

Citizen Emergency Preparedness Plan

4/28/07



Prepared by

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Basic Problem

Local, regional, state, and national leadership are not adequately preparing citizens to effectively minimize and/or manage emergency situations—as demonstrated by the recent disasters in New Orleans and Houston:

- During times of crises, individuals and families without adequate preparation, knowledge, and plans will suffer injury to self, family, and property; and often cause comparable injury to others
- When such injury is generated, blame will be placed on local, regional, state, and national leaders and government; and the public's faith in these institutions and their leadership will suffer

Underlying Problem

Citizens-in-general (and of primary concern, local citizens) have not taken advantage of the general availability of crisis-related information in print form or in seminars to prepare themselves to minimize and/or manage emergencies. This lack of interest is a function of a combination of the following:

1. Perception that crises will not happen to me
2. Perception that personal preparedness is a signal of weakness and pessimism
3. Perception that personal preparedness is too complex and will take too much time, energy and resources

Proposed Solution

Form a strategic alliance with local leaders (i.e. City, County, Chamber of Commerce, Civic Groups, City Library, and Community/Neighborhood Associations) to pursue the following mission:

1. Develop and initiate a citizen awareness campaign to alter the negative perceptions of citizens.
2. Repackage the complex and overwhelming information about preparedness by using local experts (e.g. Police Dept., Fire Dept., Emergency Management, Bankers, Attorneys, etc.) to generate simple and easy-to-do units of information in a series of informative and motivational programs provided online. When citizens complete each program they receive recognition and certification.

Sponsorship of the project will be provided through contributions and grants obtained by and/or from the affiliated local groups, local businesses, allied parties, and volunteer citizens so that absolutely **no financial cost to participating citizens is involved**. Online program development, management, distribution, and maintenance will be the responsibility of Concept Keys, Inc.

Solution Outcomes

A successful Citizen Emergency Preparedness Campaign would produce as many as 30% of the housing units in a municipality to become motivated to complete one or more of the programs in the series. Here is what will happen:

1. Entire segments of the community will come together to make learning about emergency preparedness and management an easy process for busy, busy people.
2. Local citizens will minimize crises and manage better those emergencies that do emerge
3. Local citizens will become better informed, effectively prepare, and appropriately plan for emergency situations—at no additional cost.
4. Respect and gratitude for the foresight and efforts of the allied parties in the project will be expressed by the citizens in many, many different ways
5. Positive media coverage of this effort will be demonstrable and far-ranging
6. Initial content will provide a series of templates that require only slight revision to represent the specifics of any given municipality and thus have potential to become revenue-producers

Potential Programs in the Citizen Preparedness Series

Some programs should be designed to minimize the potential for disaster to strike an individual, family, home or business while others will be designed to maximize the ability to manage such emergencies when they happen. The number of potential programs is large, thus for this initial project, having only a small number of programs in the series may be wise. Here are just five examples of possible program titles:

1. Easy Ways to Increase the Security of YOUR House/Apartment/Business!
2. Fast Steps to Minimize the Potential for a Fire Disaster in YOUR Home/Business!
3. How to Manage YOUR Assets and Resources During Crises!
4. Understand the Municipal Emergency Plan for YOUR Safety!
5. Simple Ways to Prepare a Family Emergency Plan!

The strategic alliance will want to consider the potential benefit to offering selected programs at two levels of preparation: basic and advanced to enhance motivation and successful completion. Programs may vary in size with most programs being as small as 15 preparation Keys and some programs possibly containing many more Keys to successful preparation or management.

Cost and Funding of Proposed Solution

There are several sources for General Project Funding that can be distributed across a combination of the members in the strategic alliance:

- The strategic alliance and project leadership and members will consist of volunteers from all allied groups
- Contributions/grants from the affiliated organizations, groups and individuals will be solicited and rewarded with extensive recognition.
- Direct revenue production may emerge from a strategic-alliance generated Citizen Emergency Kit
- Direct revenue production may emerge from templates for specific programs that can be marketed to municipal leaders for local customization

Funds for the project will be targeted in two very specific directions:

1. Specific costs associated with the citizen awareness campaign: Promotional and motivational efforts will consist of presentations, newspaper articles, website promotion, posters in stores, flyers, newsletter articles, organizational support programs, and media coverage. Contributions to the awareness campaign will be solicited, welcomed, and whenever feasible will be extensively recognized
2. Specific costs associated with the online program development, management, and distribution
 - Program authors/editors will receive recognition for contributing their time and expertise to the project. Copyright releases will be solicited from existing knowledge bases as needed.
 - Financial sponsorship of programs by local businesses and/or citizens will be rewarded with appropriate recognition at the top of each unit of information
 - Concept Keys, Inc. will manage the program development and distribution at a minimal cost

Current Online Program Components

Concept Keys, Inc. is an online training and publishing company with a tested, proven learning system that reduces complex materials to fundamentals that are delivered in small units over an extended time period to reduce the perceived complexities.

Each current CK program is produced within the established learning system that has been designed for the very busy adult. Programs are of various content areas and customizations. The basic principles of adult learning are evident throughout the programs and the system maintains a major focus on the ease of learning in less than 5 minutes a day. Participants may engage only in those elements perceived to be most productive. The learning system may be adjusted to any unique situation.

Each Participant in a standard Concept Keys Program receives:

- Personal CK website account
- Daily “Gentle Reminder” emails
- Daily Keys to understanding the fundamentals of complex areas
- Daily Micro-lessons; each micro-lesson has four paragraphs of critical learning information
- Daily Sponsorship “Header Message” at top of each micro-lesson
- Daily Authorship/Editorship identification at top of each micro-lesson
- Daily Food For Thought Questions (quick responses to the daily Key)
- Weekly check-list to identify completed fundamentals of the previous 5 Keys
- Weekly self-selections of the Most Important Key
- Weekly self-determinations of how to improve the use of the Most Important Key
- Engagement Index Metrics (degree of participation in the program)
- Availability to download all personal program material
- Cognitive engagements in learning and improvement activities

Each Program Leader (or designate) receives the following:

- Proven change-support program guidance and activities
- Full access to each participant’s program actions at any time
- Detailed metrics for **documentation, assessment, and accountability**
- Capability to make internal group comparisons of metrics
- Opportunity to provide immediate feedback to participants
- An improved community

Unique Aspects of the CK Online Instructional System and Programs

- Simple—Reduces complex concepts into fundamental keys
- Systematic--Delivers one Key/micro-lesson every workday for the length of the program
- Quick and Easy—Takes less than 5 minutes
- Immediate—Processed right in the home or work environment
- Self-Selection—Weekly selection of Most Important Key (MIK)
- Self-Determination—Weekly determination of MIK action plan
- Engagement—Daily reactions and plans are recorded
- Motivation—Internal Support Program, Engagement Index,
- Documentation--Provides both Participants and Program Leaders with Report downloads
- Assessment and Accountability—all data can be used by Program Leaders to demonstrate program success