload file

How To Get Points

- Submit a Microsoft Form
 - Used the “test” type of form so it can be graded
- Used “branching” for each month
- Added questions and activity submissions as the year went along
- Would use Pivot Tables to combine test results

What department are you in?	PW					
Which activity did you complete for September?	(All)					
Which activity did you complete for October?	(All)					
Which activity did you complete for November?	(All)					
Which activity did you complete for December?	(All)					
Sum of Total points		Column Labels				
Row Labels	September	October	November	December	Grand Total	
Names	10				10	
	10	1	1	10	22	
	12			10	22	
	16	12	11	1	40	
	16	6	6	1	29	
	6	3	6	6	21	
		1	6	2	9	
	6				6	
16				16		

FINAL S.T.A.R.S. SCORE SHEET!

If you need help finding your name, click CTRL + F and search for your name!

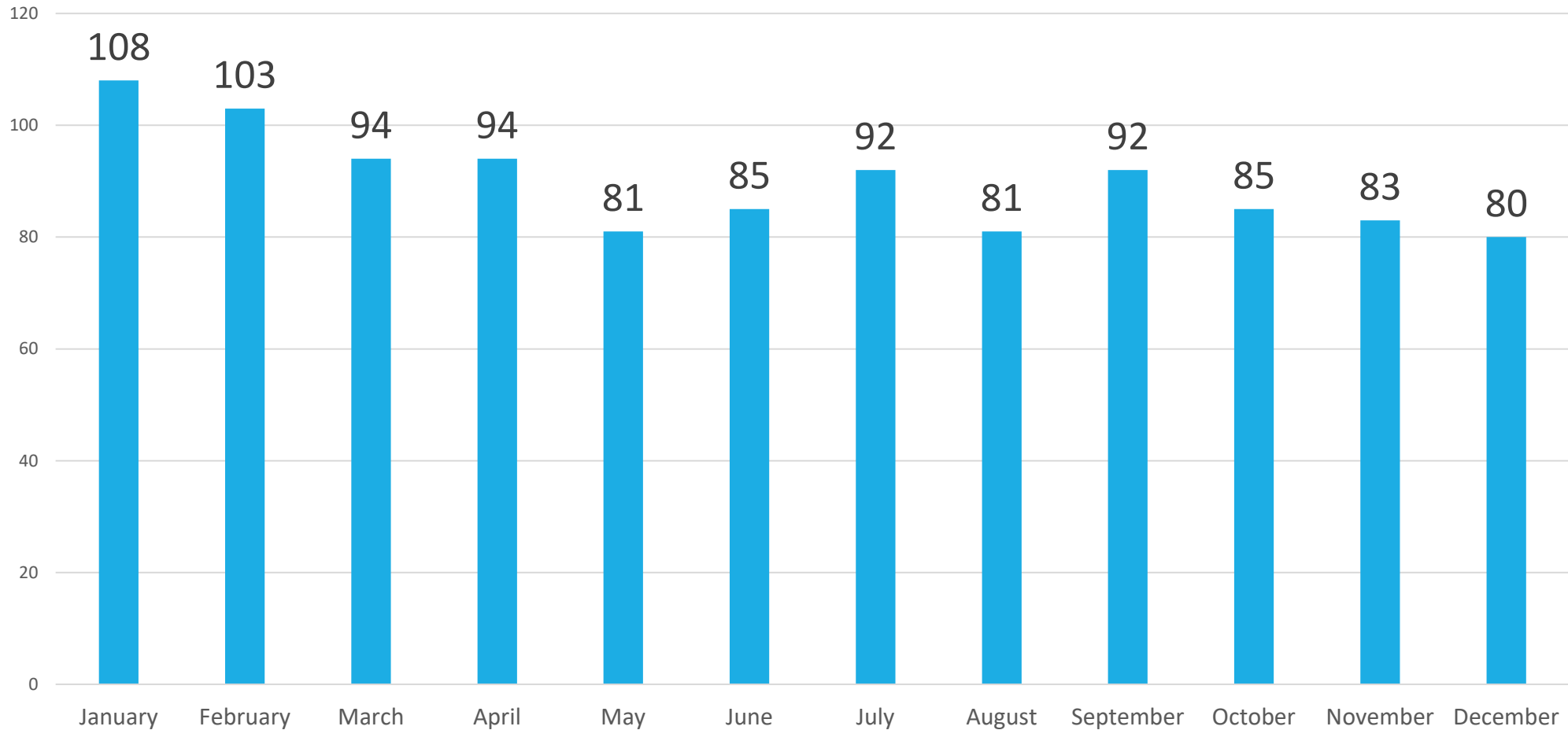
Find your total STARS Remaining in Column Q

	January	February	March	April	May	June	July	Bonus Activity	Grand Total	STARS Redeemed	Total STARS Remaining
Names	3000								3000		3000
									10000		10000
			2000	6000					8000		8000
							10000		10000		10000
	1000								1000		1000
		10000				6000			21000		21000
	3000								3000		3000
	4000	4000				11000	16000		88000	10000	78000
	6000	11000	11000	11000	12000	11000	16000		139000	60000	79000
		2000							2000		2000
	6000	11000	11000	11000	12000	11000	16000	40000	179000	110000	69000
		11000	11000	11000	12000	11000	16000		133000		133000
	2000		3000						5000		5000
	15000	11000	11000	11000	12000	11000	6000		138000	100000	38000
								18000		18000	
6000		6000	1000	7000	1000	1000		27000		27000	

S.T.A.R.S.

TURNOUT

Participants Per Month



173 Unique Participants/Around 500 Employees

In-Person Training

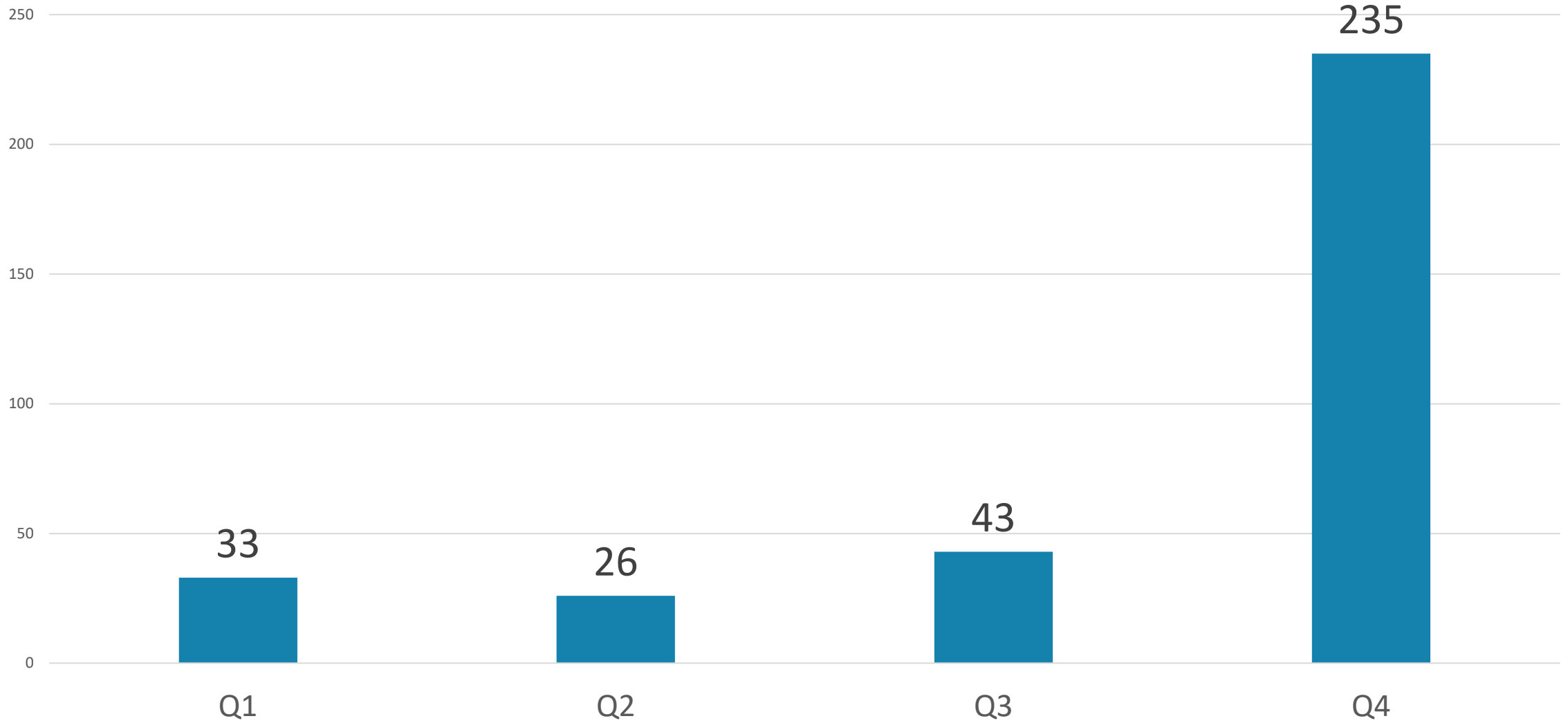


Disaster Container Training/Orientation – **191 Total**

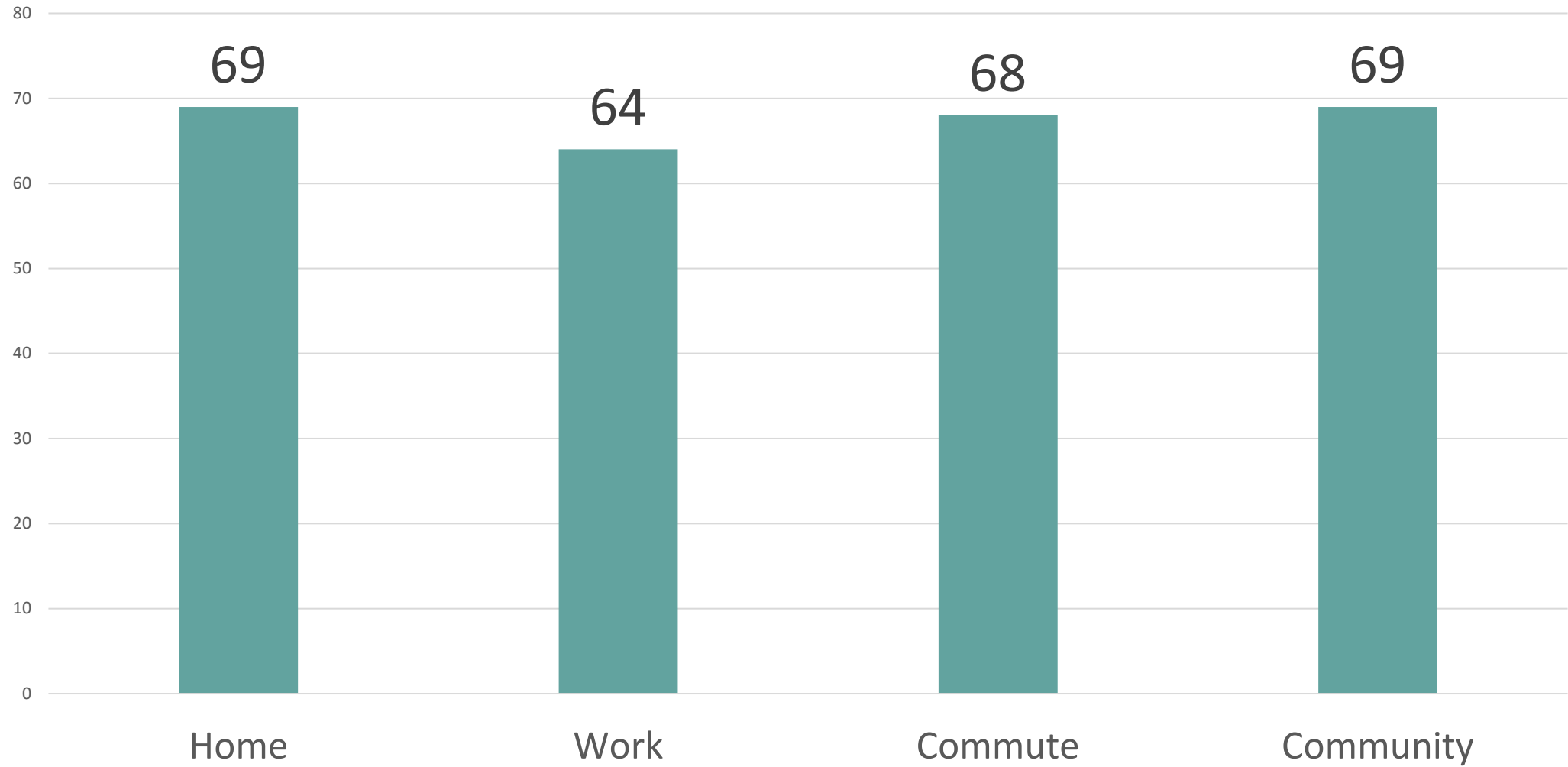


Fire Extinguisher Training – **161 Total**

Prizes Handed Out



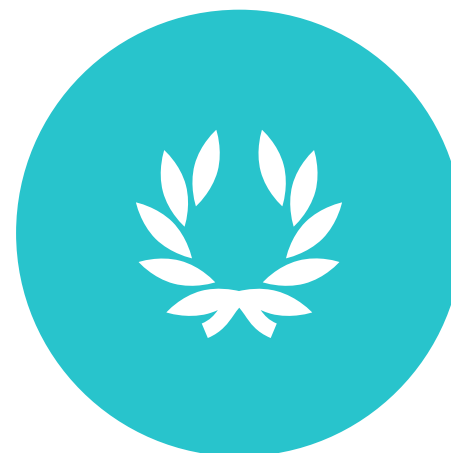
Quarterly Badges Earned



All Year



PREPAREDNESS ALL STAR –
49 PEOPLE



ULTIMATE PREPAREDNESS REWARD –
39 PEOPLE

S.T.A.R.S Video





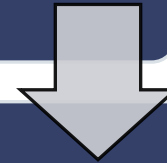
FINAL THOUGHTS

Preparedness Campaigns Require...

People

Time

Support



Key Takeaways

PUBLIC (LET'S CHAT)

Make content that meets viewers' interests

- Length
- Content
- Style

Participants want to learn at their **own pace**

Time is the viewers' most important resources

EMPLOYEES (S.T.A.R.S.)

Determine motivation factors

- Prizes
- Merit Badges
- Competition

Having self-study materials are preferred

Employees can choose what they wanted to participate in

Ultimate Goal of Campaigns



**Increase the number of
people thinking about
preparedness**



Amy Haining

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Amy's LinkedIn:



kirklandwa.gov/KirklandEM

KirklandEM@kirklandwa.gov



Carly Pacekonis

cpacekonis@kirklandwa.gov

Carly's LinkedIn:

