

2009 Innovations Awards Program APPLICATION

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ID # (assigned by CSG): 09-S-09LA

Please provide the following information, adding space as necessary:

State: [Louisiana](#)

Assign Program Category (applicant): [Government Operations](#)

1. Program Name: ["Get A Game Plan"](#)
2. Administering Agency: [Governor's Office of Homeland Security and Emergency Preparedness \(GOHSEP\)](#)
3. Contact Person (Name and Title): [Veronica Mosgrove, Communications Director](#)
4. Address: [7667 Independence Blvd., Baton Rouge, LA 70806](#)
5. Telephone Number: [225.358.5667](#)
6. FAX Number: [225.925.7348](#)
7. E-mail Address: vmosgrove@ohsep.louisiana.gov
8. Web site Address: www.ohsep.louisiana.gov
9. Please provide a two-sentence description of the program. [GOHSEP is an all-hazards agency that manages federal and state disaster declarations which include natural and man-made disasters. "Get a Game Plan" is a public outreach/educational campaign to teach people how to be prepared in the event of a disaster.](#)
10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 2, 2009 to be considered. ["Get a Game Plan" has been in existence for about a year.](#)
11. Why was the program created? What problem[s] or issue[s] was it designed to address? The program was created to take proactive steps to educate people and make them aware of potential threats. [Prior to Governor Bobby Jindal taking office, there were no proactive measures taken to educate the public before a disaster strikes. "Get a Game Plan" also focuses on hazard mitigation which educates people on how to minimize damage to property and prevent loss of life.](#)
12. Describe the specific activities and operations of the program in chronological order. [GOHSEP released a series of hurricane preparedness public service announcements featuring Governor Bobby Jindal, LSU head Football Coach Les Miles and members of the rock band Better than Ezra. A number of press conferences were held across the state as well as activities to promote "Get a Game Plan". GOHSEP Director Mark Cooper also made several television appearances and radio interviews to promote the program. As a result, and just three months into hurricane season, Hurricanes Gustav and Ike slammed the state of Louisiana. Leading up to the storms landfall, there were more than a million hits on the "Get a Game Plan" website. The Governor heavily promoted "Get a Game Plan" while urging people to heed the warning of the looming storms. This time \(as opposed to what happened during Hurricane Katrina\), nearly two million people successfully evacuated the New Orleans and coastal areas.](#)
13. Why is the program a new and creative approach or method? ["Get a Game Plan" is drawing on Louisianian's love of sports. GOHSEP is constantly looking for creative ways to get people's](#)

attention such as using a prominent athlete to get our message out. This year, the New Orleans Saints (football) and Hornets (basketball) are on board and will be assisting us in getting our message out.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.) \$23,088.40 was the start-up cost. GOHSEP has limited staff with one person working in its Communications Department. To get things started, GOHSEP hired an ad/marketing agency to assist in writing public service announcements and handle the video taping and editing of the PSAs. The agency also produced banners and press kits. The purpose was to promote public information/public awareness campaigns concerning all-hazard emergency management programs for prevention, mitigation, preparedness, response and recovery.

15. What are the program's annual operational costs? So far, GOHSEP has spent \$66,087.40.

16. How is the program funded? Federal and State grants (65% Federal and 35% State).

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number. No

18. What equipment, technology and software are used to operate and administer this program? Besides the Public Service Announcements, GOHSEP created a special "Get a Game Plan" website. Because of all the promotion prior to the storms, the Get a Game Plan website got nearly a million hits before Hurricane Gustav hit.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address. Yes. Mark Cooper, Director of GOHSEP. 7667 Independence Blvd., Baton Rouge, LA 70806. markcooper@ohsep.louisiana.gov

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ? Yes. Florida's State Emergency Response Team (SERT) also takes an aggressive approach to educating the public. However, it appears their program focuses more on just hurricane preparedness whereas GOHSEP's goal is to make people inform people about all hazards ranging from hurricanes to flooding, tornadoes, and even ice storms (yes, there are ice storms in Louisiana).

21. Has the program been fully implemented? If NO, what actions remain to be taken? No, we are constantly trying to build on and look for ways to get the "Get a Game Plan" message out. Next, the agency is partnering with the Department of Education. The goal is to target children by teaching them at a young age how to live a lifestyle of preparedness. GOHSEP is creating an all-hazards coloring book for 1-3 graders. And if funding becomes available, there's a plan to create an interactive computer game on what you need in the event there's a disaster.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. As stated in question 12, prior to Hurricanes Gustav and Ike, the "Get a Game Plan" website received more than a million hits from people looking for information. So far, we have not found any problems.

23. How has the program grown and/or changed since its inception? This year, GOHSEP is building on the project. As stated above, the goal is to educate children on hurricane and other hazards preparedness. GOHSEP is creating an all-hazards coloring book, creating a mascot and looking into creating interactive and educational video games on the "Get a Game Plan" website.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program? You can never lose when you are educating people.

2009 Innovations Awards Program Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations

- Administration
- Elections
- Public Information
- Revenue

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2009
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Lexington, KY 40578-1910

Contact:

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This application is also available at www.csg.org, in the Programs section.

Deadline: March 2, 2009