



**Listos California Emergency Preparedness Campaign:
An Innovative Approach to Disaster Preparedness**

Presented by the Co-Chairs of Listos CA
September 10th, 2020

Agenda

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- Approach
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Introductions

Karen Baker

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Co-Chair of Listos California Emergency Preparedness Campaign

Assistant Deputy Director- Cal OES



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Background

Governor Gavin Newsom and state lawmakers invested \$50 million through urgency legislation (AB 72) in January 2019 to establish the California For All Emergency Preparedness Campaign, called Listos California.



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Campaign Goals

- Engage at least one million diverse and socially vulnerable Californians by December 2020 in disaster preparedness with accessible culturally and linguistically competent support
- Work with trusted community allies to provide accessible tips and tools in languages and cultures that represent the great diversity of California
- Build a social movement of self-reliance and community spirit that will make both families and communities more resilient



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Campaign Goals

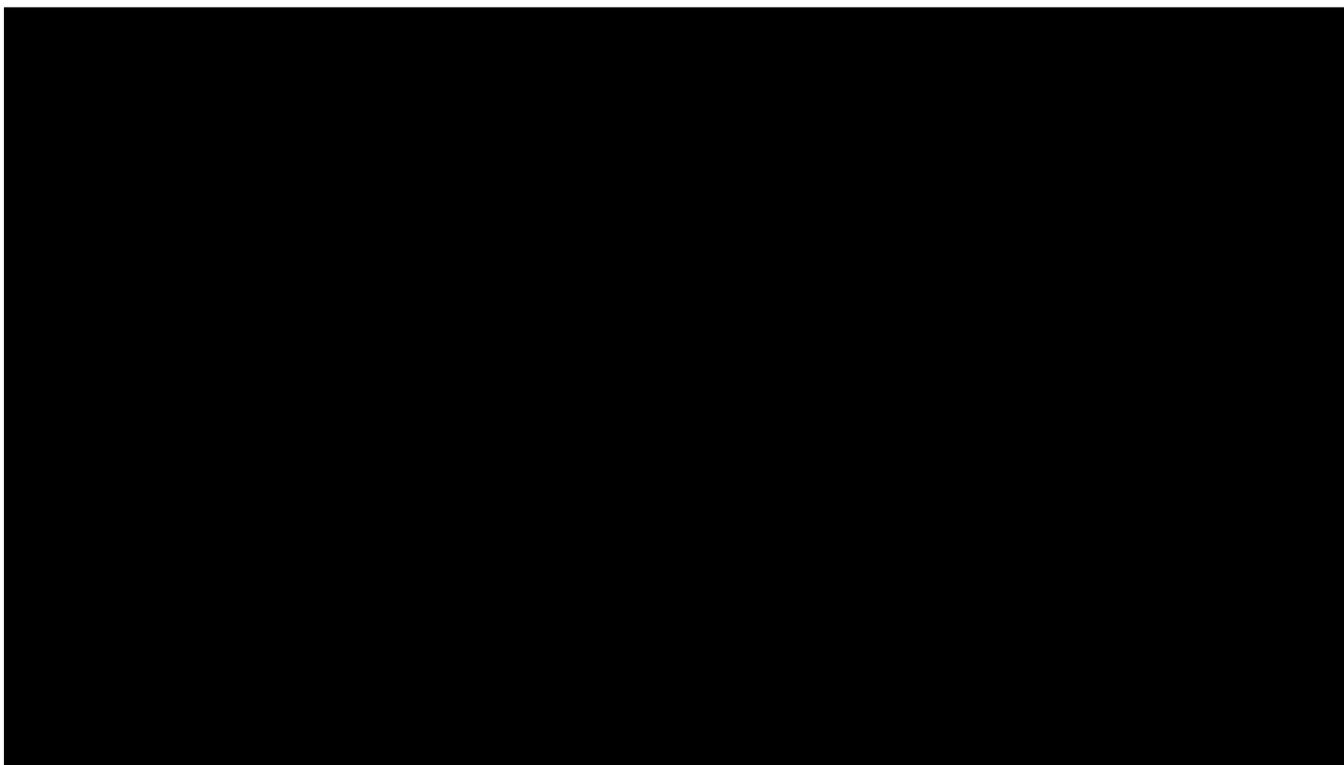
“We are leveraging the power of people while ensuring preparedness support and information is not only limited to those who have been privileged enough to access, understand and afford it.”

– Governor Gavin Newsom



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Campaign Video



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Approach

The guiding principles to our approach include:

- 1) Efforts are always people and community centered; this is a bottom up approach to preparedness
- 2) Materials and events are accessible in all senses of the word; people with diverse abilities, languages, cultures, and understandings should be able to access our resources
- 3) Initiatives are focused on building whole community resiliency



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Approach

Programmatic:

- Selected 24 CBO grantees in 24 counties
- CBOs subgranted to close to 200 local organizations
- The CBO's distribute campaign materials, PPE, and trainings through locally individualized plans (Community Investment Plans)
- Close to 70 service and volunteer teams providing trainings to communities throughout the state
- Example: Community Investment Plans



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Approach

Communications:

- Activations to reach all vulnerable Californians with accessible preparedness information
- COVID-19 public information dissemination
- Relationships with media to tell stories often unheard
- Ensuring that the culture of communities are imbedded within each and every unique approach
- Example: Social media + working with artists with disabilities



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Approach

Material Development:

- All new materials based on research, best practices, and community input
- Information that is accessible (visual, audio, digital, hard copy, video; reading level appropriate)
- Created for audiences of different cultures, languages, and geographies



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Approach: 5 Steps Example

ARE YOU READY, CALIFORNIA?
FOLLOW THESE 5 SIMPLE STEPS:

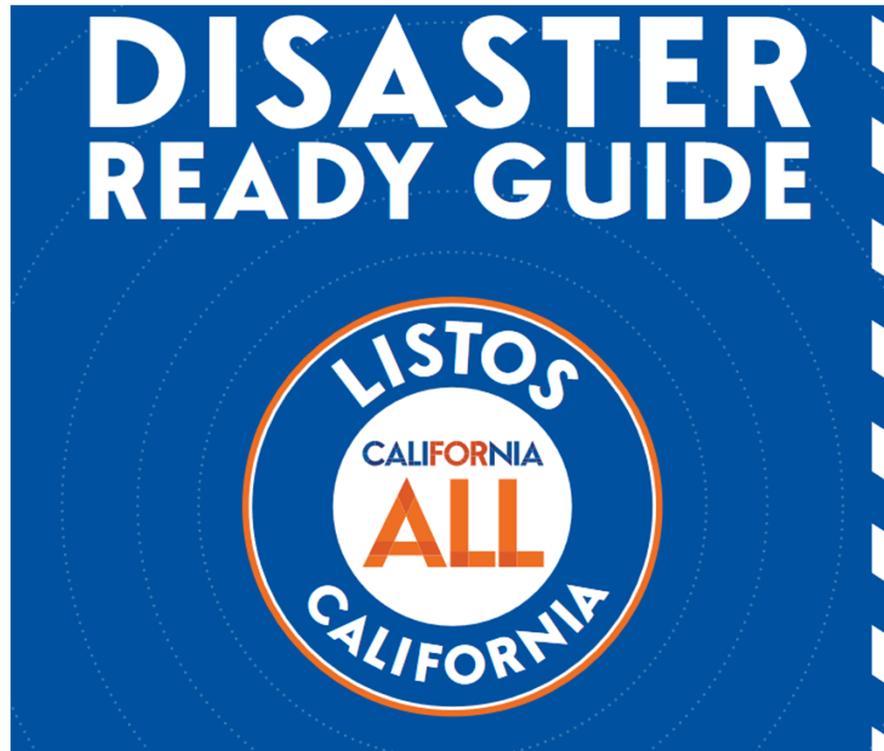
-  **1. GET OFFICIAL ALERTS**
-  **2. MAKE A PLAN TO PROTECT YOUR PEOPLE**
-  **3. PACK A GO-BAG WITH THINGS YOU NEED**
-  **4. BUILD A STAY BOX**
-  **5. HELP FRIENDS AND NEIGHBORS**

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Approach Example: Disaster Guide



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Research + Community Input

Research and community input are a corner stone of this movement:

- Monitor by Deloitte report which included focus groups, 1-1 interviews, and document surveys to find gaps in disaster response and preparedness
- EMC research that informed our communications and material development strategy
- Input from our on the ground partners like Alameda Public Health Institute
- Carefully selected Advisory Team which includes representatives from the State Council on Developmental Disabilities and Disability Voices United
- Mapping with University of Sacramento professor



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Campaign Success to Date

- **11,669,806 Californian's reached overall**
 - 930,245 engaged with disaster preparedness resources
 - 10,739,561 reached with COVID-19 communications information
- **Over 30% of engagements geared towards Californian's with disabilities**



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Lessons Learned

- Our own learning from the field about engaging individuals with a diversity of abilities
- Many of the approaches taken diverged from the status quo of traditional preparedness, this provided some unique challenges



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Accessible Engagement: Field Example

- The Berkeley Disaster Planning Neighborhood Network matched volunteers with seniors and people with disabilities in Berkeley who needed help during the COVID 19 shelter in place order.
- While doing these check-ins they were able to provide disaster preparedness information



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Questions



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