

Ready Neighbor News



February 2015

Neighbors Helping Neighbors...

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Next Meeting Dates:

General Meeting:
February 11, Fire Station 1.
Carbon Monoxide Awareness.
Meeting starts at 6:30 with
doors open at 6:00 PM.

Leadership Meeting:
February 25, Fire Station 1
Meeting starts at 6:30 with
doors open at 6:00 PM.



Social Media and Preparedness

Situational awareness is not a new concept in the field of emergency preparedness, response, and recovery. In fact, it is one of the most critical points of planning and response efforts. Government agencies and response partners work to establish and maintain situational awareness to sustain general communications, gather intelligence from the field, execute logistical plans, track resources, send alerts and warnings, and perform general operations. Traditional methods include forms of landlines, paper and satellite mapping, HAM radio, traffic cameras, television, and more while more recently we have seen a rise in the use mobile cellular phones including text messaging, global positioning systems and geographic information systems, and reverse 9-1-1 mass notification systems to name a few. Technological advances have allowed us to streamline information, combined with the expansion and convergence of broadband and wireless, including news, media, images, etc. What some originally saw as a fad has become part of our daily existence as humans and while reliance should not be overly expected during a disaster some very unique capabilities for the average citizen has made available for use including notifications from social media sites such as Facebook, twitter, Instagram, and MySpace.



Today, public safety can use social media to engage stakeholders strategically, empowered by the platforms' search and targeting capabilities. The role an agency plays in a disaster may determine the type of information needed and available, and ultimately the tool needed or developed. For example, in addition to information about the status of roads, power lines, and the safety of individuals in the aftermath of a hurricane, a public health agency may focus on the community's understanding of water boil notices, the safety of the drinking water, outbreaks resulting from possible contamination, or disease. In addition to the popular sites others include Pinterest, Tumblr, Google+, LinkedIn, YouTube, Vine, Share This, Blogs, and much, much more.

In fact, there are so many social media avenues these days one can get lost in a world of information overload. When using social media as a fact checking tool users need to be certain they are following a reliable source. While many create ad hock sites, posts, and tweets the information may not always be factual. Misinformation can spread via social media very quickly, especially during an emergency. Not all rumors are false or untrue; sometimes they are

Social Media and Preparedness *continued...*

they are merely facts not yet verified by an official source, and it is a good idea to look to government agencies in emergencies for the most relevant up-to-date accurate information.

Some useful apps and other smartphone social media tools include:

Emergencies: Citizen Alert, 1700 AM RADIO
 Weather: NOAA, NWS
 Natural Disasters: Disaster Reporter, DisasterAWARE
 Traffic: WAZE app, SigAlert
 Personal Safety: ICE app, PulsePoint



Jackson County Citizen Alert

In 2011 Jackson County contracted with Everbridge to provide local emergency notifications. Starting this year, Jackson County Emergency Management will routinely test the Citizen Alert System twice annually on the first Tuesday of February and September. This system is used to notify you about imminent threats to health and safety as well as informational notifications that affect your locations or work environments. Administrators may send notifications regarding severe weather, flooding, gas leaks, police activity and more. The system uses listed and unlisted landline phone numbers provided by the phone company. That information will not be given or sold to any other vendor or organization.

This service allows you to opt-in to receive notifications via cell phone calls, text messaging,

e-mail and more based on locations you care about. You can choose to receive notifications about events that may affect your home, workplace, family's schools and more. The information that you provide will be used only by this organization for notification purposes. We will not give or sell your contact or location information to any vendor or other organization. The system is only as good as the information you provide. If your contact information changes, you can always visit your profile and update your information. Visit www.jacksoncounty.org/alert to review or make changes. If you previously opted-in please take a moment to log in and make updates today.

The Emergency Alert System (EAS) provides alerts from Federal, State and local authorities over radio and television stations and some newer cell phones. It is managed and controlled by the Federal Emergency Management Agency. The EAS system is not the same system used by Jackson County nor does Jackson County administer those alerts. Opt-in to Citizen Alert today for local information first.

Jackson County
Citizen Alert
Notification System



Preparedness Training Opportunities

There are many training opportunities available to you through your Emergency Management Office partnerships including:

March 17-18: Volunteer and Donation Management (Held in Jackson County)

March 19-20: Advanced Planning Concepts: Developing Incident Action Plans (Held in Josephine County)

April 24: Incident Leadership and Decision Making Workshop (Held in Jackson County)

May 19-20: Incident Command System Emergency Operations Center Interface (G-191)
(Held in Jackson County)

May 21-22: Continuity of Operations (COOP) Planner's Workshop (Held in Josephine County)

REGISTRATION ASSISTANCE: Jenny Hall | 541-770-8928 HallJL@jacksoncounty.org

CERT Programs Expand and Grow

Medford CERT graduates thirteen students thanks to the AmeriCorps program and Josephine County CERT graduates twenty-two thanks to the Illinois Valley Fire Chief Dennis Hoke.

CERT continues to grow around the nation and southern Oregon. Ashland, Central Point, and Jacksonville have been training and utilizing CERT volunteers in a capacity that has neighboring agencies and prospective

communities excited to train and depend on volunteers in their community as well.

Thank you to those who attended these recent trainings to assist in making it a successful experience for trainees. Remember your willingness to support neighboring communities creates a more resilient region where we live and work.

American Heart Association HeartSaver CPR Course

HeartSaver CPR AED is a classroom, video based, instructor led course that teaches adult CPR and AED use, as well as how to relieve choking on an adult. This course teaches skills with American Heart Association's research-proven Practice-While-Watching technique, which allows instructors to observe the students, provide feedback and guide the students' learning of skills.

This course is for anyone with limited or no medical training who needs a course completion card in CPR and AED use to meet job, regulatory, or other requirements.

When: Saturday, February 14 - 9:00 am - 12:00 pm

Where: Ashland Fire Station 1

The cost for this course is \$35, which includes a student study book and card*. The class takes approximately 3 hours to complete. All fees must be prepaid prior to the class date to confirm reservation. Please register early to reserve your space.

TO REGISTER:

Registration is first-come, first-served according to when class fees are paid. Classes are typically limited to 8 people. Participants may register by mailing a check or by paying in person between 8 AM & 4 PM Monday through Friday at Fire Station 1, 455 Siskiyou Blvd., Ashland, OR 97520. Make checks payable to City of Ashland. Credit cards accepted as well.

*Upon successful completion, students will receive an American Heart Association HeartSaver CPR AED Course Completion Card that is valid for two years.

For information or to register contact: Ashland CERT Program
541-552-2226 |
cert@ashland.or.us



CERT 2015 Calendar of Events

January 2015	February 2015	March 2015
General Meeting January 14 <i>(Cascadia Fault- Movie Night)</i> CERT Luncheon SSBC - Jan. 20 Leadership Meeting January 28 <i>(CERT member handbook)</i> JoCounty CERT Training – JAN.30-FEB. 1	General Meeting February 11 <i>(Avista - Carbon Monoxide Awareness)</i> Emergency Food Prep, Tasting Challenge Feb. 28 CERT Luncheon SSBC – Feb. 17 Leadership Meeting Feb. 25 <i>(Everbridge Training)</i>	General Meeting March 11 <i>(ECSO Tour)</i> CERT Luncheon SSBC – March 17 No Leadership Meeting Base Inventory – March 7
April 2015	May 2015	June 2015
General Meeting April 8 <i>(Building Triage)</i> CERT Luncheon SSBC – April 21 Leadership Meeting April 22 <i>(Basic Planning)</i> Spontaneous Volunteer Management - April 4	Basic Training – April 30-May 2 & May 14-16 General Meeting – <i>(Mercy Flights)</i> CERT Luncheon SSBC – May 19 Base Bike Ride – May 31 (2PM) Leadership Meeting May 27 <i>(Basic AAR)</i>	Annual Phone Tree Test – June 6 General Meeting June 10 <i>(Basic Graduation)</i> CERT Luncheon SSBC – June 16 Leadership Meeting Jun 24 <i>(Parade Planning)</i> Firefighter Rehab Training - June 6 (9AM)
July 2015	August 2015	September 2015
Parade Support – July 4 General Meeting July 8 <i>(Radio Comms)</i> Evacuation Training – July 11 (9AM-St#2) CERT Luncheon SSBC – July 21 Leadership Meeting July 22	General Meeting August 13 <i>(Life-saving techniques)</i> CERT Luncheon SSBC – Aug 18 Leadership Meet Aug. 27 <i>(Advanced Radio Comms)</i> CERT BBQ – TBA	General Meeting Sept. 9 <i>(Opening Bases/ICS)</i> CERT Luncheon SSBC – Sept. 15 Family & Friends CPR September 19 Leadership Meeting Sept. 23 <i>(Basic Planning)</i>
October 2015	November 2015	December 2015
Basic Training - October 1-3 and 8-10 Basic Graduation October 14 CERT Luncheon SSBC – Oct. 20 Leadership Meeting October 28 Base Bike Ride - October 18 (2PM)	Certified Driver – November 14 No General Meeting Nov 11 <i>(Labor Day)</i> CERT Luncheon SSBC – Nov. 17 Leadership Meeting November 18 <i>(Annual Training Planning Session)</i>	CERT Year in Review /Awards December 9 ~ 6:30 to 8:00 PM No Meetings Holiday Season Training Stand Down CERT Luncheon SSBC - Dec. 15

Note: General meetings are open to the public. Doors open at 6pm. Meetings are from 6:30pm-8pm at Fire Station1.

Ashland CERT
 455 Siskiyou Boulevard
 Ashland, OR 97520

TO: