

Building Resilience for Vulnerable Communities through Emergency Preparedness

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Today's Discussion

- Defining the Issue
- Understanding the Challenge
- An Adaptive Approach
- Measuring Perception
- Data Informs Next Steps



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Trust

The reliance on or confidence in the dependability of someone or something

Readiness

Mental state of being ready (confident)-receptive to the experience of preparedness

Preparedness

The physical state of being prepared

How Trust in Government Relates to Emergency Preparedness



Studies show that **trust** in government authorities directly relate to a community's ability to prepare for and mitigate through a disaster.

Having Trust Means:



Open to understanding external viewpoints



Able to incorporate preventative measures without fear



Preparedness measures more readily adaptable



Less disruption after an emergency event



Better recovery efforts.

Research Informs the Process

- Framework Needed for Preparedness Measurement
- Likert Scale in Research
- Foundation for New Approach



Holroyd et al., 2021 Research Study: Trust and Vaccination



Wanted to measure community
trust behavior in public health
authorities and vaccine uptake



Formulated TiPHA Scale
(Trust in Public Health
Authorities).



Realized vulnerable minority
communities tended to group all
government as a single block

Community Based Emergency Preparedness (CBEP) Program Evaluation Plan

Core Challenge:

Addressing the gap between
emergency preparedness and
vulnerable communities



Community Based Emergency Preparedness (CBEP) Program Evaluation Plan

Key Issues:

- Trust Deficit
- Cultural and Socioeconomic Barriers
- Evaluation Limitations



Community Based Emergency Preparedness (CBEP) Program Evaluation Plan

Answer:

Develop a CBEP framework that builds trust, addresses community needs, and enhances readiness and confidence.



Community Resilience Framework Overview





Seattle
Office of Emergency
Management

Sophia Lopez, CEM, MPS

- Masters in Homeland Security Studies, Tulane University
- Certified Emergency Manager with over 10 years of Emergency Management Experience
- Major activations: USDA Avian Influenza Response and Logistics Section Chief, King County COVID-19

Seattle OEM Community Engagement

CSA (Community Safety Ambassador) program-

- 14 languages represented across 13 CSAs
- Effectiveness and perception of program outreach
- Resource limitations to scale up

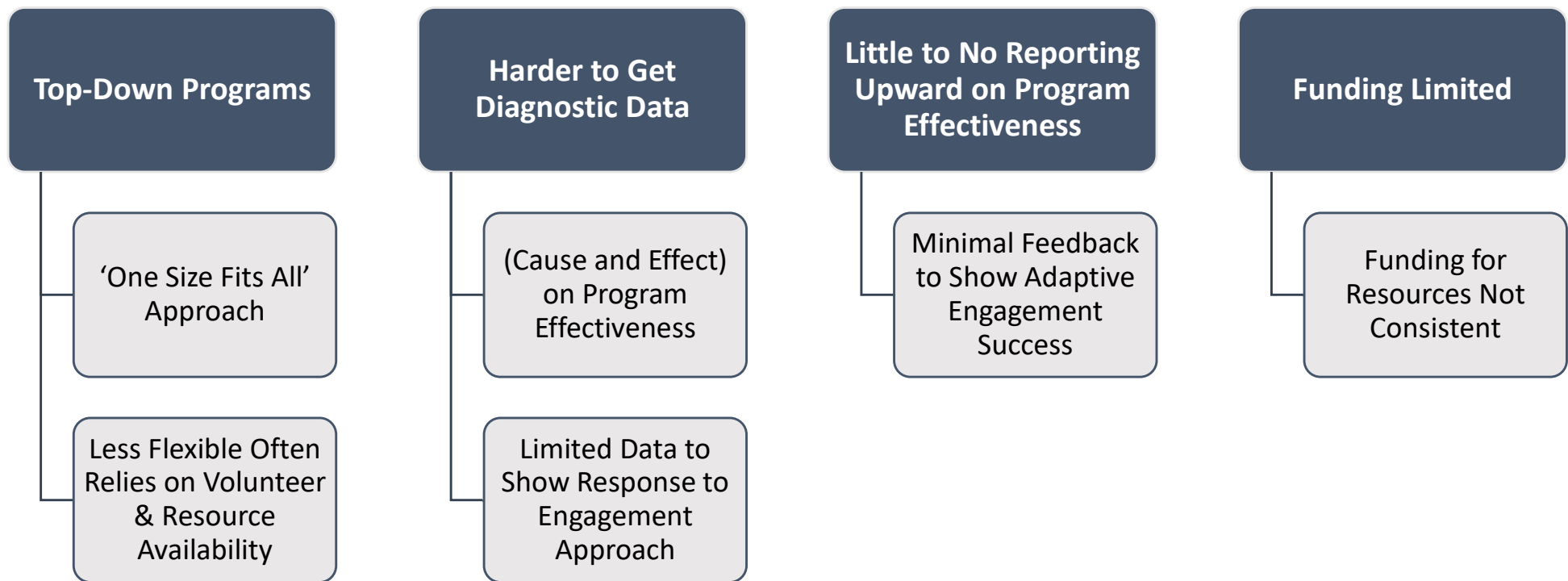
SNAP program-

- Precursor to volunteer HUB program
- Adjust and incorporate within vulnerable community settings
- Resource limitations to extend information into communities

Basic Disaster program-

- Language versatility
- Current blanket format to adjust toward language diversity

Limitations of Current Emergency Preparedness Engagement Programs



Objectives for Community-Based Emergency Preparedness from Healthy People 2030



Identify



Empower



Broaden



Build

Healthy People 2030

Objectives and Data Tools for Action Priority Areas About Custom List (3) Search

Home > Objectives and Data > Browse Objectives by Topic > Emergency Preparedness

Emergency Preparedness

Overview and Objectives Evidence-Based Resources

Goal: Improve emergency preparedness and response by building community resilience.

A public health emergency can happen at any time, and being prepared can save lives. Healthy People 2030 focuses on making sure individuals, communities, and organizations are prepared for disasters, disease outbreaks, and medical emergencies.

Communities can prepare for emergencies like natural disasters and disease outbreaks through planning and by training individuals in emergency response. It's also important to prepare for medical emergencies, like cardiac arrests or serious injuries.

In addition, making sure people are prepared for disease outbreaks and have evacuation plans for natural disasters is key to helping them stay safe. And providing accurate, complete information can help people take steps to protect themselves during emergencies.

Objective Status

- 0 Target met or exceeded
- 1 Improving
- 2 Little or no detectable change
- 3 Getting worse
- 4 Baseline only
- 5 Developmental
- 6 Research

[Learn more about objective types](#)

Healthy People 2030

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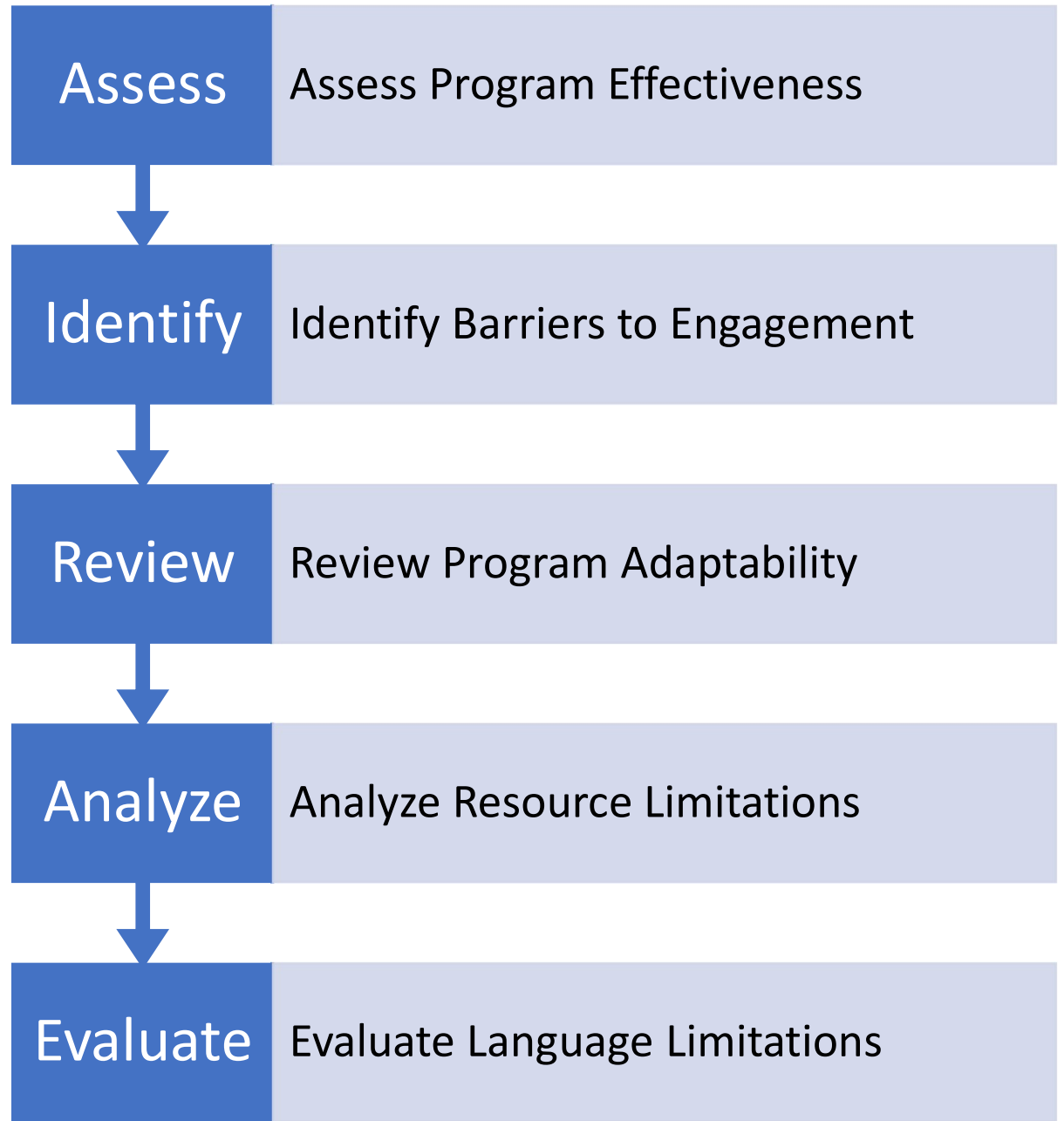
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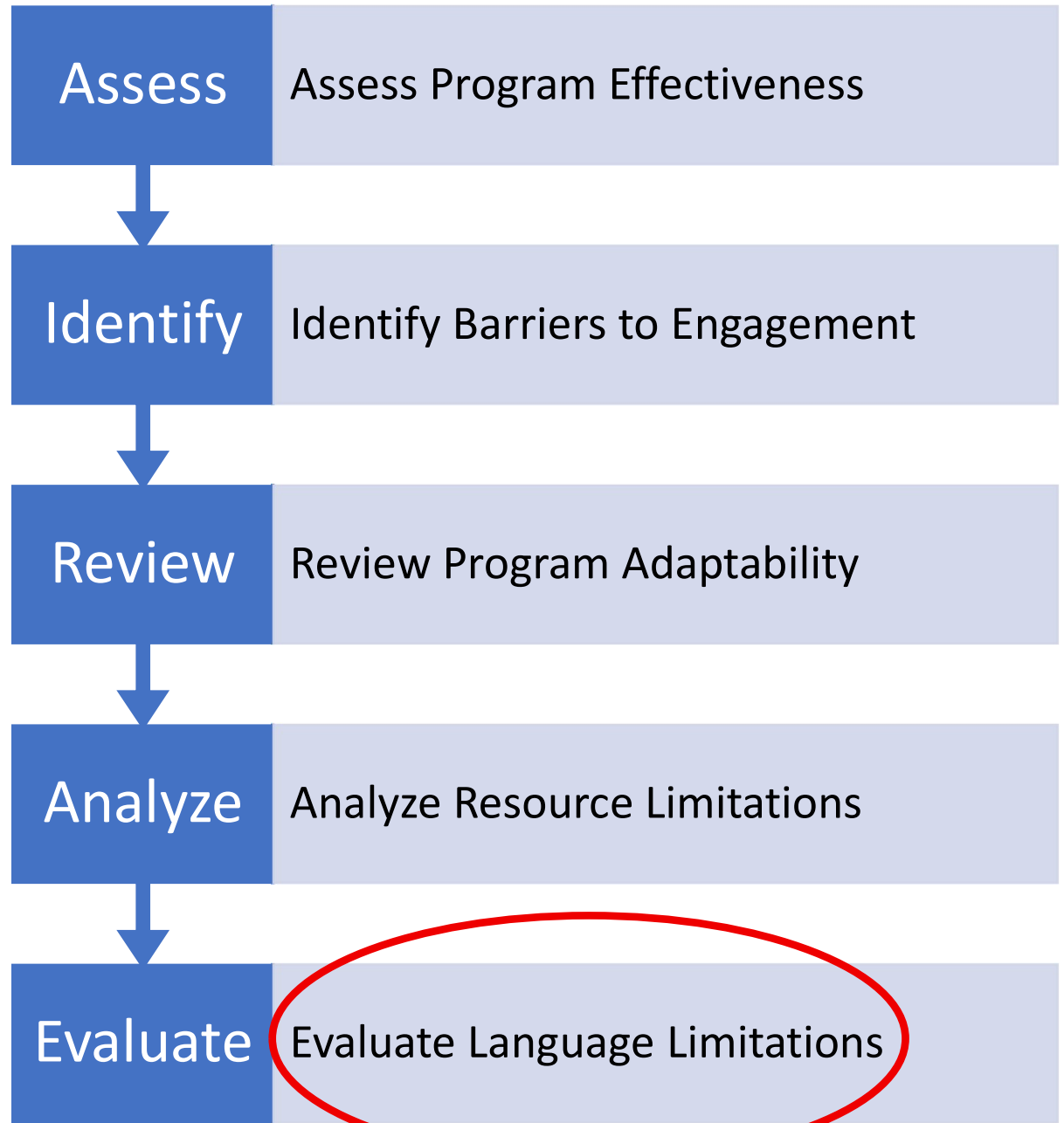
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Evaluation Objectives



Evaluation Objectives



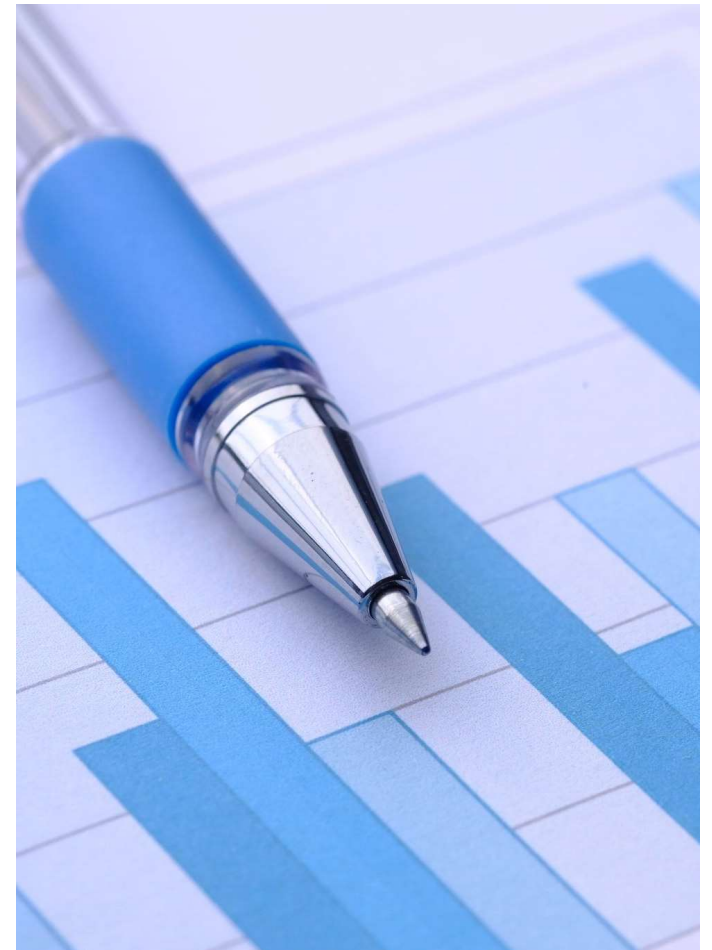
What does Pepsi, Schweppes Tonic Water and Kentucky Fried Chicken have in Common?

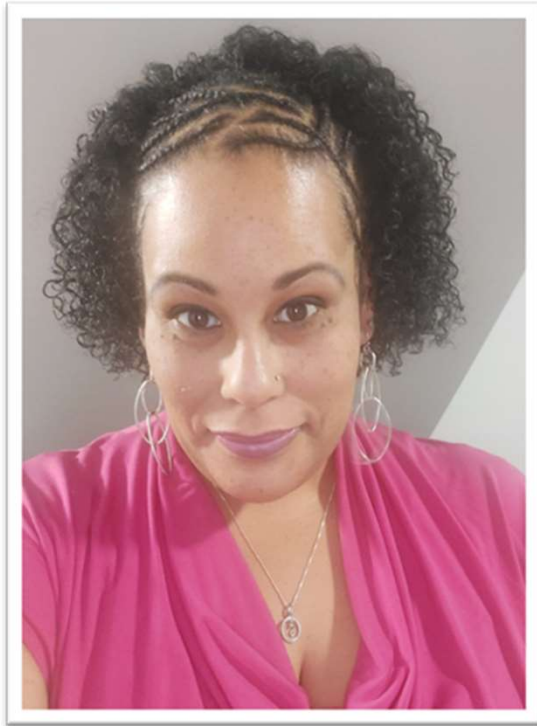
- **Pepsi's** debut of their “**Come alive with the Pepsi Generation**” was understood in the Chinese translation as “**Pepsi brings your ancestors back from the grave.**”
- **Schweppes Tonic Water** failed in Italy when the name was translated into “**Schweppes Toilet Water.**”
- The classic **Kentucky Fried Chicken** slogan “Finger lickin’ good” was originally translated into Chinese as “Eat your fingers off.”

Failed marketing cost them millions!

Methodology of the Baseline Trust Survey

- **Survey Design & Purpose:**
 - A 32-item structured questionnaire
 - Designed to gauge trust, readiness, and confidence.
- **Pilot Implementation:**
 - Single neighborhood
 - Demographics
- **Tools for Measurement:**
 - Trust Scale (TS)
 - Trust Deficit Scale (TDS)
 - Readiness and Confidence Scale (RAC)
- **Expansion Strategy:**
 - Broaden survey reach
 - Collaborate with community





Shantala (Shanti) Martin
Garden Community Builder, Seattle Housing Authority

- Psychology Major and a Minor in Sociology
- Asset Based Community Builder for Seattle Housing Authority
- Collaborator for Community Resilience Framework in Partnership with OEM

Seattle Housing Authority Administers Baseline Trust Survey to Community ID 119A

- **Pilot Survey 119A
Administered to
Community**
- **Assistance at the site
was needed to go over
the survey**
- **Trust and
Readiness/Confidence
Scale scored results**

Office of Emergency Management

Please answer the following questions as they will help us determine the correct approach toward disaster training within the city of Seattle. Thank you for your assistance!

City of Seattle Emergency Preparedness Community Engagement Survey

Thank you for filling out the questionnaire! Some questions are similar yet slightly different. Please take your time to answer the questions. There are no right or wrong answers!

Date: __/__/____. Zip Code: _____. Partnership Organization: _____

1. Our community is prepared and ready if a disaster were to occur.

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other (please explain)

2. I feel the City of Seattle cares for my well-being when it relates to disaster

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Date: __/__/____. Zip Code: _____. Partnership Organization: _____

the City of Seattle

6. I trust the City of Seattle professionals and their expertise.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree (neutral)
- ☐ Disagree
- ☐ Strongly disagree

7. Government representatives outside the community are hard to trust.

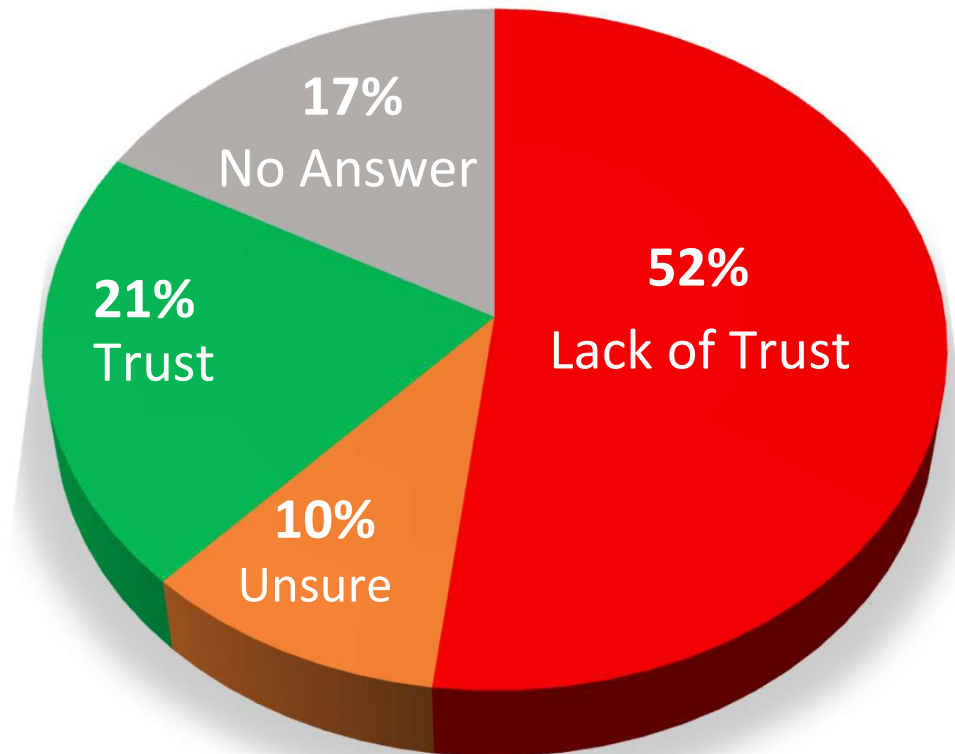
- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree (neutral)
- ☐ Disagree
- ☐ Strongly disagree

8. I feel the City of Seattle professionals do not understand what we need as a community.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree (neutral)
- ☐ Disagree
- ☐ Strongly disagree

Question Result Example:

I trust the professionals from the City of Seattle that come into our community and teach emergency preparedness classes.



Community 119A Respondents

Discussion Indicators

Social Pressure Bias:

- Respondents feel pressure to answer a certain way

Fear of Repercussions:

- Fear of expressing distrust could lead to negative consequences

Perceived Stigmatization:

- Worry that admitting distrust could cause stigmatization of community

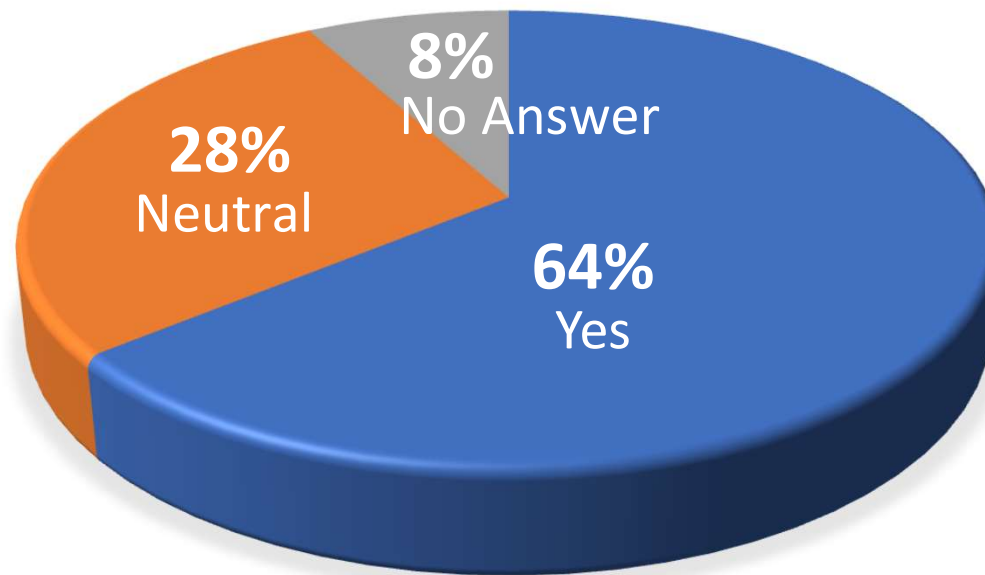
Trust Building:

- Prefer not to answer if trust building efforts are underway



Question Result Example:

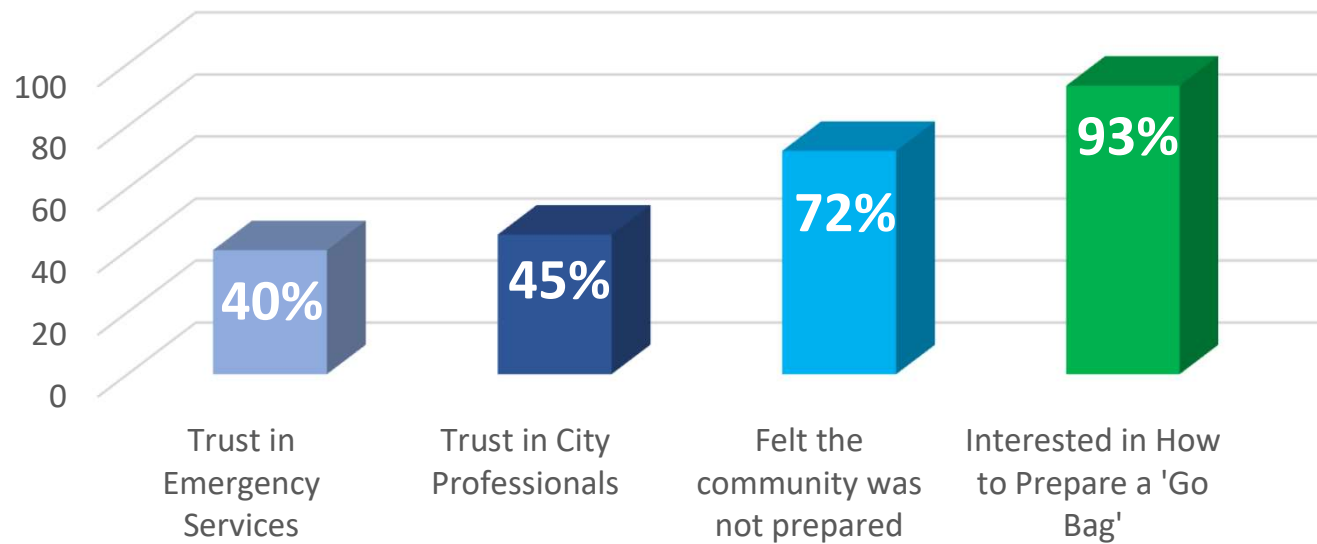
Preference for Receiving Emergency Training in Primary Language



Community 119A Respondents

Community 119A

General Information Example from Pilot Assessment



Initial Results from Community 119 A

Low Readiness and Confidence (LRC) for
Disaster Preparedness

Low Trust (LT) in External Authorities

Awareness Gap in Emergency Services

Moderate Trust (MT) in City Expertise

High Interest in Emergency Training

Why it Matters



Delayed Response



Inadequate Preparedness



Greater Dependence on External Assistance



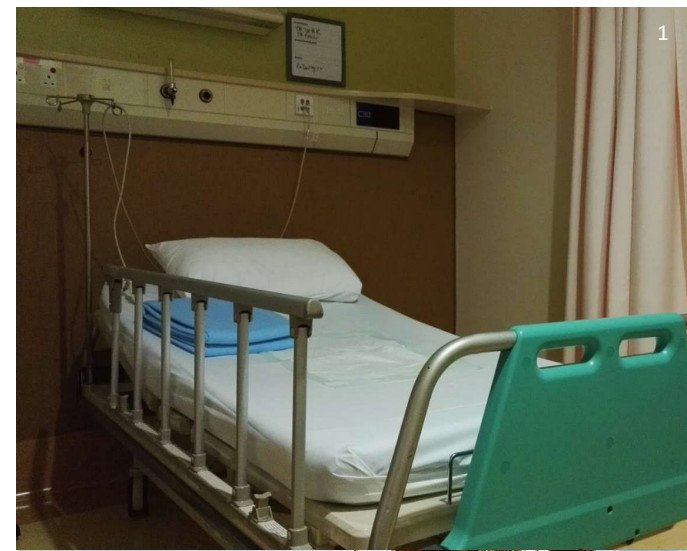
Community Disruption



Long-Term Recovery Efforts

Extreme Costs Can Be Mitigated through Prevention

- **Higher Mortality and Morbidity**
- **Economic Cost in the Billions**
- **Mental Health Decline**



Opportunities for Engagement



Communities Show Clear
Willingness and Interest
to Engage



Presents Opportunity
through Education,
Outreach and
Collaboration



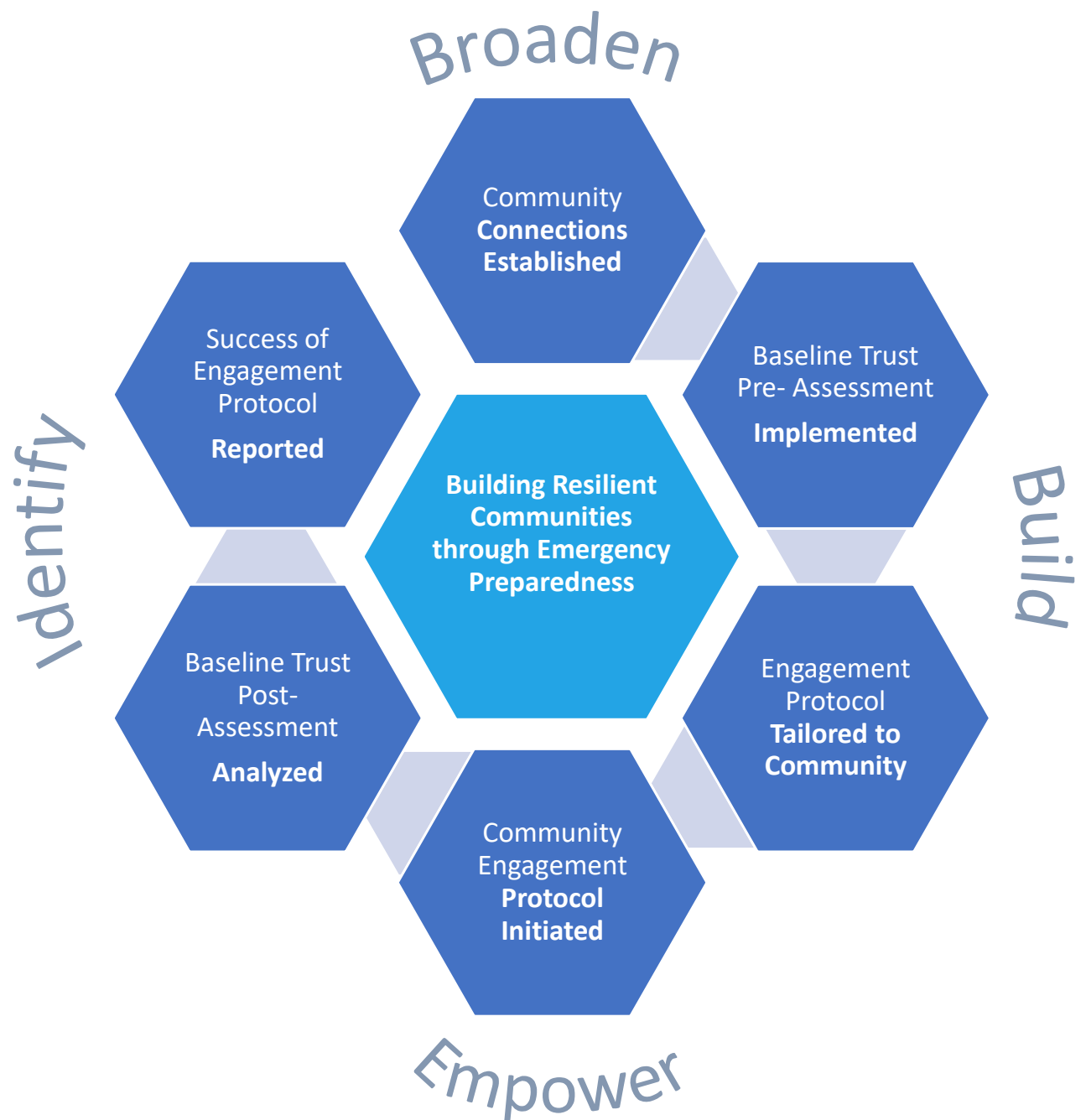
Allows for Robust
Analysis and Reporting
for Current and Future
Emergency Preparedness
Programs



Future Baseline Data
Could Provide Funding
Opportunities



Community Resilience Framework Overview



How to make the program work for you!

- **Let's Talk** about how to make this program work for your organization! Contact Kathy Edison at kedison@tulane.edu



- Think about how to create a trusted partnership with your community
- Please consider vulnerable communities in all that you do!



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Prevention is the Key and Building Trust is the Doorway!

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