

PACIFIC ADA CENTER
EMERGENCY MANAGEMENT AND PREPAREDNESS:
INCLUSION OF PERSONS WITH DISABILITIES
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>> LEWIS KRAUS: Welcome to the Emergency Management and Preparedness Inclusion of Persons with Disabilities Webinar Series. I'm Lewis Kraus from the Pacific ADA Center, your moderator for this series.

This series of webinars is brought to you by the Pacific ADA Center on behalf of the ADA National Network. The ADA National Network is made up of 10 regional centers that are federally funded to provide training, technical assistance, and other information as needed on the Americans with Disabilities Act. You can reach your regional ADA Center by dialing 1-800-949-4232.

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Also, I want to note to you that this webinar is being recorded and will be able to be accessed at the ADApresentations.org website in the archives section of the emergency area next week.

This is the seventh year of this Webinar Series which shares issues and promising practices in emergency management inclusive of people with disabilities and others with access and functional needs. The series topics cover emergency preparedness and disaster response, recovery and mitigation, as well as accessibility and reasonable accommodation issues under the Rehabilitation Act of 1973. The Americans with Disabilities Act of 1990, the ADA, and other relevant laws. Upcoming sessions are available at ADApresentations.org under the Schedule tab in the emergency management section these monthly webinars occur on the second Thursday of the month at 2:30 Eastern, 1:30 Central, 12:30 Mountain and 11:00:30 a.m. Pacific time. On the list you are on the list to receive future notices for webinars in this series. Those notices go out two weeks before the next webinar and open that webinar to registration. You can follow along on the webinar platform with the slides. If you are not using the webinar platform, you can download a copy of today's PowerPoint presentation at the ADApresentations.org web page and go into the Schedule section.

At the conclusion of today's presentation, there will be an opportunity for everyone to ask questions. You may submit your questions using the chat area within the webinar platform, and the speakers and I will address them at the end of the session. So feel free to submit them as they come to your mind during the presentation. To submit those questions, you type them into the chat text box area as shown on the screen. If you are using keystrokes, use alt-H and enter your text. If you are listening by phone and not logged into the webinar, you can ask your questions by emailing them to adatech@adapacific.org.

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Today's ADA National Network Learning Session is titled "Listos California Emergency Preparedness Campaign: An Innovative Approach to Disaster Preparedness." This webinar will highlight the efforts of this groundbreaking \$50 million approach to whole community preparedness. We will discuss how centering the community first preparedness efforts are more accessible relevant and effective to target populations. The presentation will demonstrate both the necessity of preparing our most vulnerable and diverse communities as well as methods to do so. And our speakers will discuss specific strategies including market research, expert input, data analysis and community insight that guided this initiative to success. Today's speakers are Karen Baker. Karen is a nationally recognized leader, strategist and community problem-solver who currently works to address California's most pressing issues by leveraging service partnerships and innovative program design. She has held cabinet posts under three governors, Arnold Schwarzenegger, Jerry Brown and Gavin Newsom, and she has built efforts that continue to show great impact to this day. She has been tapped by Governor Newsom as architect and co-chair of the Listos campaign that focuses on building an effort that is people-centered and ensures our most vulnerable and diverse are prepared.

She serves as senior adviser in California Governor's Office of Emergency Services. Justin Knighten is a public affairs and communications strategist storyteller and advocate who works to advance equity inclusion and human rights.

Justin was appointed in 2019 by Governor Gavin Newsom to serve as Assistant Deputy Director in the California Governor's Office of Emergency Services, and as co-chair of Listos California campaign. Justin recently joined the national advisory council of new next-gen Chamber of Commerce and previously served as vice president of the Sacramento based global affairs director of the Harvey Milk foundation and office of secretary at the California Environmental Protection Agency.

So Karen and Justin, I will turn it over to you now...

>> KAREN BAKER: Thank you so much, Lewis. We are incredibly honored to be featured on this very important day to really highlight and hopefully answer any questions you might have about this unique campaign, Listos California, which was a passion of our governor and legislature to ensure that we're very intentional with making sure that we educate everyone in the community, whether they're a person with disabilities, whether they're an older Californian, whether a non-English speaker, whether a person in poverty. Many of these populations are the folks that are often not intentionally educated about preparedness and often have very special needs that need to be addressed and making sure that they're prepared appropriately. So we're just so thrilled to have been a part of both designing and implementing with partners such as the public health institute, and Lewis is one of our strong partners out there. And look forward to just sharing this design with you and answering any questions you might have. Any opening remarks from you, Mr. Justin?

>> JUSTIN KNIGHTEN: Thanks, Karen, and thank you, Lewis. I just wanted to echo how grateful we are. This campaign has only been successful because of our partners. About 300 across the state who are in their own right really leaders in their fields and have the credibility and experience working with some of the different critical communities to make sure we're designing every document, every graphic, every message in a way that is community-driven. And, Lewis, from the get, just a shout-out there, because the second I met him he came up to me and said, I'm going to always tell you when something needs to be better and better reflect what community needs. And since that moment I was like, this is the guy. This is the guy who is going to be a huge help. And he has been and it's been so welcomed. He's been a coach and support system in this space to make sure that everything we do reflects what community needs to access information, to understand it, and to be able to have a campaign that really responds to what communities need to see take shape and what is needed to really make a difference. So just grateful for Lewis and his team at the Public Health Institute and grateful to be here.

Next slide. So this is just an overview of the conversation we'll have with you all to really help immerse folks across the state and around the country who are joining us this morning or this afternoon for this call to really help ground you in what this campaign looks like. You know, as we are both in the peak of wildfire season and hurricane season in the U.S., we really find it critical to have a space during national preparedness month, which is in September -- now -- to kind of share our best practices and lessons learned as communities grapple with what does it mean to be resilient and get prepared? So this is an overview of the conversation we'll have today to really ground all of you in the work we have done to hopefully inspire new strategies in other parts of the country.

>> KAREN BAKER: Next page. I think we already have introduced ourselves. Karen Baker, hi, good to meet you all.

>> JUSTIN KNIGHTEN: Next page.

>> KAREN BAKER: Well, this all just started. This kind of gives us background on how Listos California really began. Listos is Spanish for the word "ready." And what -- this effort really began with the governor and state lawmakers really deciding through urgency legislation, AB72, to really set aside \$50 million to really create a preparedness campaign that would really reach at least at minimum a million vulnerable Californians with a population of 40 million, this was a real significant goal to really kind of go out there and find often the hard-to-reach and people that often weren't in touch with their emergency management offices, to really make sure that they have this kind of person-to-person educational moment and could really get prepared. That was the whole goal out of the chute.

>> JUSTIN KNIGHTEN: Next slide. So our campaign goals. You know, the first and foremost, the number-one goal has been to engage at least 1 million diverse vulnerable Californians. When we say the word "vulnerable," we don't mean lesser than. It's policy speak for communities that need additional resources and support, and authentic engagement. So this helps to really be our guiding principle so that, yes, our resources and materials are for all, but this campaign was designed for communities that have not traditionally been part of preparedness activities or you know over the counter reach efforts before, or at least secondary, not the top focus. And so we really wanted to make sure that we were connected to at least 1 million Californians with culturally competent and accessible information for many of these communities for the very first time. Also, all \$50 million of this campaign were established as local assistance dollars and legislation, so they were all -- every single dollar of this company has been invested back into community, and really helping to support a network of trusted messengers, people that have the credibility and the experience, some decades long, with community, to help deliver preparedness information in a new way. And then really our last goal being to help advance what we call preparedness movement. When you think about movements, you think about, you know, language that is used to capture goal, right? For us it's getting people prepared. You think about the language that you use. We really make sure that the language we're using is very approachable and simple and straightforward. And really using images and stories and part to help shape what preparedness needs to look like more and more in our community. So helping to advance what we call a culture of preparedness in California. Karen...

>> KAREN BAKER: One other quick comment I'll make and we'll go into this perhaps a little more in detail. Part of that was just a recognition that disaster preparedness needed to be presented in a much more empowering way instead of in a way that was scary. And we'll be talking later about some of our data and research that helped us really reach conclusions that really informed that strategy. We'll get to that in a bit. But I wanted to add that now. Next page...

This is our governor's quote, which is "We are leveraging the power of people while insuring preparedness support and information is not only limited to those who have been privileged enough to access, understand and afford it."

That is in our view putting it out as plainly as possible, which is preparedness information has often gone to the privileged, not to everyone. And we really needed to address it with this campaign. So that -- we'll just go to the next slide.

>> JUSTIN KNIGHTEN: Here is a quick video. We call it our anthem. It really represents other successful movements in campaigns. A rally cry, kind of who we are and what we're about and aiming to achieve. If we could push play, that would be great.

[music playing]

>> JUSTIN KNIGHTEN: Thank you so much. You will see and notice in a disaster campaign, which is typically over images of fire and destruction of death, we're not using any of those images and we're actually changing the channel for what we're communicating, hopeful people, community, all of us in the community getting prepared together with steps that are very tangible and simple and free, and this was a very specific decision we made based on data that we'll go over later in the presentation. Karen...

>> KAREN BAKER: Great. Next slide. So these were the principles that really guided our approach. You know, we always put people at the center. That's number one. And really kind of a bottom-up approach to preparedness, you know, grassroots instead of grasstops. Materials and events, we really wanted to make them accessible in all senses, right? With both people that had diverse abilities, different languages, cultures, and different understandings. And therefore even literacy levels were really important, that we didn't -- we made it truly accessible to people that may have a lower literacy level. So a lot of strong graphics. Initiatives are focused on building whole community resiliency. That is really what the whole approach was really guided by. We really want to build out the community resiliency. Justin...

>> JUSTIN KNIGHTEN: I'll also add that you'll notice here that what we are also inherently captures what we're not. This is not a campaign meant to solve all problems and challenges in the disaster space as it relates to response and recovery. This is specifically about preparedness and educating communities. So this was a decision that we made because of the resources that we were given, how it was defined, and really looking at preparedness and delivering information and really helping to advance behavioral shifts in culture, knowing there are still barriers and gaps and challenges that exist for many communities in this arena. This is a campaign designed specifically for communications and outreach and information. And you'll notice, if you go to our social media platforms that are all listed Listos California we've released today and throughout the day many new content and videos where we have different artists who communicate in ASL, doing video, communicating the five steps. We also have as part of a community-centered approach really found that we needed to create space for community and people to even articulate what barriers are and how they feel about preparedness. So we released a variety of videos highlighting the voices of Black Californians, Latinx folks and API community and then today we're releasing a video of people with disabilities to articulate and communicate those barriers, because we can't

solve problems until we know what the problems are. So really using communications approach to all of our work. Next slide. You know, so our approach, looking at the programmatic pieces, I'll touch on this briefly. This is really Karen's mastermind, but really getting resources back out in the community with various partners, CBO partners kind of being our main anchor of which Lewis and Public Health Institute is taking many of the markets in the space and leading our work on the frontlines of many communities, but also service and volunteer teams from community emergency response teams, CERT is what that represents. AmeriCorps and a variety of other key partners. Karen, please jump in here.

>> KAREN BAKER: Certainly. So the community-based organizations were organizations that felt that they had the ability to be able to either sub-grant within their community or lead in an effort you know, county-wide. So it was kind of different for every applicant. Most of them chose to sub-grant at least some of their funds. And the funds would range anywhere from maybe a half a million to over \$2 million, given to a given county. And then what they would do is identify, wow, within... let's say I'm in Alameda County and I know 25% -- I'm making this up -- 25% of my county are people with disabilities, 20% are older. We have non-English speakers that are 35%, and 50% are non-white Hispanic. What we want to do is be intentional about also reaching some native communities and some immigrants that we know are working in a section of our county. What they would then do is take the funds that they received and the strategies that we be providing them and strategies they came up with locally and then they would distribute those funds in sub-grants, so that the person that was being touched on the ground and being educated would have usually a very close relationship to a local non-profit. That's why that local sub-grantee that would be in touch with them and doing that outreach and securing, if you will, an engagement, you know, a record that, yes, I had a training moment with a person in my community and I have then, you know, registered that. And that's been our goal, is to be very intentional about like spreading it out and making sure that those funds get as close to the ground to the individual that needs to be trained. The service and volunteer teams that were also a part of this included CERT, community emergency response teams, also included AmeriCorps, for those of you that are familiar with that national service program. So we had a lot of different partners that had different relationships within a county and that were part of the whole strategy of reaching everyone, as many people as we possibly could. And we'll go to the next slide. I'm going to have Justin handled this.

>> JUSTIN KNIGHTEN: Thank you. So really our communications approach was to, as mentioned before, change the narrative around what disaster preparedness has always been. Both in the communications of the steps and the information we provide the public but also in the messengers that are delivering the message, our network of partners statewide. And you will see that our resources and information really help vote positive responses, community, family, this idea of togetherness, of inclusion, of elevating the unique challenges and priorities of community. We also have found in this work on a global pandemic that in doing work with populations that are often marginalized and kind of shut out, not included, these are communities, groups of people that you all know this, are just trying to manage day-to-day to survive, trying to

manage day-to-day to exist and make it through. So we are presenting information that will help folks survive and be resilient in the face of a catastrophic disaster like a wildfire or pandemic. It ultimately seems like a burden, and data that we'll go through basically showcases that. It's a burden, it's overwhelming, and it can seem as an add-on. It's not a priority. And so what we have learned through data that also just existing through this campaign this year is that if we're delivering preparedness information in a vacuum doesn't work. We have to deliver preparedness information through the lens and outreach of other priorities and communities care about. If they're losing a job in an economic crisis, you know, connecting them to resources, state and local resources on benefits for employers and employees. Housing information, renters information, public health information, things that communities see as top of mind so that when they also experience preparedness information, it doesn't seem extra or out of nowhere. It's kind of integrated into the day-to-day requirements and needs of a community. This is also supported by integrating culture and identity of different communities in an authentic way so that we start to have preparedness become a full thread of what communities need day-to-day and they see themselves in preparedness. It doesn't seem as something that is added on or extra. Next slide.

>> KAREN BAKER: Next slide.

>> JUSTIN KNIGHTEN: This is materials.

>> KAREN BAKER: Okay, sorry, I thought it was the same slide and I was like... what!?

There we go. On material development. So one of the things we did before we went out and actually started creating the material is we did some really important research. And we learned that, of course, people wanted to be prepared. 88% of those that we spoke to said they wanted to be prepared. It's just that they had these three challenges. They found it scary. They found it expensive. And they thought it was going to be time-consuming. So when we developed our materials, we recognized you know, we have to make sure that this is incredibly accessible. It's got to be very graphically oriented. It's got to be not scary. And we have to make the -- as we do an inventory on current preparedness materials and do the research, we have to pull out those threads that are kind of common to all instead of necessarily showing in some kind of demonstration of everything that we know, kind of a dump of preparedness jargon, that is not going to help the communities that we want to reach. We really need to be selective and make it accessible. So that is how we put together the materials that we have done, and you will see that it's accessible both visually from an audio perspective, digitally, etc. And the cultures and languages that we provided were based on the 24 counties out of the 58 in California that competed and were selected for these funds. We looked at the non-English speakers from those communities and reached our list of seven languages that we would go ahead and translate our materials into because they were non-English speaking households, and those were English, Spanish, Chinese, both Mandarin and Cantonese, Korean, Vietnamese, Tagalog and Hmong.

Those are the languages we provided materials in. If you can go ahead and go to the next slide.

>> JUSTIN KNIGHTEN: So the point Karen made about data, you know, not only did we do a poll, before we did a poll to understand barriers where communities were, thinking about doing or not about preparedness, we actually worked with a professor at the Sacramento State University to integrate existing maps hazard zone to places prone to wildfires, earthquakes, and flood and overlay that per county with census tract data based on vulnerability indicators of the population. So we knew and all partners know and have access to based on each county where do diverse vulnerable communities live in zones at threat of wildfire, earthquake and floods so we can target both a poll that we got the 88% of our Californians are in thinking information is scary, time-consuming and expensive, we could actually target our focus group, phone survey and poll in communities, but then we've been able to use that data across, you know, all outreach efforts and put ads in and other key advertisements of messaging. I bring that up to say that that poll was a core part of informing, simplifying steps of preparedness, but it was also used -- what we did, rather, we also did an audit of preparedness information and found that there were many different types of data that existed across the country and around the state, where preparedness information was too much. It was overwhelming. We're asking people to take steps like home hardening, which is my perfect example, although my friends at call fire may not agree, home hardens is great in places that require defensible space, you know, if you have thick brush, woods, forests, and defensible space that you can then put on your home and have your neighbors do the same, it goes a long way and it's urgent. But if you're talking to someone who lives in an apartment building in the middle of downtown Oakland and is working two jobs and has mouths to feed at home, kids and a parent living with them, hearing the message of home hardening already doesn't resonate and work with them. We're connecting people to information that is too much or doesn't relate. And so, you know, we see these five steps and where California plays a role is let's articulate straightforward information that people can take that is little to know cost that is quick, can be done in a couple of days, a couple hours here and there, and incrementally over time as the entry to preparedness steps. So they can look at all the other groups and organizations that are advocating for preparedness and not feel overwhelmed by all the steps that people can take. You know, this is going into all the insurance and the minutiae of information that exists that people can take and do and often are overwhelmed by. We're connecting people with very straightforward simple things so it does seem like too much. So here is a graphic that represents you know, those five steps.

Next slide.

>> KAREN BAKER: So this is really at the center of most of our materials. This is our Disaster Ready Guide. We have done additional materials. This really doesn't give you much other than the cover (chuckling)... so I apologize. But what we encourage you to do is go to listocalifornia.org and while there you see a toolkit that will have the Disaster Ready Guide. If you click on that it will provide it in whatever language you're

interested in, as well as other materials that you're going to see in that toolkit, including guides for both individuals with IDD as well as their care takers. You're going to see a variety of materials that I think really reach a lot of our community members. Thanks, Lewis, for promoting that listoscalifornia.org website. You're going to find materials in a format you can print them off and distribute them to your community and family and loved ones. Next.

>> JUSTIN KNIGHTEN: Research and community. This is really where all the research that we have been mentioning kind of comes together. So, you know, Monitor by Deloitte was the first research document that we had in this initiative, and it was a report that audited a variety of after-action incident reports, after disasters hit, a after-action report that assesses kind of what happened, lessons learned, and this is based on the sponsorship at a foundation to really help do an audit of all the reports based on the uptick of wildfires in California over the last ten years or so, as well as two focus groups, one in northern California and one in southern California with groups that work in the disaster space to really help identify gaps in disaster response and recovery but also where solutions are and this was a critical report that helped shape what Listos California ultimately ended up becoming as part of this whole community approach to preparedness that we need desperately in times where resiliency is just as urgent as solving climate change issues. That data then led to us doing those vulnerability hazard maps that I mentioned before where we now know where communities live based on their hazard in each county in the state, use that data to then inform our EMC research where we found that, as we mentioned earlier, 88% of Californians know that they need to be prepared, especially groups that are marginalized. But they aren't prepared because they found that it's time-consuming, expensive and scary. So this has become kind of the mission, the problem statement rather that we're trying to solve for, and all the things that we do trying to overcome those hurdles of perception, but also systematic challenges where communities haven't been as included. And all of our information, from our logo to our various disaster guides and public health information, tip sheets and all the materials that exist on our website, a curriculum based on your phone, but also a web-based curriculum to learn information in different ways depending on whether or not you have Internet challenges you know, part of the digital divide. All these things have been informed by advisory team of communities that represent all the communities that we're working to serve and support but also partners like public health institute in Alameda County who really help shepherd and guide a lot of the decision making and products that we have. So research is a core part of what we do, and we acknowledge that being innovative and being groundbreaking and doing something that never happened before in the country, we can go based on gut and experience and really helping to make sure that the naysayers and the people that are going to poke holes or try to question, we get around that significantly by using data and achieve our ultimate goal by getting information to people that actually needed, want and can use, so for both purposes, working within systems that are slow to move or that have problems moving, data becomes your tool to advance folks quicker, or at least have enough cover to make decisions that are right for people but also to get materials into people's hands that reflect what they need. Karen...

>> KAREN BAKER: No, I think we have covered all of this pretty thoroughly. I know there was a question in the chat about the one-on-one interviews and how we may have tapped and included people that had disabilities in those initial conversations, and all I can let you know is, yes, they were part of our initial group. So it could have been everything ranging from -- often you would have you know, multiple identifiers. You can have a Korean older Californian with a physical disabilities in a rural county and we're looking at, you know, information from lots of different angles there, to an LA youth that had an issue with IDD, with intellectual developmental disability. There was an interesting mix throughout but entire one-on-one interviews so it could really inform the later poll that we did.

So "And go to next. So this is our success to date. These numbers just keep ticking up. So our ideal was a million. We reached over 11 million. So we kind of knocked that out of the ballpark. These community-based organizations have been working so hard. The 930,000 sub number that you see there, the small number, bullets underneath, that is the more intensive disaster preparedness. We'll certainly hit 1 million in that category alone by probably mid-September. The other 10 million that were reached, we had to enlarge pivot to COVID-19. In the middle of this natural disaster preparedness campaign, we then allowed our CBOs to pivot to COVID because that was the type of public health emergency that was most important, you know, for communities. And so they were allowed to spend up to 20% of their grant dollars in producing COVID-19 educational materials and getting the word out to their communities, and that's where we got the big bump of the 10.7 million. And over 30% of engagements are geared toward Californians with disabilities. And I think there was a chat question that popped up that I may have missed.

>> LEWIS KRAUS: We're going to take those questions at the end and read them into the. So go ahead and continue on.

>> KAREN BAKER: Anything else, Justin?

>> JUSTIN KNIGHTEN: I think you covered it. Next slide.

We continue to learn lessons and our kind of go-to philosophy is if we're not learning every day and figuring out how to improve, we're not doing our job.

So, you know, I think everything from the first iteration of our logo that wasn't ADA accessible, and our grateful relationship with Lewis was instrumental for him to raise the red flag and say, hey, this isn't hitting the mark. And, you know, that was so essential for us to go back to design team and have a conversation about getting it up to speed and putting in place better systems of quality control and accessibility. And so from a design standpoint as one of the first actions of this campaign, it's been all lessons learned. It's been kind of the entire approach on every resource that we have been producing ever since. You know, I would say that in a campaign like this, just a test ground, we call it a pilot, right? Because it's \$50 million. It's not technically dollars on

the ground in every community, but it is kind of helping to chart a new course. And so, you know, all these lessons learned really helping to be flagged and captured so that we cannot only in realtime make adjustments where we can but take the lessons learned as this effort or something like it continues in California. We now have 18 months of a campaign to point to real world examples of where we can be better and innovative and more reflective of community needs and, you know, be just better. I mean, we're -- 2020, we've learned nothing else, we've got to be better. So this is really something that California is proud of, you know, our ability to do this. So lessons are all we do. Karen?

>> KAREN BAKER: Just recognizing that there were some of our CBOs depending on who the applicant was, like you might have someone in Lewis who really understand, you know, disabilities with a really deep knowledge but may not know as much about native tribes in Alameda. I'm making this up. Maybe he does. And so there would be other community-based organizations that would be kind of very knowledgeable about that topic. So when we're talking about lessons learned, the truth is that we had to both learn about things through the lens of diversity of abilities but also culture. And different people kind of came to the table with assistance in depth in those different areas and that really helped create something that was very, very robust.

We can go to the next slide. So I think this is an accessible engagement field example we wanted to share, and this came from the Berkeley Disaster Planning Neighborhood Network. And matched volunteers with seniors and people with disabilities in Berkeley who helped during the COVID-19 shelter in place order. It was during that work that they were able to provide the disaster preparedness information. So those disaster ready guides could be handed out or other materials that have been produced just so that they have got what they need and if you go to Disaster Ready Guide you see different various subsections, not only base on different types to have disasters, whether flood, power shutoffs, wildfires, etc. but different types of issues, people with developmental disabilities, people with speech and communication disabilities with mobility and physical disabilities. People with transportation challenges. There's all kinds of subsets that are really addressed in the Disaster Ready Guide. So when we say we distributed disaster preparedness information, it does include this kind of most basic piece. Justin?

>> JUSTIN KNIGHTEN: I will say this example being a perfect one of a look, a glimpse into how delivery preparedness has taken shape in this campaign. One thing I think is the reality of our work both in the architecture but also in where we experience some challenges really but I think in a good way, which is the state requirement of meeting engagement totals. What do partners need to do to reach communities, the right communities in their region, but also being able to qualify what the engagements are. We need to connect to real people, we can count it, we can verify it, and we know the level which those communities have been connected to information. We're not counting for the 1 million, we're not counting website impressions. We're not counting readership of news articles. We actually want to have a very stringent requirement so that we know clearly how we're being effective. The rub then becomes we're also allowing all

partners to be very flexible in the design of their outreach. We're not dictating how people connect with communities. They can be as innovative and as reflective of community as they wish within some principles and some guidelines of grant dollars, but it gives space and platform for communities to use innovative and working with disaster funding neighborhood network and Mexican consulates to help reach immigrant communities in the waiting room before COVID while waiting appointments on immigration paperwork to hear preparedness information from a neighbor they knew or someone like that that they're connected to. So, you know, whether it's Meals on Wheels as a delivery, healthcare systems as delivery of preparedness, you know, going to faith-based community gatherings of various types to get preparedness information that way, making sure communities are able to have the flexibility to drive some these new ways of reaching the people. Next slide.

And here we are at the end. What a lovely time with you all. Questions. Lewis, we'll give it back to you.

>> LEWIS KRAUS: Thank you very much. So all of you remember now, this is a good time to submit questions if you haven't submitted them and we'll be reading those off and dealing with them as they come in.

So the first question we haven't gotten to is someone asked that they loved the anthem video, did you say you were in the process of releasing a disability-specific video? And if I understood that correctly, when will that be ready to view?

>> JUSTIN KNIGHTEN: I'll take that one and I tried to answer in the questions as best I could. We have a video series by a really phenomenal young filmmaker who we call "What Happens to Us" is kind of theme. And we released the videos of community from the Latinx and API community and we have a video coming out today to highlight voices of people with disabilities that will come out on our social platforms today. So exact time not sure, but it will be today.

>> LEWIS KRAUS: And that link is in the chat if you didn't see that. All right, next question. Do you consider how to reach people with disabilities who need or use social services or medical services related to their disability?

>> KAREN BAKER: I want to make sure I understand the question. I think what it has to do is when we work with local community-based organization like public health institute, as they are the individual that is given the grant dollars, they're the ones that come up with a strategy of how they will reach people with disabilities in their community. And they all have done it in very different ways. Sometimes they might have held a summit of organizations, this is pre-COVID and brought people together and done a true county-wide training. Others have noted that people with disabilities might be subsets of other groups they're educating and noted that in their engagements. So if you're talking about as far as how we go about doing it and how they're counted, that is how we kind of go about it. I don't know if that answers the question or if you want to add something, Justin.

>> JUSTIN KNIGHTEN: That sounds great.

>> LEWIS KRAUS: And I can add a little bit as a grantee to explain that a little bit further. So when we -- when the grantees do their sub-granting to organizations, kind of the charge that we were given was to provide -- was to find the local community-based organizations that provide contacts in that community, whether services or programs or whatever, and so the specificity of what you're asking about depends on if the grantees really deal with those kinds of people with disabilities. They may or may not. Furthermore, people may reach out to those specific populations, but it sort of depends on how much the local community organizations get there to those communities. So I think it will vary across the state.

Next question. How are you able to obtain data on the number of people with disabilities who have COVID-19? Our community collects information about the number of people who tested positive for COVID but has no other information about the race, nationality of the person or disability status. How is that information gathered?

>> KAREN BAKER: I can address that. Our numbers as relates to COVID-19, that is straight-up communication activities. So that could be information from a billboard that you pass, it could be a piece of information, a disaster guide or public health information guide that has been put in food that you have picked up at your food pantry during COVID. And so all we have done there is a simple count. There hasn't been an understanding of what the breakdown is and we haven't asked it of our CBOs to count and categorize who has received COVID-19 communication materials. That is -- that expectation is only put upon people who have done outreach for the disaster preparedness piece of what we do.

>> JUSTIN KNIGHTEN: Sorry, I'll add that -- I think you're also asking about -- the question is also asking about actual people who have disabilities that have been -- who have COVID, how is that being tracked. That is a question for the Department of Public Health. They're really managing how to record and kind of keep tabs on all new cases and debts of COVID-19. So I don't have that information specifically on hand, but they're the agency of record on all things related to tracking COVID-19 cases related to COVID-19 and recording and releasing public health information of which we use at a top line level, which is just to understand where COVID cases are experiencing a spike and where we double down outreach efforts and collaborative efforts with community to help slow the spread. So if your question about that specific piece is really being driven by the Department of Public Health.

>> LEWIS KRAUS: Next question. How did you coordinate your campaign with local jurisdictions which also have materials? Did you allow grantees to make their own materials or rebrand?

>> KAREN BAKER: Well, I'll take part of, and Justin might chime in and also you might chime in, Lewis. One of the great learnings of the campaign was certainly allowing a

community, they wanted to make that choice to go ahead and do unique creation of curriculum that they thought would really be important for reaching their community. The basic Listos brand had to be the same and put on everything, but other than that common element, a local jurisdiction could choose to create some of their own materials. And that is teaching materials. Everyone has created other materials for education purposes that we think will really reach and speak to their community. We have some communities, for example, that were really interested in preparing people that had a lot of pets. So up in northern California we have a lot of folks that were really motivated by that and created materials that had that as a focus. It really does depend on the individual. I think the only county that really went to the degree of creating a whole campaign was, in fact, Lewis, who was very quick and really fast out of the chute to look at the dollars and decide to create something that would be unique to the public health institute. So he can certainly speak to that. As far as coordinating with jurisdictions these funds went to local nonprofits. So we did not go through county board of supervisor or city councils or any other kind of jurisdictions or leaders from jurisdiction although we educated them and provided materials. But there was no need to do that. This was just a state partnership with a state non-profit Valley Vision, that we had given a contract to who was in charge of technical assistance, and their relationship with these 24 CBOs that had been contacted.

>> JUSTIN KNIGHTEN: I'll jump in, and I would love Lewis to speak on his process and designing really curriculum, you know, that many partners have used or tapped into or promoted as part of their outreach efforts as well that follows a similar path Listos California preparedness. And some context on that. You know, we, in an 18-month campaign were kind of pressed for time. I think if there's one kind of common theme that both us at the state level and the governor's office and with our -- all of our partners is that time has never really been our friend in this campaign that's exacerbated in a global pandemic, where it's constantly a race against time. So we knew that in designing a whole new suite of materials and information, that we had to have the data to help inform what we did, or else it would be status quo. If we didn't have it informed by the data and community, we would produce something that has been produced for decades with all the groups and never spent the time doing this type of work. And so we made the decision to allow, yes, partners across the board to either use temporarily existing curriculums that exist from American Red Cross and others or to create their own. And that was part of our flexibility, kind of this is a pilot campaign, let's see what works and see where we have loan lessons and really the outstanding work be developed, and we definitely certainly got that. We definitely also got lessons learned about the capacity and experience of folks in designing information and branded materials where we've had to step in and provide a little more assistance there but I think well worth the outcome. And one thing I will say about the jurisdiction piece, the reality is, as many know, there are significant trust issues among community with anything related to government, and we knew that in a time -- uptick of disasters we're experiencing in California, coming to these that are harder to reach, continue to slip through the cracks not only on preparedness but virtually every other issue area and challenge from education, healthcare, etc., that we needed to as part of design of funding do something different and not work through the traditional systems of counties

and government but messengers that have all the credibility anyway. And how to empower them in a new way to test this out. But I would love Lewis to share some of his work in designing curriculum in the beginning of the campaign.

>> LEWIS KRAUS: Yeah, so I need to give you a little context, and that is that we were funded for three different counties. I don't know if they told you yet, but there were 24 counties that were funded in California and so we did three of them. One of them is sort of an urban county of Alameda, and two were rural midpoint counties up in the Sierras that were very involved in wildfire planning and much -- you know, much less populous. And as part of our approach to doing this, we had anchor independent living center in each of our counties that helped guide the effort toward the disability community, and we all decided at the very start that we were going to work on how to make sure that information was going to be specifically targeted to people with disabilities as well as seniors. So in doing so, we interviewed experts in the field, many of whom who have presented on these webinars, as well as talked to -- and this coordinates with your question. Some of the local jurisdictions who were working on preparedness efforts. So we brought in initial meetings in offices of emergency management in our counties, when we brought our grantees together so they could meet and we could coordinate them and they could work together. It was during that process where we discovered that one of the counties, happens to be Nevada County in the Sierras had already a mail campaign where they mailed out to every resident in the county a brochure, a booklet that involved all manner of emergency preparedness, including specifically for them all sorts of fire preparedness information. So part of that effort they took on some of the general preparedness information, and we saw that and we realized if we could take that and expand on that and turn it back to them, they would be a distribution for us. So that is what we did. So we actually created -- you'll have to excuse this, but we ended up with four steps instead of five. But our four steps were also very particularly aimed at the messages that we heard from our experts, which was we've heard all the information that you're telling us, but we need to do something with it. So our information has forms that you actually fill out. Once COVID hit and we couldn't hand these things out face-to-face, we had to transition that to online materials, so online materials are fillable PDFs where you can fill out your trusted allies, which was the language of this Nevada County, but who most of us normally understand as an emergency contact. Health and medical needs, this is one we've heard on these webinars before, are very important. And so we put a specific call-out for that. Making go bags and go boxes, and also doing your evacuation planning. And one of the things we learned and we had to add in for rural counties, some of the counties where you're hearing about these fires, for those not in California, sometimes those fires block what is your normal escape route. And so the mountain counties were really thinking to themselves -- in their planning that they needed multiple ways to get out of their house or place that they were. So we included them in that process to write about their evacuation multiple routes of evacuation in addition to -- I felt it was very important for people to understand who to listen to and who to understand when they say, you know, it's time to evacuate, and so we connected everybody to their alert system in their county and came up with our materials that way and started distributing that right away.

So we were -- and then just to put a final bow on that, we were able to take our four steps then and go back to Nevada County and say, can you put this in your new version that you are going to send out to everybody? And they did. So Nevada County actually mailed it out to every single person in Nevada County. So that was a nice way to amplify the whole message.

All right, we're going to move on to the next question. We are having difficulty in getting the word out about batteries available for medical baseline customers during PSPS events. Any suggestions to help us reach more individuals who could benefit from this program? We have listed ads in local papers, spoken to community centers, reached out to several chambers, etc.

>> KAREN BAKER: I mean, I think what we have done when we are trying to think about reaching a variety of community members is we think of like, first of all, different ages, and where do those different ages and stages of people go for community? Because then we can hit that institution or that organization, and it looks like you have done a really great job of trying to think through some of that. And I think it's just starting, you know, with schools and whether you have done-thought to do partnerships there with school districts. Faith-based organizations come to mind. Also getting the word out in newsletters of elected officials that might be communicating with their constituents and you could have a little information, a box or, you know, that could be placed in a newsletter, and with the hope that they could get that widely distributed. Things like that come to mind. But Justin, what about you?

>> JUSTIN KNIGHTEN: Yeah, I think, you know, in times of COVID, it's -- everything is both on the table, but everything is both off the table. What I mean by that is I think the systems of outreach are completely new in that the traditional ways are important but we're not limited by those. And so I think it's kind of seeing the limitations of COVID as far as an opportunity. So one thing that we did and kind of embracing that truth is launching a partnership with all the large major grocers in the state of California, Safeway, Raley's Albertson's, Bonds, as well as smaller ethnic grocery stores and help empower those grocery chains, 2,000 in total, to be specific, across the state, to not only have messaging in their stores but deliver preparedness information, our five steps, over announcements at their highest peak traffic times during the day of shoppers in store, as well as embracing, you know, getting our disaster guide, putting it in grocery bags as people check out to having special trainings for their staff I bring this up not just to promote the work we did that we're proud of, but to say, thinking of essential businesses, that were going to remain open and become the center for people to access medicine, money, all these things, groceries, all these things that are going to be -- are going to open regardless of you know, this pandemic that you can start to forge partnerships with as outreach in community. Maybe there are a couple of grocer chains or pharmacies or places that you know community is driving to and going that you can have it be another distribution location for life-saving information.

>> LEWIS KRAUS: Looks like we have one last question. How is this program different from the preparedness programs conducted by the American Red Cross?

>> KAREN BAKER: So we certainly looked at the American Red Cross program and many other non-profit and FEMA and other state preparedness campaigns, regional campaigns, and really looked at how their -- what was their approach? How do we want to go about it differently. All I can tell you is the American Red Cross has great materials, they especially have a great series for youth that is around a children's story about the pillowcase curriculum, if you've heard about that. They have got some just wonderful materials. So this is in no way saying that ours is better. It's just -- it just has a very different audience. And our audience is for these folks that we recognize need materials. We feel they benefit -- we all benefit from having very simple steps that aren't scary, that are going to be inexpensive and that you can go out and immediately get yourself prepared. So I think if you look at our materials and their materials, you will be able to see how they're different, but I think it's just the simplicity and hopefully both will get you ready. So we in no way don't think you shouldn't be doing their program, because they have got a great one. It's just that ours is going to be really much more, I think, sensitive to culture, and culture across, you know, all walks of life.

>> JUSTIN KNIGHTEN: I would add to say and it's not really a comparison of our program versus their program. I think the way to think about Listos California or efforts like it that hopefully start to emerge is looking at it in a linear path, right? These programs, American Red Cross, FEMA, county-driven preparedness outreach efforts, our friends and partners, the Governor's Office of Emergency Services where they do a lot of preparedness outreach, first responders outreach, it's not us versus them. I think it's you know, us and them, them and us, right? Those are programs -- these are programs that have existed for a long time and do a lot of good work to communicate essential life-saving information that folks need to both listen to and act upon as we start to experience more and more disaster. That's the question. These programs are essential and critical. But we also know there are a number of communities that exist that aren't hearing it. They aren't hearing it. They aren't doing it. And for whatever -- for many reasons, it isn't connecting with them. So our campaign is, again, the first step for many of the communities that traditional preparedness campaigns aren't working for. We kind of fit as the entry point. So after our five steps or the public health institute's four steps, they can -- groups feel confident and empowered and have ease of mind of doing something that didn't take a lot of money or time so that then they can react to and engage in American Red Cross and other curriculums that go deeper and provide a more thorough variety of actions to take.

>> LEWIS KRAUS: All right. That's great. And I just want to add that someone in chat added to that answer by saying Red Cross typically does not address evacuation plans although we are willing to make recommendations if asked. So that's an additional comment to that point.

All right, well, we realize that many of you still may have questions for our speakers and apologize if you did not get a chance to ask your question. Do we have a slide with your contact information on it?

>> JUSTIN KNIGHTEN: I think so.

>> LEWIS KRAUS: Maybe move to the next slide. Maybe not.

>> KAREN BAKER: I think it's back in the beginning.

>> LEWIS KRAUS: At the beginning, okay. So if you have questions that you would like to have answered more thoroughly, you can contact -- why don't you guys just type it in the chat window., and so Karen and Justin's contact information will be there if you would like to ask them further questions about the Listos California Campaign. You can also, of course, if you have a question that relates to the Americans with Disabilities Act about all this you can contact your regional ADA Center at 1-800-949-4232.

You will... hold on, we're getting a lot of... okay, good. And the certificate of attendance question, if you noted that you wanted a certificate of attendance and you went through the link that we provided you, you will be getting a certificate of attendance after this. So, you will receive an email link in addition to your certificate of attendance, you'll receive an email with a link to an online session evaluation. Please complete that evaluation for today's program, because we value your input and want to demonstrate the value of this to our funder. And we want to thank Karen and Justin today for sharing time and knowledge with us. And reminder to all of you that the session was recorded and it will be available for viewing next week at ADAPresentations.org in the archives section of emergency preparedness. Our next webinar will be October 8th where we will be joined by Mary Casey Lockier from the American Red Cross and presentation on the COVID-19 issues that ARC has had to manage this year. We hope that you will be able to join us for that and watch for your email two weeks ahead of that for the announcement of the opening of registration. And thank you again, Justin and Karen, and for all of you, have a good rest of your day and we'll see you next time! Bye-bye!

>> KAREN BAKER: Thank you so much!