

MEMO

TO: PBEM Volunteers

FROM: Jeremy Van Keuren, PBEM Community Resilience Manager

DATE: August 21, 2019 7:06 PM

SUBJECT: *Use of the new PocketPrep handout, PBEM's approach to community outreach*

SUMMARY

PBEM is excited to introduce the PocketPrep handout, which we intend to take the place of several other handouts many volunteers are familiar with. **The publication of PocketPrep also marks an adjustment in how we have asked volunteers to approach community outreach.** Our new approach reflects better practices for outreach and a higher level of engagement than before.

WHY IS PBEM SWITCHING TO POCKETPREP FROM OTHER HANDOUTS?

The PocketPrep will replace the NET Brochure, BEECN postcards, BEECN magnets, Public Alerts brochure, and Shelter in Place magnet. **These publications are now officially out of print**, except in non-English languages (until PocketPrep is available in other languages as well). PocketPrep also includes guidance for "Drop/Cover/Hold", a link to a 24-week disaster prep shopping list, and information on a two-bucket sanitation system (but, PocketPrep will not replace the bucket stickers or the two-bucket system brochures).

Considering the variety of outreach materials PBEM has on offer, it makes sense to combine them into one handout. Doing so makes planning for outreach events simpler. Instead of fussing over many handouts a volunteer needs at a community fair or other event, consideration is reduced to a few instead.



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But there is another and more important purpose at work with how we designed PocketPrep.

We want to encourage outreach volunteers to have conversations with people.

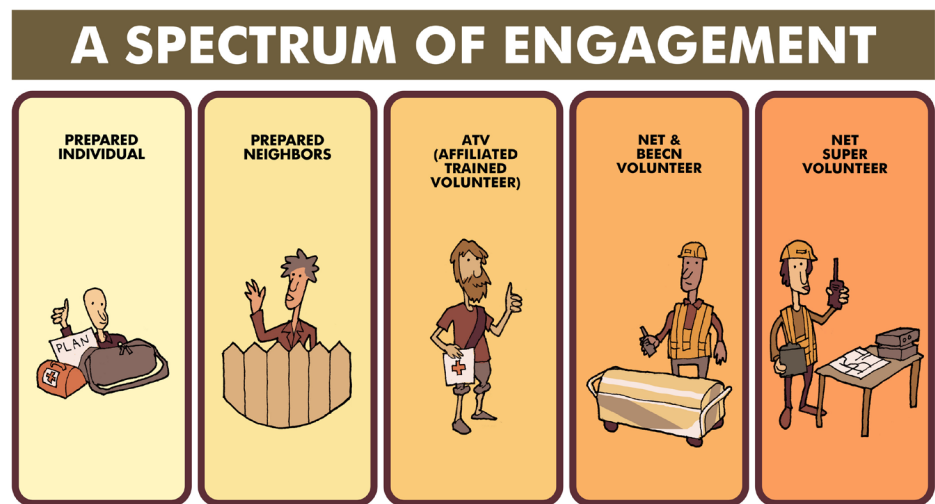
Other handouts can, but do not specifically, encourage this. For example, you *can* have a conversation with a person over the NET brochure. But you could also leave a stack of NET brochures on a table somewhere and hope people will take them, read them, and absorb the information.

That is a waste. Without engagement, recipients often ignore or throw materials away. This is especially true at large outreach events with several (or many) community organizations competing for attention.

Most handouts, also, have little use beyond conveying information. An impactful handout preserves itself from the waste bin by being useful in multiple ways. For example, the BEECN postcard conveys information, but is also a handy map that many people stick on their refrigerators.

Finally, promoting conversations reflects research PBEM completed on community preparedness (<https://www.portlandoregon.gov/pbem/article/643131>). Most Portlanders understand our regional vulnerability to a major disaster. But they do not know where to begin with having conversations themselves. By engaging people on the level of conversation, a PBEM volunteer does three important things: 1.) they better inform the recipient; 2.) they help normalize the possibility of having a conversation with their neighbors; and, 3.) they train the recipient on how to begin the conversation.

Recruitment of new NET volunteers, it is worth adding, is not a problem for us right now. We have over 2,000 applicants in the queue - far more than we can possibly train in a year. The PocketPrep is oriented more to getting your neighbors onboard with your mission at a less intense (and therefore, less daunting) level of engagement.



WHAT DESIGN FEATURES OF POCKETPREP SHOULD VOLUNTEERS KNOW ABOUT?

- **PocketPrep is printed on water resistant, “Rite-in-the-Rain” paper.** Therefore, a recipient MUST use a pencil or ballpoint pen when filling it out. A gel pen or marker will smudge and clear off (rather messily, in fact).
- **PocketPrep paper is also tear resistant.** This product is intended to last a long time. However, the cardstock front and back cover of the PocketPrep is neither waterproof nor tear resistant. They are likely to deteriorate over time and possibly fall off, but the rest of the material should prove durable.
- **PocketPrep is intended to be compact and portable.** Specifically, it folds down to the size of a credit card. It may not *exactly* fit in a wallet (it’s too thick), but will conveniently go into a purse or glove box.
- **At the moment, PocketPrep only comes in English.** This absolutely will change over time. However, we decided we wanted to do some initial “beta testing” with PocketPrep and get feedback from volunteers before translating in multiple languages. We anticipate having versions in Spanish, Russian, Vietnamese, and Chinese some time in early 2020.
- **PocketPrep will be linked to the Community Resilience Workbook** (which replaces Map Your Neighborhood). PocketPrep represents a tool for individual preparedness. If your neighbor fills out their PocketPrep and is interested in taking another step, we will have instructions soon on how they can organize their block or building.
- **We welcome volunteer feedback on how to improve PocketPrep.** We are in the first print run now. The next print runs will reflect improvements, and at least some of those improvement ideas will come from PBEM volunteers. If you have an idea to improve PocketPrep, please email net@portlandoregon.gov.
- **PBEM will control the number of PocketPrep we make available.** The assumption is that volunteers at an outreach event are having conversations with people. Therefore, where you may have needed, say, 100 NET brochures at an event, you need probably half as many (or even less) of the PocketPrep. Information will not get into the hands of as many people, *but that is okay* and expected. We wish to increase QUALITY of interaction, not quantity.

Also, PocketPrep is expensive (about \$1.40 apiece). We expect we save costs overall by reducing the number of handouts we print. But to get the most out of our budget, it is important to make the best use of them.

Still Available

- Two bucket system brochures
- Bucket stickers (in all languages)
- Two week shopping lists for prep kits
- Water heater tags
- BEECN Postcards in non-English languages*
- OK/HELP signs
- NET brochures in non-English languages*



*"non-English languages" means Spanish, Vietnamese, and Russian. We also have BECN postcards in Chinese. When PocketPrep is printed in these languages, all BEECN postcards and NET brochures will be discontinued.

Discontinued

- BEECN postcards in English (when we run out)
- NET brochures in English
- BEECN magnets
- Public Alerts brochures

Other Handouts

- We are no longer stocking the Dark Horse disaster comics.
- MYN and KYN and Red Cross Prepare! will all be replaced by the Community Resilience Workbook. That is coming very soon (in the next month).



PocketPrep Instructions

Thank you for helping us promote community resilience through outreach! This sheet is intended to offer some guidance on talking with folks about the PocketPrep handout, and disaster preparedness.

- **PLEASE DO** spend a minute or so to have a conversation about what is in the PocketPrep. At your outreach table, have one or two unfolded for display. As someone looks it over, try to discuss these points (not necessarily in this order):
 - Describe what a BEECN is and encourage them to find their own with the map, and write down their BEECN on the “warning and information” section;
 - Encourage them to visit Public Alerts (publicalerts.org) and register when they get home, where they can also find more info putting a preparedness kit together;
 - Emphasize the need to store at least 14 gallons of water per person in their household, and that shelf-stable food and a first aid kit are the next priorities;
 - Talk about the twin-bucket system and take your own if you can (kids love ‘em);
 - **Use a pencil or ballpoint pen** to fill out some of the blanks with them;
 - Explain Drop/Cover/Hold during an earthquake;
 - If you are a NET volunteer and the recipient is curious about disaster response, talk about your own NET experience, encourage them to join, and point out the link on the PocketPrep for more information.
- **PLEASE DO NOT** distribute PocketPrep without an opportunity to explain it to the person receiving it. Not everyone will want to have a conversation, and that’s OK. The important thing is to open the door for curious people.
- **PLEASE DO** encourage people to use ballpoint pen or pencil on the PocketPrep. Because it is water and tear resistant paper, a gel pen or marker will smudge off.
- **PLEASE DO NOT** leave an unattended stack of PocketPrep for passers-by to pick up and take with them.
- **PLEASE DO** feel encouraged to give a short presentation to an audience on PocketPrep and to distribute PocketPrep to folks in the audience.

