

The
Journal
Utah Emergency Management



September Special Edition

National Preparedness Month

WHAT'S IN THIS ISSUE...

- ✔ Pledge to Prepare
- ✔ Maralin Hoff—The Earthquake Lady
- ✔ CERT in Action
- ✔ Youth Preparedness Council
- ✔ Be Ready—Localized, State Fair and Media One



National Preparedness Month (NPM) is an annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. NPM is led by the Federal Emergency Management Agency (FEMA) and is sponsored by its Ready Campaign in partnership with the Citizen Corps Program. While September is the month for recognizing national preparedness, the goal is to engage the public to make preparedness a part of their daily lives every day and not one single month.



Pledge to Prepare – Become a National Coalition Member

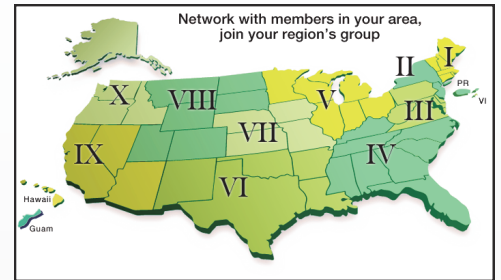
Building community resilience requires close coordination between the government, community organizations, individuals and emergency managers to plan for the needs of the whole community – that’s where the National Preparedness Coalition Members come in. The National Preparedness Coalition is the nation’s public online forum organized to improve our Nation’s resilience against all-hazards. It is comprised of individuals engaged in preparedness – who are committed to strengthening, sustaining and enhancing the resilience of their communities. Coalition members *Pledge to Prepare* – that is, take actions which will strengthen their own personal, family and community preparedness capabilities.

Coalition members bridge the gap between all levels of government and the public through emergency preparedness education and events. By expanding the emergency management team to include entire communities, coalition members help improve national preparedness and resilience.

Benefits of Becoming a National Coalition Member

The National Preparedness Coalition has access to a FREE online community where members can share information, learn what others are doing and find tools and resources to help in the mission to strengthen community resilience and preparedness across the nation. Coalition members can:

NETWORK: Connect with peers and like-minded individuals from across the country to enhance your own activities back home. With many communities across the country facing tight budgets and resource shortfalls take advantage of this FREE and easy way to share ideas, tools, activities and other techniques to build your preparedness capabilities.



PLAN: Add and view preparedness related events on an interactive calendar. You can let other Coalition members know what you’re doing in your community by adding your event, posting details such as location and activity information and even gauge the level of interest in your event. See what others in your area are doing and join in!

Pledge Today

By registering to become a member of the National Preparedness Coalition you will help us build a more secure and resilient Nation. Signing up is FREE and will only take less than one minute of your time. Visit <http://ready.gov/pledge> and join over 6,000 national coalition members making a difference.





Maralin’s *Family and Individual Emergency Preparedness Program* displays various emergency preparedness kits for adults and children, senior needs kits, home storage, office, vehicles, student school backpack kit and for the house pets. She has presented to the American Red Cross, the Community Emergency Response Team (C.E.R.T.), senior/daycare centers, hospitals, churches, schools/colleges, local businesses, organizations and other state agencies. Maralin’s goal is to focus more preparedness for populations with access and functional needs such as, the deaf and hard of hearing, wheelchair bound, slow walkers and the blind. Maralin encounters hundreds of thousands residents throughout the state of Utah and throughout the United States as she airs 72-hour kits for the KBYU *Living Essentials* Program, KSL *Studio 5* Program and numerous radio stations. Google her name and you’ll quickly see she’s known far and wide as the “Earthquake Lady!”

What Does the Program Include?

- ◆ How to protect yourself no matter where you are!
- ◆ Tips on how to safeguard your home and/or place of business
- ◆ Tips and suggestions about emergency preparedness and how to keep everything updated
- ◆ Emergency gift items for Christmas and birthdays
- ◆ How to get emergency kits started
- ◆ Where to store emergency kits

Personalized Emergency Kits:

Home	Vehicle
Office/work place	Children’s bedside backpack
House pets	Food bucket - “Grab and Go”
Portable potty kit	Water storage
Student emergency items for school backpack	
Baby diaper bag emergency items	

“Earthquake Lady” - How Do You Get a Nickname Like That?

In 1995, students of the Red Hills Middle School in Richfield, Utah, labeled Maralin as the "Earthquake Lady" because she demonstrated an earthquake’s effects on a house model with five rooms detailed as a school classroom, kitchen, living room, bedroom, office conference room and/or a library. This house simulates earthquake motion by shaking back and forth. It sits on a motor, which is controlled to increase magnitude while a cassette tape plays the sounds recorded during an actual California earthquake.

Maralin Across the State in 2011

175 Presentations

17,036 Participants

She’s Ready... Are You?

If you are interested in Maralin presenting at a local function, please contact her at mhoff@utah.gov or through our front desk at 801.538.3400.

Maralin’s schedule fills quickly so please contact her early!



Outreach - A Touching Moment that Makes It All Worth It

Have you ever had someone approach you to tell you they remember you from an event you did long ago? How about a 22-year-old woman who remembers your presentation from when she was just seven years old? That's what happened to our own Maralin "Earthquake Lady" Hoff at a preparedness fair in August. While promoting emergency preparedness at recent community event, Maralin was approached by a young lady who recognized Marlin and her display from a school assembly back when she was just a child. The young lady asked, "you're the Earthquake Lady, aren't you?" Now a mother herself, she asked if Marlin still had her "earthquake house" display and added "you're still doing this?" Maralin happily replied that she indeed still teaches earthquake preparedness. The mom replied back that she has remembered Marlin's presentation all these years and now keeps an emergency kit for herself and her son. Wow! What a pleasant few minutes it was for Maralin! Maralin's story is a touching reminder about the importance and impact of the work we do. So the next time you're out there promoting preparedness, remember there might be a seven-year-old taking it to heart.

CERT In Action

During this fire season we have been able to capture some great CERT activity throughout the state. Here are some great examples of the roles CERT played in the Dump Fire at Eagle Mountain and Saratoga Springs and at Herriman's Rose Crest Fire:



- **EOC:** CERT volunteers helped with clerical duties in the EOC including credentialing at the door, info gathering, tech support, photography and rumor validation.
- **Fire Fighter Rehab:** Provided food and liquids for the firefighters.
- **Donations Management:** CERT managed the intake and dissemination of food and liquids to go to the firefighters.
- **Volunteer Management:** Non-CERT volunteers were integrated into the existing system to help prepare meals for the firefighters.
- **Herriman Amateur Radio Club:** CERT members provided emergency communications at the shelter, City Hall EOC, and throughout the neighborhood.
- **American Red Cross Evacuation Shelter:** CERT members training in Red Cross Sheltering helped in the shelter with evacuee check-in and checkout, runners, and security. Coordinated with shelter manager and identified need for helping with donations management and youth evacuee management. The Home Depot donated craft kits and CERT helped kids put those together to relieve parents and reduce stress.
- **Animal Evacuation:** CERT helped evacuate an animal sanctuary that houses about 200 different kinds of animals. Those who had taken the add-on CERT training "Animals in Disasters" by the Utah Department of Agriculture and Food were called upon to help.



Utah Teen Selected for 2012 Youth Preparedness Council

On July 23, 2012, FEMA announced the formation of its first Youth Preparedness Council. The Council supports FEMA’s emphasis on and dedication to involving the whole community in preparedness related activities. FEMA’s Youth Preparedness Council is a unique opportunity for a select group of youth leaders to serve on a highly distinguished national council and to voice their opinions, experiences, ideas and solutions to help strengthen the nation’s resiliency for all types of disasters.

Utah’s own Ashley Houston, of Hurricane, was selected to serve on the Council representing FEMA Region VIII. Ashley is an outstanding student and, as a member of the Health Occupation Students of America program, has completed the Teen Student Emergency Response Training at her high school. She worked with her family to put together 72-hour packs for all of the members of her household and to create an escape plan in case of fire, flood or other disaster. Currently, she is working with a neighborhood response team, which would assign individuals to identify problems and check on neighbors during a disaster. The Utah Division of Emergency Management congratulates Ashley for this distinguished recognition.



Ashley Houston
Photo courtesy of the Houston family

For tips on successful youth preparedness programs visit:
<http://www.citizencorps.gov/getstarted/youth/youthindex.shtm>

Be Ready...Localized!

During the past year, *Be Ready Utah* visited each county in the state providing preparedness kits in an effort to help emergency managers promote preparedness at the local level. Among the many resources in the kits, there was a logo usage agreement. This agreement allows emergency managers to brand their local programs using a modified “Be Ready Utah” logo to reflect their own programs. Local programs such as Herriman, Park City, Duchesne and Weber have branded their own logos and you can, too!



If you are interested in branding your own “**Be Ready**” logo for your jurisdiction, please contact Ryan Longman at rlongman@utah.gov or 801-538-3702.



Preparedness Fair basics-

by JoAnna Larsen M.S., CPM

Preparedness Fairs are a common occurrence in Utah. Some are small and some very large but one thing that they all have in common is the need to address the many facets of preparedness including physical, mental and economic preparedness. This “all hazards” approach is not exactly the same as the “all hazards” planning that professional emergency managers do but the concept is similar. Residents must understand that surviving a disaster is much more than just having a bottle of water and a granola bar.

The key to putting on a successful preparedness fair is to find competent, informed people to present on the various topics that you deem appropriate for the audience. Be thorough in your planning to avoid some of the pitfalls that come from teaching non-professionals. Residents are sometimes misinformed by rumors or information from the internet that appears to be official but is not. They are also influenced by tall tales from neighbors. The “triangle of life” theory is one example of dangerous misinformation. Well meaning people who don’t have the background to be able to debunk this theory need to be educated

so they can answer these types of questions at fairs. Good planning includes having an expert in preparedness who is calm, affable and able to address off-the-wall questions. It is also important to put yourself in the shoes of non-professionals; think like they do. For example, it is one thing to say “get a kit” and another to get to the nitty-gritty and talk about how to build a kit on a budget.

Preparedness fairs are also good for bridging the gaps between professional emergency management/first responders and faith-based organizations. Each has a unique expertise that needs to be leveraged in order to fully cover preparedness topics. We need to always remember that during a disaster, we will need everyone to do their part, so working with residents and faith-based groups now will go a long way when the chips are down.

JoAnna Larsen is a Preparedness Planner for the Utah Department of Health and is the 2012 UEMA (Utah Emergency Management Association) President.

Websites and Resources

