

2009 Innovations Awards Program APPLICATION

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ID # (assigned by CSG): 09-W-20WA

Please provide the following information, adding space as necessary:

State: Washington

Assign Program Category: Public safety – Emergency Management

1. Program Name: ***MYN (Map Your Neighborhood) – Building & Strengthening Disaster Readiness Among Neighbors***
2. Administering Agency: Washington State Emergency Management
3. Contact Person (Name and Title): LuAn K Johnson, PhD, Public Education Program Manager
4. Address: Washington State Military Department, Emergency Management Division
Building 20 / MS: TA-20
Camp Murray, WA 98430-5122
5. Telephone Number: (253) 512-7047
6. FAX Number: (253) 512-7207
7. E-mail Address: l.johnson@emd.wa.gov
8. Web site Address: emd.wa.gov click: Preparedness
9. Please provide a two-sentence description of the program.
MYN is designed to improve disaster readiness at the neighborhood level (generally 15-20 urban homes; 5-7 in rural areas), teaching neighbors to rely on each other during the hours or days before fire, medical, police, or utility responders may be able to reach them. It takes just one person to begin this process by inviting the neighborhood to his or her home for a 90-minute meeting – facilitated by the program DVD – where the neighborhood (1) learns a 9-Step Response Plan; (2) identifies the skills & equipment each neighbor has that could help one another cope with a disaster; (3) picks the locations for a Neighborhood Gathering Place and Neighborhood Care Center; (4) creates a neighborhood map pinpointing the locations of each natural gas meter; and, (5) creates a contact list of neighbors who may need extra help during the disaster, including each neighbor who is elderly, those with disability, or those who should be looked after if they are home alone.
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.
Piloted April 2006; implemented statewide January 2007
11. Why was the program created? What problem[s] or issue[s] was it designed to address?
In a disaster, your first and best sources of help are the people who are nearest to you. Social science research – and survivor stories – reports that 9-1-1 responders (fire,

medical, police, and utility personnel) are overwhelmed by demand in the first hours of a disaster response. *MYN* organizes and prepares neighborhoods for just such times:

- Its **9-Step Response Plan** begins at home and then reaches throughout the neighborhood. It teaches what to do to save a life, reduce the severity of injuries, reduce emotional distress, and decrease property and environmental damage.
- Its **Skill & Equipment Inventory** saves precious time by identifying who in the neighborhood has relevant response skills and equipment.
- The **Map** created during the neighborhood meeting pinpoints the exact locations of natural gas meters and propane tanks, recognizing the single biggest source of neighborhood fire (about 67%) following disaster is natural and propane gas leaks.
- The **Contact List**, companion to the **Map**, lists who in the neighborhood may have specific needs following the disaster, including those who are elderly, neighbors with disability, or those home alone who should be checked on.
- Remarkably, all this is accomplished in a single 90-minute meeting.

Prepare In a Year (PIY) is the personal preparedness program that provides the foundation for *MYN*. Effective neighborhood outreach best occurs when one's own family is safe and one's home secure. *PIY* encourages one hour each month devoted to personal preparedness, and enables this activity by utilizing an innovative message strategy founded on principles learned from social science.

Social science research for the past six decades has demonstrated the value of adhering to the following formula when constructing a message whose goal is to motivate preparedness activity: Threat (consequence + probability) = Response (effectiveness + capability).

Threat must balance (=) Response in the message. The threat's consequences and the likelihood of those consequences occurring inform the why (*why do you want me to do this?*) of the message. This threat must match the response (*Okay, I get the why. Now what should I do about it?*). Too much threat will scare people. Too much response will overwhelm people. Too little threat does not compel action. The right amount of response will show precisely how the recommended action will reduce or eliminate the stated consequences of the threat (response efficacy).

The tipping point for preparedness action ultimately hinges on whether or not the person accepts that she or he can actually *do* the recommended response (capability). This is where most preparedness messages fall woefully short, but where *PIY* excels.

Prepare In a Year's 12 monthly activities are supported by innovative **streaming videos** located on our website. These videos explain why the activity is advised, demonstrate exactly how to do it, detail how much it will cost and how much time it will take, and utilize non-traditional 'actors' to demonstrate its ease of doing (such as having a grandma teach her grandson how to secure a bookcase to the wall studs).

12. Describe the specific activities and operations of the program in chronological order.

August 2005 Write *Preparedness Strategic Plan* with a specific focus on "enabling and empowering personal (*PIY*) and neighborhood (*MYN*) preparedness activity"

Sept 2005	Design and create <i>MYN</i> program materials as a step-by-step process where groups of neighbors can work together to prepare their neighborhood for disaster: <ul style="list-style-type: none"> • <i>MYN</i> Neighbor Handout (contains the 9-Step Response Plan, Skill & Equipment Inventory, Neighborhood Map & Contact List, Help / OK card) – currently available in English and Spanish • Discussion Guide – designed as a ‘script’ for <i>MYN</i>’s DVD, and can be easily read if a DVD player is not available • <i>MYN</i> DVD – produced in a play-pause-discuss format • <i>MYN</i> CD of supporting materials (also available online) – includes Discussion Guide, meeting invitation, promotional flyer, brochure, reporting tool, and database • Personal preparedness <i>PIY</i> handouts & streaming videos (only available online) – to enable personal preparedness • Preparedness Website – conceptualized to support the Preparedness Strategic Plan of “enabling and empowering preparedness activity”
April 2006	Pilot <i>MYN</i> & <i>PIY</i> on Lummi Island & in King County
July 2006	Conduct program evaluations
August 2006	Complete material modifications based on feedback from the pilot program
Sept 2006	Begin implementing <i>MYN</i> & <i>PIY</i> statewide with Train-the-Trainer sessions offered to local Offices of Emergency Management
Jan 2007	Website development begins for personal & neighborhood preparedness
May 2007	Website goes online (by year’s end, is averaging 418,934 hits / month)
June 2007	Presented <i>MYN</i> at National Conference on Community Preparedness – 21 states, and jurisdictions within those states, request <i>MYN</i> and are in various stages of implementation: Alaska, California, Florida, Georgia, Hawaii, Idaho, Illinois, Kansas, Maryland, Michigan, Minnesota, Mississippi, Montana, New York, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Utah, and Virginia
August 2007	<i>MYN</i> DVD is translated in Spanish, Russian, Korean, Chinese, and close-captioned for the hearing impaired
Sept 2007	<i>MYN</i> Train-the-Trainers conducted in Idaho & Alaska
Oct 2007	<i>MYN</i> Train-the-Trainer conducted in Oregon
Nov 2007	<i>MYN</i> Train-the-Trainer conducted in Montana
Jan 2008	<i>MYN</i> Train-the-Trainer conducted in California
April 2008	Website translated into Spanish, Russian, Chinese, Korean, Cambodian, and Vietnamese (by year’s end, website is averaging 945,581 hits / month – 31,021 hits / day!)
May 2008	<i>MYN</i> Train-the-Trainer conducted in Illinois
To present	Implementation and evaluation of <i>MYN</i> and <i>PIY</i> continues

13. Why is the program a new and creative approach or method?

- Utilizing ***MYN***’s materials, a neighborhood can organize and prepare itself for disasters. This removes a huge burden from local Offices of Emergency Management. Most local Offices of Emergency Management have limited personnel resources and are unable to engage with their communities as much as they would like. ***MYN*** allows them to oversee community preparedness without overwhelming their capacity.

- *MYN's* preparedness materials are designed for *small* neighborhood groups (15-20 urban homes; 5-7 rural homes) that can be organized for a quick and effective disaster response.
 - *MYN* neighborhoods can be organized in a single 90-minute meeting.
 - *MYN* utilizes CERT graduates (CERT is a federally supported program, providing 28-30 hours of advanced training to interested citizens over the course of seven weeks) to deliver *MYN* to senior citizen communities and other groups who desire someone with basic disaster response knowledge.
 - *MYN* utilizes online reporting tools to gather program data.
 - *MYN's* 9-Step Response Plan is basically common sense put to paper, which is precisely its strength. Because it is common sense, its response guidance builds confidence in the neighborhood's abilities to be effective during the stress of a disaster response.
 - *MYN's* multi-language DVD allows neighborhoods with diverse populations to train together for disaster.
 - *PIY's* personal preparedness streaming videos 'break the box' of traditional messaging, showing clearly and engagingly why, how, where, and what to do.
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.)
- Salary for one existing FTE (full-time employee)
 - Printing costs of pilot materials: \$550
 - Travel expenses to conduct the pilot Train-the-Trainer sessions: \$340
 - Initial cost to develop and set up the website: \$50,000
 - *States who wish to adopt MYN are welcome to utilize our materials, so would have few or none of these expenses*
15. What are the program's annual operational costs?
- Printing:
 - *MYN* Handout/Shingle: \$20,000 (100,000 copies)
 - *MYN* CD: \$3,500 (5,000 copies)
 - *MYN* DVD: \$10,000 (10,000 copies)
 - Website:
 - Annual server fees, training, and project maintenance: \$10,800
 - Annual management fee, licensing fee, and translation costs for the alternate language site: \$25,200
 - *States who link to our site would save these expenses.*
16. How is the program funded?
- Materials: EMPG funds
 - Website: Federal grants, state general funds, and private sector contributions
17. Did this program require the passage of legislation, executive order or regulations? NO
18. What equipment, technology and software are used to operate and administer this program?
- A DVD player is recommended for the neighborhood home hosting the meeting. If there is no DVD, the *MYN* Discussion Guide (available online) works very nicely.

- A Microsoft Excel database is used to capture program data and statistics.
19. To the best of your knowledge, did this program originate in your state? YES
Innovator: LuAn K Johnson, PhD (see above for contact information)
20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?
MYN is unique. However, many states have adopted *MYN* and are actively utilizing it to prepare their communities. These states are listed above in #12, June 2007.
21. Has the program been fully implemented? YES
22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.
- 54 of 71 jurisdictions (counties and cities) in Washington State are in various stages of implementing *MYN*.
 - 22 states (includes Washington) have found *MYN* and *PIY* to be a cost effective and time efficient approach to personal and neighborhood preparedness.
 - As an example of community response to *MYN*, 450 CERT graduates participated in a recent three-day *MYN* training in Hermosa, Manhattan, and Redondo Beaches, CA.
 - *MYN* has been endorsed and promoted by Brock Bierman, Director, National Citizen Corps; and by Fred Bretsch, FEMA, National Preparedness Division, Regions VI, IX, and X.
 - Our website steadily has been attracting a larger audience, averaging nearly 946,000 hits per month in 2008 (January 2009 hits were 1.2 million!).
 - The following states have linked to our website [# of individual jurisdictions within each state linked to *MYN* are indicated in the brackets]: California [11], Idaho [2], Maryland [1], Missouri [2], Montana [4], Nebraska [1], New York [1], South Carolina [2], Oregon [7], and Utah [1].
 - An independent study conducted by the University of Kansas to evaluate all state Emergency Management websites ranked our site 4th in Content Richness.
23. How has the program grown and/or changed since its inception?
- New, clearer graphics were designed to enhance the understanding of how to create the Neighborhood Map. (see *MYN* Handout)
 - The Preparedness Website, including all the *PIY* materials, has been translated into Spanish, Russian, Chinese, Korean, Vietnamese, and Cambodian.
 - *MYN* Rack Cards have been designed and are being printed (\$1700 for 20,000) and distributed to libraries and community centers statewide to promote *MYN*.
24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?
None that we are aware of. We have found elected officials are enthusiastic supporters of *MYN* because it engages their citizens in meaningful community activity, Fire and Police officials because it reduces their response load during the initial hours of a disaster, and local Offices of Emergency Management because it is easy to implement and effectively prepares individuals and neighborhoods for disaster.

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

Deadline: March 2, 2009