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Onondaga County Department of Emergency Management

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Executive Summary

The Onondaga County Department of Emergency Management (OCDEM) is a government agency based in Syracuse, New York that is responsible for coordinating all emergency management activities in Onondaga County. OCDEM is in charge of emergency preparedness, mitigation, response, and recovery. OCDEM struggles with a lack of communication strategy which is inhibiting the agency from connecting to its key publics and completing its mission.

360 PR has identified five key publics that it will address within this report: persons with disabilities, refugees, senior citizens, low-income residents, and not-for-profit community organizations. 360 PR has created separate and distinct strategies and tactics for each group which are laid out within this report. Some of these tactics include sending out postcards, the distribution of translated fact sheets, and holding a town hall event.

360 PR has designed a comprehensive public relations campaign in order to increase OCDEM's name recognition with key publics, increase citizen preparedness throughout Onondaga County, and connect with community organizations in order to establish mutually beneficial relationships. 360 PR has identified several strategies and tactics which when implemented will allow OCDEM to connect to its publics.

Client Background

The Onondaga County Department of Emergency Management (OCDEM) was created in 2003 through the consolidation of individual offices in response to a winter storm that severely damaged Onondaga County. The department was created in order to make an emergency response, mitigation, and management more efficient across Onondaga County. OCDEM currently has seven full-time staff members that work within its department. It also has 14 part-time deputy coordinators that assist the department when needed. OCDEM has partnerships with Wegmans, the American Red Cross, and Catholic Charities. The organization is faced with the difficulty of generating interest from its target publics, including refugees, low-income residents and persons with disabilities. These publics are hard to reach due to different barriers including language differences. This requires OCDEM's full attention to research and to understand the best practices so as to target these publics; in turn, these publics are able to understand OCDEM's information and be prepared in the event of an emergency. Similarly, these publics do not engage with traditional media in the same way other publics might. These challenges are no fault of OCDEM but provide OCDEM with the opportunity to work to more actively engage with these complacent, but key publics.

Situation Analysis

Internal Issues:

Lack of Staff:
With only seven full-time staff members and 14 part-time deputy coordinators, OCDEM has a limited staff that works in its office. This makes it difficult for the organization to come together and create a comprehensive communication strategy.

Lack of Funding:
OCDEM receives no funding from the state of New York. The majority of its funding is through federal grants. This limited funding means that the organization has a small budget to allocate to the creation of a communications campaign.

Generalized Information Sources:
The majority of the materials distributed by OCDEM are created by the Federal Emergency Management Agency (FEMA). The items and information that OCDEM borrows from FEMA are not tailored to the needs, problems, and concerns of the residents of Onondaga County.

External Issues:

Publics:
Onondaga County is a diverse community with a variety of publics that OCDEM has to support and help prepare for emergencies. OCDEM focuses on five key publics: elderly, low-income citizens, persons with disabilities, refugees and not-for-profit community organizations. OCDEM lacks the ability to connect with these publics and receive feedback from them.

Partnership:
OCDEM has the ability to partner with several organizations throughout Onondaga County. OCDEM currently has partnerships with American Red Cross, Onondaga County Adult and Long-Term Care Services, Onondaga County Department of Social Services, Senior Fair, Onondaga County Health Department, Emergency Medical Services, Onondaga County Fire Departments, Wegmans, Interfaith Works, Catholic Charities and various county food banks.

By expanding relationships with these community organizations, OCDEM can better reach its diverse, target publics.

SWOT Analysis

Strengths (Internal Factors)

- OCDEM has recognizable and consistent branding across all of its informational packets, handouts, and social media accounts.
- OCDEM roots its decision in its well-established mission, purpose, and goal.
- OCDEM is responsive to emergencies, answering over 200 calls a year within Onondaga County.

Weaknesses (Internal Factors)

- OCDEM has a limited budget to tackle marketing and public outreach efforts.
- There are no feedback mechanisms to give OCDEM an idea of who is an active consumer of its information.
- OCDEM has a limited staff which hinders its efforts to achieve its purpose.

Opportunities (External Factors)

- There are available federal grants that OCDEM can apply for in order to fund emergency preparedness projects.
- There are a multitude of local partners within the county that could assist with the distribution of OCDEM's emergency preparedness information.
- The organization can provide internship opportunities through local colleges and universities such as Syracuse University, Le Moyne College and Onondaga County College to increase the size of its staff for minimal cost.

Threats (External Factors)

- It is difficult for OCDEM's publics to understand the importance of the organization.
- Within Onondaga County, there is a large population of non-English speaking residents, who all speak various other languages.
- There is little to no awareness of OCDEM's existence within the Onondaga community.

Problem & Opportunity Statement

The Onondaga County Department of Emergency Management (OCDEM) is a government organization based in Syracuse, New York that seeks to "promote life safety and [preserve] property through a progressive cycle of emergency and disaster preparedness, response, recovery and mitigation" ("Department of Emergency Management," 2019). An issue facing OCDEM is its lack of a communications strategy (i.e. social media, mailing lists, public outreach) which affects the department both internally and externally. This lack of a communication strategy causes OCDEM's current methods of distributing emergency preparedness materials to be inefficient and not effective. By implementing a strategic campaign that addresses and corrects OCDEM's current methods, OCDEM will be able to more effectively connect and interact with its vulnerable publics such as persons with disabilities, non-English speakers, low-income households and senior citizens. In addition, OCDEM must encourage its publics to be prepared and respond to its messages. In the event of a real emergency, OCDEM is not able to respond to everyone's needs and requests. Convincing people to be prepared is difficult because of the complacency of the audience. Based on the research provided, OCDEM should implement our recommendations to rectify its lack of communication strategy and promote preparedness in the event of emergency situations.

Analysis of Key Publics

Overall Public: Residents of Onondaga County

Sub-public: Persons with Disabilities (Brouillette, 2019) (Jaskot, 2019) (Aitken, 2019)
It is important to be aware of the characteristics of persons with disabilities, as traditional methods of outreach will not work for them the same way they would work for people without disabilities. By having a full understanding of the distinguishing features of this public, OCDEM can better coordinate their efforts to effectively reach persons with disabilities.

Demographics	• 11.7% of Onondaga County • Most likely to be Native American • Likely to be unemployed • Average income is $21,572 • The majority are over the age of 65
Psychographics	• Can be either mentally or physically disabled • Unable to relate to traditional communication methods
Influencers	• Family • Friends • Peers • Caretakers
Media Habits	• 20% less likely than fellow Americans to use technology • More likely to utilize traditional forms of media, including, radio, and television

Sub-public: Refugees (Aitken, 2019)

It is essential for OCDEM to understand how to best reach Refugees, as the population of this public is growing in Onondaga County. Refugees speak a number of different languages and due to their varying backgrounds, it is difficult to generalize them as a population, but having a general understanding of their characteristics can help OCDEM communicate with them efficiently.

Demographics	● Average income less than $33k ● Typically from the Middle East or Vietnam
Psychographics	● Not proficient in English ● Distrust in government officials, and organizations ● More likely to have experienced or currently experience mental health issues including PTSD and depression
Influencers	● Family ● Friends ● Peers ● Community leaders
Media Habits	● Limited access to cellphones ○ Not likely to surf the web or use social media ● Exposed to public advertisements sometimes with difficulty because of the language barrier

Sub-public: Senior Citizens (Curi, 2019) (Jaskot, 2019)

Due to the ever-changing technological advances, it can be difficult to determine how to best connect with those that might not be up to date with modern communication methods. By being aware of the overall characteristics that make up senior citizens, OCDEM can more effectively reach them with emergency preparedness communications.

Demographics	• 65y/o+ accounts for 16.4% of Onondaga County • Typically single, married or widowed • Average income is ~$43k
Psychographics	• Visiting museums • Listening to music • Community service
Influencers	• Family • Friends • Peers • Caretakers • Neighbors
Media Habits	• More likely to use Facebook on personal cell phones and laptops • Utilization of traditional media such as television news and print newspapers

Sub-public: Low-Income Residents (Curi, 2019)

Onondaga County has a large number of low-income residents, making it essential for OCDEM to understand how to best communicate emergency preparedness methods with them. Due to their limited means, it is essential to understand what is important to this public to best connect with them.

Demographics	• 13.7% of Onondaga County's population • The majority is Latinx/African-American • High school educated • 24y/o+
Psychographics	• Emphasis on essentials rather than superfluous spending • Interested in issues that will directly benefit them • Resourceful when it comes to bare essentials
Influencers	• Family • Friends • Neighbors • Community leaders
Media Habits	• Likely to use the internet • Utilize public advertisements and publicly available information

Sub-public: Not-for-profit Community Organization (Brouillette, 2019)
Many of our tactics depend on fostering relationships with community organizations that work with the other four publics we have focused on. In order to foster mutually beneficial relationships between OCDEM and various community organizations, it is important for OCDEM to understand the values and facets of these organizations.

Demographics	• Typically small group of people • Run with the help of volunteers
Psychographics	• Values serving and providing resources for underserved communities • Interested in partnerships with government officials/agencies
Influencers	• Other organizations • Organization's target audience
Media Habits	• Active on social media including Facebook, Twitter and YouTube

Mission-Vision-Values Statement

Mission - To serve the entirety of Onondaga county through emergency preparedness.

Vision - Our driving force is our desire to foster a coordinated and prepared community with the ability to manage emergency situations.

Values - All stakeholders educated and prepared to the greatest extent, in the event of an emergency.

Goals

Our 3 goals are listed here for reference. Later on, we will connect these goals to specific strategies and tactics to show how we intend for the organization to reach these goals, through action by target publics.

1) **Increase the organization's name recognition with key publics (residents of Onondaga Country & community organizations)**
   Our key publics are currently not aware of the OCDEM's existence within the county/do not care that OCDEM exists. Residents of Onondaga County could be benefitting from the resources and knowledge that OCDEM can provide them for emergency preparedness. Furthermore, there are many sub-publics within Onondaga County that are hard to connect with such as people with disabilities, low-income residents, senior citizens, and refugees. By implementing tactics to best connect with these segmented publics, OCDEM can make more of an impact in its community. Additionally, by making OCDEM a well-known organization among community organizations within Onondaga County, other organizations will give legitimacy to OCDEM, therefore increasing the organization's name recognition and validity within the community.
2) **Increase citizen emergency preparedness throughout Onondaga County**
   OCDEM needs to make their audience aware of the services that they can provide them, which is partly a name recognition problem. Once the public is aware of OCDEM's existence and the services they can provide, the audience can engage further with the organization to utilize OCDEM's services. There is a huge discrepancy between those who are actively aware of OCDEM's services and those who are not. For example, OCDEM has 2,000 Facebook followers and there are over 450,000 Onondaga residents, which shows that there is a lack of knowledge about emergency preparedness within the county.
3) **Connect with community organizations and establish meaningful relationships**
   In addition to OCDEM's relationship with Wegmans, the Department of Health, and the St. Joseph's Health Amphitheatre at Lakeview, OCDEM can reach out to new organizations while strengthening relationships with its current partners. These partners could include the New Americans Forum, Interfaith Works, Catholic Charities and the American Red Cross. Once relationships are created and sustained with more community organizations, these organizations can vouch for OCDEM as a legitimate organization within the community.

Key Messages

Message for senior citizens:

1) OCDEM is the new life alert -- but better. (Commercial re-enactment)
    - In the commercial reenactment, this message will be used to connect with senior citizens to have them relate to an idea they already are familiar with to allow them to understand what OCDEM as an organization can do for them. By identifying something familiar to the public and showcasing how it can relate to OCDEM, senior citizens will be able to more easily understand the new information that is given to them.
2) Unsure of how to prepare for the worst? OCDEM has a plan for that.
    - OCDEM has many emergency preparedness plans, specifically tailored for senior citizens. By being straightforward with senior citizens, OCDEM can easily connect with them and allow them to understand that they can be a resource for them.

Message for Refugees:

1) OCDEM can help your family transition into Onondaga County.
    - This message will provide reassurance to refugees who are new to the area that OCDEM can be a resource to them as they settle into life in Onondaga County. There is likely some push back that these refugees have gotten and by OCDEM saying that it will "stand with" them and "provide guidance," the refugees who hear this message will feel supported and as if they have a place to go for help.
2) OCDEM's mission is to promote life safety and preservation of property.
    - Similar to the previous message, this message will reassure refugees that OCDEM can be a resource to them when it comes to their safety. By emphasizing that OCDEM will be there for them no matter what stage of life they are in, the refugees interacting with this message will hopefully feel that they could and should utilize OCDEM's services.

Message for Not-for-profit Community Orgs:

1) OCDEM can be a helpful resource for your community, helping with services you didn't even know you needed.
    - This message will resonate with community organizations because they will see OCDEM as an organization that can help the mission that their organization is already working toward. The last part of the message will also specifically speak to the community organizations by reminding them that emergency preparedness might not be top of mind for them or their publics, but it should be.
2) Partner with OCDEM to increase your organization's impact.

- This message will connect with community organizations because it is a catchy way to entice the community organizations to partner with OCDEM to further help their publics, as emergency preparedness applies to everyone and might not be something that is always considered.

Message for Low-Income Residents:

1) OCDEM is a local agency focused on the needs of the people in our own community
    - Low-income residents are extremely trusting and reliant on local businesses, organizations and agencies. By branding OCDEM as one of these agencies, low-income residents will be more willing to form a relationship with them. We can pretest this message by going out into the community and seeing if this branding works.
2) OCDEM informational packets, handouts and services are free for the public and are useful and necessary for emergency preparedness
    - Emphasizing that OCDEM's information is free is important to low-income residents because we want them to be aware that they can utilize OCDEM's emergency preparedness services without any additional cost to them.

Message for Persons with Disabilities:

1. OCDEM will accommodate you and ensure your inclusion in our efforts and execution with the materials and information that we provide.
2. OCDEM will generate new methods of content and information distribution that is more inclusive and readily available for people with disabilities.
    - Both of these messages will resonate with people with disabilities because they will showcase OCDEM's commitment to inclusion, while also taking into account the wants and needs of the community overall, as OCDEM is willing to make new content that is applicable to their specific needs. This message will show people with disabilities that OCDEM can not only helpful but also cares about their needs as people.
    - We will follow the guidelines of the Disability Inclusion Act for people with disabilities as well as the Americans with Disability Act and Web Accessibility Requirements.

Strategies

All of our strategies are listed here for reference. In the next section, we will connect each strategy to specific tactics and tie them back to our previously mentioned goals to show how we plan to bring each target public toward the goals.

Proactive Strategies: Action

1) Engage with our audiences through meaningful dialogue in order to influence their decisions in being prepared in the event of an emergency.
2) Establish alliances with community organizations that impact our target audiences in order to reach a larger audience and connect with different publics throughout the county.
3) Increase overall organizational performance in order to effectively and efficiently target our audiences and position emergency preparedness as crucial.

Proactive Strategies: Communication

4) Connect with third-party validators that are meaningful to our publics in order to gain attention through a trusted connection.
5) Increase publicity for our organization in order to reach a larger audience and emphasize the importance of emergency preparedness and the ways in which OCDEM can help.

Campaign Outreach Plan

In this section, we break down the specific ways to reach each of the target audiences, by connecting our tactics back to our strategies and goals that were previously mentioned. We also have included measurable objectives and evaluative measures for OCDEM to track the success of its campaign.

Not-for-Profit Community Organization Outreach Plan

The first public we are focusing on is not-for-profit community organizations within Onondaga County. We will use the strategies of establishing alliances with community organizations that impact our target audiences in order to reach a larger audience and connect with different publics throughout the county and connecting with third-party validators that are meaningful to our publics in order to gain attention through a trusted connection to move the public toward the goal of connecting with community organizations and establish meaningful relationships. In order to best reach this public, we suggest the specific tactic of reaching out to not-for-profit community organizations through an email introduction.

This tactic can be done by selecting community organizations within Onondaga County that work with our other publics, such as refugees, low-income residents, senior citizens and persons with disabilities and cold email them to facilitate an introduction between them and OCDEM. In this email, we can explain OCDEM's mission to "Partner with stakeholders to promote life safety and preservation of property through a progressive cycle of emergency and disaster preparedness, response, recovery, and mitigation." We can then explain how the publics that are already being helped by their organizations can further benefit from OCDEM's help and how the organization overall can increase their services to their publics by working with OCDEM. Each email can be tweaked slightly to better fit the public that each organization works with.

In order to measure the success of this tactic, we propose the measurable objective of reaching out to 30 community organizations within the Onondaga Country by email within the first 3 months of the campaign. To measure the impact of this specific tactic we propose the evaluative measure/process metric of counting how many organizations responded to OCDEM's introduction email and how many actually agreed to partner with OCDEM for an event or promotional campaign three months into the campaign. On the next page is a draft email that can be used to reach out to not-for-profit community organizations.

Dear Mr. John Doe,

My name is Daniel Wears and I am reaching out to you on behalf of the Onondaga County Department of Emergency Management. Our organization's mission is to partner with stakeholders to promote life safety and preservation of property through a progressive cycle of emergency and disaster preparedness, response, recovery, and mitigation. We believe that partnering with stakeholders, such as other community organizations like *insert organization name,* can increase our impact within the community. As you can imagine, it can be difficult for our audience to understand the importance of being prepared for an emergency, as people often do not realize what they need until the time comes and they don't have it. For example, if a senior citizen (*change example based on public*) gets trapped in their house for a few days because of a flood, if they had not prepared ahead of time by stocking extra food and water, they could be in a dire situation. This is where we believe that partnering with you can help. We admire the work you are already doing to enhance senior citizens lives through *technology training and community workshops.* We would love to help you further enhance the lives of the people you are already helping by also providing them with information about emergency preparedness. Our office has all of the materials and emergency plans created so this would not be extra work for your organization. We just need your help to reach senior citizens and make them aware of our message. If you have any questions or are at all interested in partnering with us to better the lives of your community please do not hesitate to respond to this email or give me a call at any time. Thank you in advance for your help.

Best,
Daniel Wears
Commissioner of Emergency Management, Onondaga County

Senior Citizen Outreach Plan

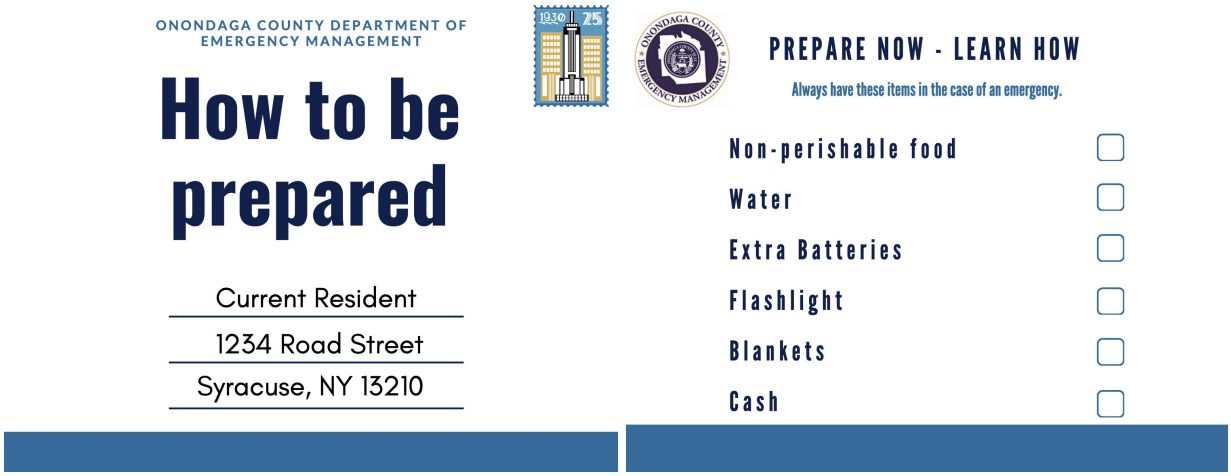
The next public we are focusing on is senior citizens within Onondaga County. We will use the strategy of increasing publicity for our organization in order to reach a larger audience and emphasize the importance of emergency preparedness and the ways in which OCDEM can help to move the public toward the goals of increasing citizen emergency preparedness throughout Onondaga County and increasing the organization's name recognition with key publics. In order to best reach senior citizens, we have come up with two specific tactics. First, we recommend creating a "Life Alert" style commercial to inform senior citizens. Second, we recommend sending a postcard to senior citizens in Onondaga County.

We recommend creating a light-hearted, "Life Alert" style commercial to inform senior citizens This commercial will be aired on a local Onondaga news channel (i.e. WSYR) that appears on antenna televisions. This will allow for senior citizens that have televisions and basic cable programs to view the commercial. The commercial will open in a senior citizen's home. Theoretically, a 60-year-old man who lives by himself. The commercial will start by showing clips of snow falling outside of the man's home. As time progresses, you see that the gentleman's driveway is covered in snow and he is not able to leave his home. Our actor states, "I'm stuck and I can't get out." The commercial then pauses and we cue in a voiceover that explains how senior citizens can prevent this from occurring by reaching out to OCDEM for various emergency prevention methods. As the voiceover is playing, we will see the senior citizen go to his mailbox and retrieve a pamphlet from OCDEM that detailed methods for emergency safety.

In order to see the success of this tactic we recommend the measurable objective of showing the commercial on four Onondaga County local news channels within the first 4 months of the campaign. To measure the impact of this tactic we propose the evaluative measure/process metric of obtaining analytics from the television networks after the commercial airs to see the number of people that viewed the commercial and demographics of the viewers if possible. Based on the success, choose to pay to air the commercial again on specific networks.

Our next recommendation to reach this public is to send a postcard to senior citizens in Onondaga County. This postcard, which is also a magnet, will be sent to senior citizens throughout Onondaga County to provide information regarding emergency preparedness. The mailing list for these senior citizens will be distributed from community organizations that OCDEM builds relationships with. The postcard will have OCDEM's logo in the corner and the phrase "Be Prepared" in the middle of one side. On the other side of the postcard will be a checklist of items to complete in case of an emergency. Checklist items will include food, water, extra batteries, blankets, and other necessary items.

In order to measure the success of this tactic, we propose the measurable objective of sending 500 postcards to senior citizens per month for a 5 month period during the campaign. To measure the impact of this specific tactic we propose the evaluative measure/process metric of conducting a before-after-after study, by surveying senior citizens about their emergency preparedness knowledge and if the targeted public will use the new information from the fact sheet in the future.
Below we have an example of this postcard:



Refugee Outreach Plan

The next public we are focusing on is Refugees within Onondaga County. We will use the strategy of engaging with our audiences through meaningful dialogue in order to influence their decisions in being prepared in the event of an emergency to move the public toward the goals of increasing citizen emergency preparedness throughout Onondaga County and increasing the organization's name recognition with key publics. In order to best reach refugees, we have come up with two specific tactics. The first is to create fact sheets targeted specifically for refugees that will explain emergency preparedness procedures in a variety of languages. The second tactic is to conduct a town hall-style meeting with leaders in the Refugee community to see what they feel OCDEM can help them with.

First, OCDEM can make fact sheets targeted specifically for refugees, that explain in different languages based on where the refugees are from (Syria, Iraq, Afghanistan, Somalia, Sudan), steps that can be taken in the event of an emergency based on refugee's specific living situations. After connecting with the community organizations, OCDEM can better understand what needs refugees have that they can fill.

To measure the success of this tactic, we propose the measurable objective of distributing 500 fact sheets by mail and at community organization events by the third month of the campaign. In order to measure the impact of this tactic, we propose the process metric of checking in with the community organizations that distributed the fact sheets to see how many were actually taken. Also, OCDEM can conduct random phone call surveys with the people that the fact sheets were sent to, to see the level of emergency preparedness awareness they now have. Please see the following page for a sample fact sheet that we have created that can be translated.

Onondaga County Emergency Management
Sub Level, 421 Montgomery St, Syracuse, NY 13202
http://www.ongov.net/em/

FOR MORE INFORMATION, CONTACT:
Daniel Wears, Commissioner
danielwears@ongov.net

FACT SHEET: COMMON EMERGENCIES IN ONONDAGA COUNTY & HOW YOU CAN BE PREPARED AHEAD OF TIME
November 2019

- Fire Safety Tips
  - Before a fire occurs:
    - § Check if your smoke alarm is working every month. If you don't have a smoke alarm, the fire department can help you set that up.
    - § You may be able to get a FREE smoke detector and installation form your local fire department
    - § Don't put things that can burn close to your heater - this can cause a fire instantly!
  - § If you are caught in a fire:
    - § Stay low! Smoke rises and can kill.
    - § Feel the door handle with the back of your hand. If the door is hot or warm, do not open the door! If you see smoke, do not leave.
    - § Once you are out, stay out! Call 911 immediately.

-more-

    - § If you cannot escape, hang a blanket or towel out the window to let people know you are there and need help. Remain calm!
- Carbon Monoxide: The Silent Killer
  - You can't smell or taste this poisonous gas - get a carbon monoxide detector if possible. This can be found at hardware stores.

- Symptoms of CO poisoning include: headache, nausea, confusion, fatigue, dizziness, vomiting

- Winter Weather
  - Winter Health Hazards - Know when to seek medical help!
    - Frostbite: a severe reaction to cold exposure that can permanently damage its victims
    - Symptoms include a loss of feeling and a white or pale appearance in fingers, toes, ears, and nose
  - Hypothermia: Occurs when the body's core temperature drops below normal
    - Symptoms include uncontrollable shivering, slow speech, memory lapses, frequent stumbling and drowsiness
  - Overexertion: cold weather puts an added strain on the heart. These activities can cause a heart attack!
  - Stay warm, dress warm and slow down when doing outdoor work in the snow
  - Stay informed and be safe! Monitor public warnings in the news about upcoming storms.
  - Set aside emergency services if possible:
  - Save as close to 1 gallon per person per day of water, non-perishable food that can be consumed without power, essential medications, batteries and a battery radio, flashlights, small tools, and extra blankets

Other questions? Reach out to OCDEM to help you make a plan for yourself and your family if you cannot do so yourself.

# # #

Our second tactic to reach refugees is to conduct a town hall-style meeting with leaders in the Refugee community to see what they feel OCDEM can help them with. Partnering with local organizations such as RISE, Catholic Charities and the Northside Learning Center, OCDEM will host a public town hall style meeting. This meeting, which will be held in the basement of the Northside Learning Center, will be open to people of all communities but it will be specifically tailored to the refugee community. OCDEM will rely on the support of community leaders to bring people to the event and translate when necessary. This event will allow OCDEM to build a connection and relationship with the refugee population so that members are more likely to reach out in times of need.

In order to measure the success of this tactic, we propose the measurable objective of connecting with 10 refugee leaders within community organizations who will distribute town hall invitations to 100 refugees. In order to measure the impact of this tactic, we propose the evaluative measure/process metic of taking attendance at the town hall and monitor how many people attended the event compared to how many were invited. Also, OCDEM can survey the people who come before and after the town hall about their emergency preparedness knowledge with a short questionnaire.

The town hall meeting provides a space for refugees and their community leaders to ask OCDEM questions. It also gives OCDEM a chance to explain who they are and what they do.
We have come up with some sample questions to ask the community at the town hall :

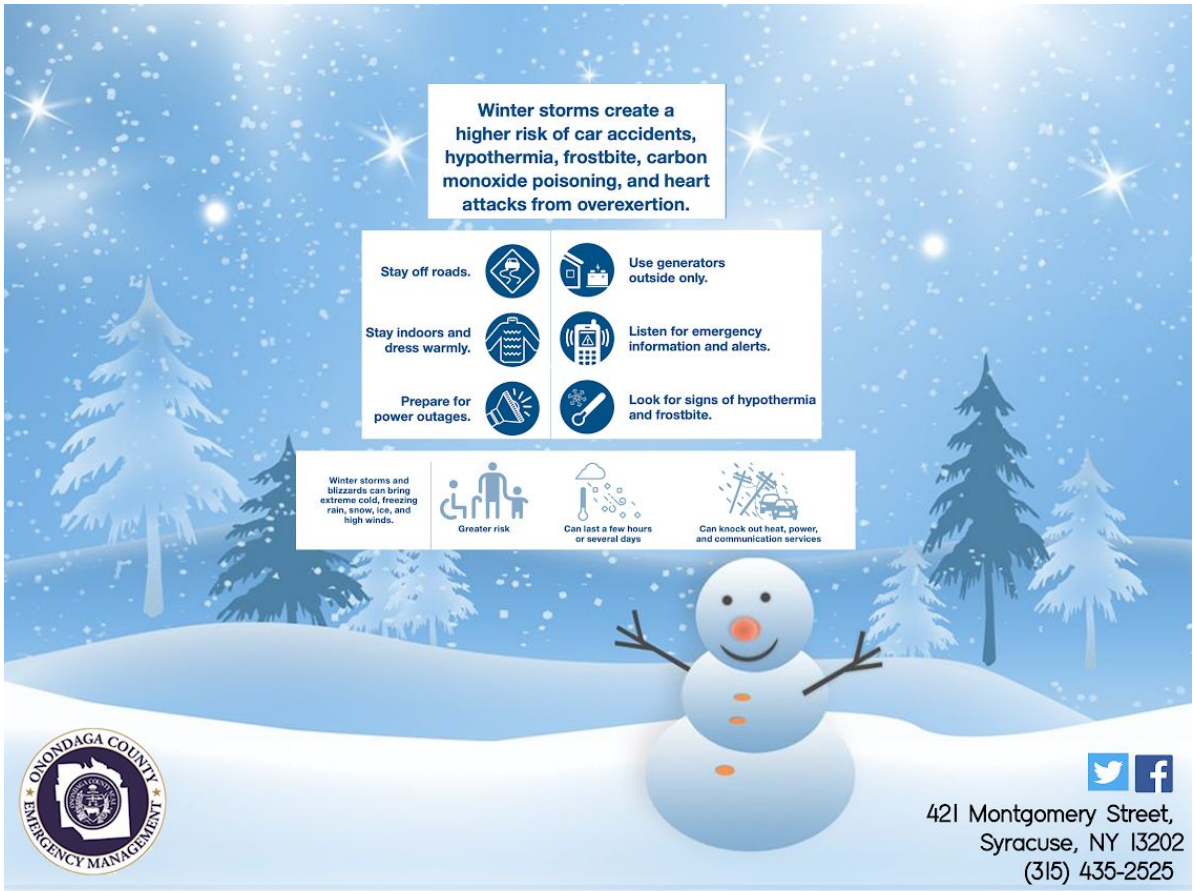
- What is the best way to contact you?
- Who do turn to in times of need?
- What do you usually do when there is a storm coming?
- What is the best way for OCDEM to send you information?
- Does your family have a plan in case of an emergency? If so, what?
- What types of emergencies are you worried about?

Low-Income Residents Outreach Plan

The next public we are focusing on is low-income residents within Onondaga County. We will use the strategy of increasing publicity for our organization in order to reach a larger audience and emphasize the importance of emergency preparedness and the ways in which OCDEM can help to move the public toward the goals of increasing citizen emergency preparedness throughout Onondaga County and increasing the organization's name recognition with key publics. In order to best reach low-income citizens, we have come up with the specific tactic of creating a calendar providing seasonal emergency preparedness information for Onondaga County residents.

The calendar will be primarily made up of simple graphics that would not require a high level of education to understand and would correspond with crucial information that is more prevalent at specific times in the year. For example, November through March is known for its extreme winter weather conditions and during these months OCDEM will give out information regarding winter health hazards. Using information from previous emergency preparedness documents, we will recreate eye-catching graphics and displays of the information. We are also aware that low-income residents may not be able to purchase basic necessities themselves, such as a calendar, so in addition to providing them with emergency preparedness information, OCDEM would also be providing them with a useful life resource.

In order to measure the success of this tactic, we propose the measurable objective of distributing 300 seasonal calendars to low-income residents at in-person community events. To measure the impact of this tactic we propose the evaluative measures of surveying those who received the seasonal calendars at random by phone to find out if they are using the calendar and if the information in it is beneficial to them. We also propose following up with these citizens every 3 months to see if they are following through with the emergency preparedness suggestions within the calendar. On the next page, we have created a sample calendar page for the month of January.



JANUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 New Years Day!	2	3	4 Stay warm this winter!
5 Restock on batteries	6	7	8	9 Make sure you have a snow shovel!	10	11
12	13	14 Make sure your flashlights work in case of a power outage	15	16	17	18 Check smoke alarm batteries
19 Have a working radio in case power goes out	20	21	22	23 Stock up on firewood	24	25
26	27 Make sure you have extra supplies for your pet!	28	29 Save non-perishable food for a blizzard	30	31	

Persons with Disabilities Outreach Plan

The final public we are focusing on is persons with disabilities within Onondaga County. We will use the strategies of establishing alliances with community organizations that impact our target audiences and engaging with our audiences through meaningful dialogue in order to influence their decisions in being prepared in the event of an emergency to move the public toward the goals of increasing citizen emergency preparedness throughout Onondaga County and connecting with community organizations and establish meaningful relationships. In order to best reach persons with disabilities, we have come up with the specific tactic of holding a town hall meeting with community organizations that benefit persons with disabilities.

OCDEM will hold a town hall and invite the community to come and detail what is working for them and what is not, how we can change moving forward and what they would like to see. The event will be discussion based with members of OCDEM administration present. Following the formal town hall, we will host a reception in the hopes that individuals will have personal contact with OCDEM and have a more 1:1 conversation. The town hall will be hosted and moderated by a third party to ensure clarity and absolute understanding moving forward. Also present at this event will be representatives from the emergency response departments that OCDEM looks over in order to encourage direct contact and conversation and trusted members of local media to ensure a broad range of distribution.

In order to measure the success of this tactic, we propose the measurable objective of sending out 200 invitations by mail to persons with disabilities based on addresses that we will receive from community organizations. To monitor the impact of this tactic, we propose the evaluative measure/process metric of taking attendance at the town hall and comparing the number of people that came to the event with those that were invited. Additionally. when the participants come to the town hall, have them take a short 5 question survey about emergency preparedness before the event and then again at the end of the event to see what they learned. We have created a sample script and set of questions to help conduct the town hall on the next page.

OCDEM is looking for your help and feedback. Our job is to serve you and we want to hear the best ways to do so. We will be hosting a town hall in an effort to hear from our community as to how we can best accommodate individuals with disabilities in our services. This is a time for you to meet those of us that are working to ensure your safety and provide comments, raise concerns, and highlight any and all suggestions as to how we can best serve you in the event of an emergency. OCDEM is dedicated more than ever to providing you with everything you need to feel secure and safe in your community. We highly encourage you to attend and engage in conversations with fellow community members and the people that work to keep you safe. This event is about you, and what you find yourself needing. We exist to serve you and are dedicated to you in every aspect.

Questions:

- What is your impression of OCDEM as a whole?
- How do you feel OCDEM is doing in its inclusion efforts at this time?
- How can OCDEM's services and staff be more accessible to you?
- Has there been a specific instance when you felt OCDEM could have better accommodate you? If so, what was it?
- How does each department in your community work to ensure your inclusion?
- What could we do in an effort to be more approachable in our distribution of information and emergency care?
- What emergencies would you like specific help in preparing for?

Campaign Timeline

	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020
Senior Citizen Prepardness						
Postcard						
Draft and Design Content for Postcard						
Print and Purchase Postage for Postcard						
Collect Addresses						
Send Postcards out to Senior Citizens						
Share Postcard with Community Organizations						
Cold Call Survey to Evaluate Postcard Retention						
Commercial Production						
Write Script for Commercial						
Hire Production Company						
Post Audition Advertisements Online						
Look for Film Set						
Begin Auditioning For Roles						
Cast Actors and Set Shooting Dates						
Begin Shooting Commerical						
Finish Shooting Commercial						
Edit Commercial						
Pay for TV Advertisements						
Release the Commercial						
Community Organziations Partnerships						
Select Community Organizations (3 per public)						
Draft emails for each organizations						
Send out Emails to Community Organizations						
Follow up Email if no response						
Set up in person meeting with community organizations						
Have meeting with community organizations						
Reach out to two more community organizations						
Low-Income Residents Prepardness						
Calendar						
Reach out to Local Food Pantries						
Partner with local Graphic Designer to design calendar						
Approve Calendar Graphics						
Print Calendar						
Distribute to Local Food Pantries						
Check with Food Pantries to see if calendars are being taken						
Print Additional Calendars to give other Community Partners						
Refugee Prepardness						
Fact Sheets						
Connect with Leaders within the Refugee Community						
Set up in person meetings with Refugee Community Leaders						
Survey Feelings towards OCDEM within the Community						
Create new fact sheets that are refugee specfic						
Get Fact Sheets Translated into Refugees Languages						
Get Fact Sheets Approved by Community Leaders						
Print out fact sheets						
Distribute Translated Fact Sheets to Leaders and Community Organizations that work with Refugees						
Check-in with Organizations by phone or email to see if they need more fact sheets						
Attend an event put on by the Refugee community to see how they responded to fact sheets						
Follow-up with Community Partners to see if they need more/updated fact sheets						
Persons with Disabilities Prepardness						
Town Hall						
Reach out to Community Organizations that Work with Persons with Disabilities by phone or email						
Meet with Community Partners in person and begin discussing town hall event						
Book venue for town hall and reserve necessary technical equipment for event						
Secure on-site staffing options and hire techincal personnel for soundboard						
Roll out social media promotion of event and personalized outreach						
Have Community partners inform persons they work with about the event						
Host Town Hall						
Debrief with persons with disabilites and community organizations about event						

Campaign Budget

Item	Cost
Senior Citizens	
Postcards + Printing	$120.00
Stamps	$25.00
Total:	**$145.00**
Life-Alert Commercial	
Actors	$500.00
Production	$3,500.00
Ad Placement	$2,000.00
Total:	**$6,000.00**
Refugees	
Email	$0.00
Fact Sheets	$130.00
Translation of Materials	$100.00
Total:	**$230.00**
Not-for-profit Organizations	
Email Introduction	$0.00
Low-Income Residents	
Calendar	$675.00
Total:	**$675.00**
Persons with Disabilities	
Venue	$500.00
Microphones	$25.00
Soundboard	$100.00
Soundboard technician	$100.00
Student Staff	$175.00
Total:	**$950.00**
FINAL COST:	**$8,000.00**

Benefits and consequences of funding/not funding proposed budget:

Postcards: Sending out postcards to senior citizens will make citizens more awareness about OCDEM and allow OCDEM to achieve its goal of emergency preparedness. Without the postcards, senior citizens will remain unaware of safety measures.

Life Alert Commercial: The commercial will take advantage of the public's peripheral path of persuasion by presenting a pressing need through a familiar platform -- television. If not funded, Onondaga residents will not be informed about the services that OCDEM provides.

Email: Emailing community organizations will connect OCDEM refugees' public. If emails are not sent, no progress will be made to connect with refugees.

Fact Sheets: Creating fact sheets will provide information for refugees about emergency preparedness that may not be accessible in any other way. Consequently, if not funded, refugees will still be an unreached public and lack emergency preparedness information.

Translation of Materials: Translating the fact sheets in multiple languages will make it accessible and inclusive to a wider population of refugees. Without translations, the purpose of the fact sheet is defeated because the fact sheet will not be inclusive to the public it will be sent to.

Email Introductions: Similar to refugees, emailing will connect OCDEM to community organizations that can connect OCDEM to multiple publics within Onondaga County. Without this initial introduction, it will be difficult to connect with the desired publics that need emergency preparedness materials.

Calendar: By providing calendars for low-income residents, OCDEM can help to inform the public on crucial information that's needed in emergency situations. If not funded, low-income residents will not have the required information needed to prepare for winter, summer, and emergencies.

Town Hall Meeting: The venue's cost is based on the $500 rental fee for the main chapel of Hendricks Chapel. Equipment (microphones, soundboard, technicians) and workers are needed to help run the town hall meeting. This space will allow for a gathering for the community to express their needs and wants for OCDEM and emergency management. If the venue, equipment, and workers are not funded the event will simply not take place. Leaving an opportunity for 1:1 conversations between OCDEM and its publics at bay.

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