



July 2011

Neighbors Helping Neighbors...

# Ready Neighbor News

## CERT Supports 4th of July Celebration

Ashland CERT was popular with the public again this year during the 4th of July Celebration at Lithia Park. 17 CERT volunteers handed out over fifty gallons of water, for people and pets, along with Gatorade. This was the second year CERT used bulk water supplies in lieu of bottled water which is good practice for our disaster response mission and more environmentally responsible.



Crowds Require Added Planning for Emergency Responders

CERT radio operators also roved around the park answering questions for patrons and providing Ashland Fire & Rescue with additional eyes and ears during what can be a dynamic situation for emergency planners.

Large high density crowds pose special issues for emergency planners, especially during extreme weather conditions such a heat, where normal conditions can quickly transition into disaster conditions.

Battalion Chief Scott Hollingsworth, who was the Incident Commander for the 4th of July Celebration, indicated he liked having CERT members already mobilized who could be quickly reassigned to higher priority missions if an incident occurred during the event. The time to mobilize additional CERT members would also be greatly reduced by having an Incident Management Team already established.

Unlike last year, Ashland Fire & Rescue paramedics were on scene using bicycles as transportation instead of an ambulance. Ashland Fire & Rescue leadership decided the bicycle paramedics would respond more effectively within the venue and Ashland CERT radio teams could "talk" the paramedics to an injury location.

Well done Ashland CERT!

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### Next Meeting Dates:

#### General Meeting:

July 13, Fire Station 1.  
Meeting starts at 6:30 with doors open at 6:00 PM.

#### Leadership Meeting:

July 27, Fire Station 1  
Meeting starts at 6:30 with doors open at 6:00 PM.

## FREE Traffic Control Training - July 16

Central Point CERT is hosting traffic control training on July 16 from 9 AM to noon. All Southern Oregon CERT members are authorized to attend for free.

The training is conducted by Oregon Department of Transportation, and concentrates on responder safety while providing participants with practical skills that may prove useful during an emergency.

The training will be held at Central Point City Hall, 140 S. 3rd St. (located one block south of E. Pine, at Oak St. and S 3rd St.)

**Join Us**  
for the Largest  
Earthquake Drill  
in U.S. History.  
October 20, 2011  
www.shakeout.org  
The Great California ShakeOut

## Southern Oregon Fire Season Began July 1

The 2011 Southern Oregon fire season began on July 1. This is the same date as last fire season and the dates for the last two years tie for the latest fire season starts in over 30 years.

The fire season declaration applies to all lands within the City of Ashland, as well as all state, county, private, and Bureau of Land Management lands protected by the Oregon Department of Forestry (ODF) in Jackson and Josephine Counties. Beginning July 1, fire danger will be moderate (blue).

Though recent rains may encourage people to let down their fire prevention guard, meteorologists forecast a traditional, hot beginning to July. Fire season is a reminder to us all that that uncontrollable grass and brush fires really can ignite.

As fire danger increases throughout the summer months, find the most current restrictions at [www.ashland.or.us/fireseason](http://www.ashland.or.us/fireseason) or by contacting Ashland Fire & Rescue at 482-2770.

### INFORMATION

The following restrictions are now in effect:

- Outdoor debris burning is prohibited.
- Fireworks are prohibited at all times.

For fire season updates check:

- [www.ashland.or.us/fireseason](http://www.ashland.or.us/fireseason)
- The wildfire hotline at 541-552-2490
- Emergency Broadcast Radio at 1700 am

### BE SURE YOU ARE PREPARED

**Inspect your home**- create a survivable atmosphere and help firefighters in the event of an emergency.

**Address Numbering** - It is essential that emergency response agencies are able to promptly locate your home. Make sure that firefighters can find your home by posting your address so that it is visible from the street, in contrast to the background, and by using additional signage at forks in the road, if necessary, to find your home.

**Driveways** - In a wildfire emergency your driveway is your escape route. Keep flammable and dead brush away on both sides, and never try to drive through flames.



Wildfire is the most likely disaster Ashland will encounter

**Streets & Drives** - Only park where permitted. Most long driveways are considered a fire lane and are necessary for emergency vehicles. Vehicles parked in areas designated "no parking" or "fire lanes" could prevent emergency vehicles from arriving in time to help.

**Hydrants** - clear at least three feet around? Are they visible from the street?

**Homes** - Most homes lost in wildfires are ignited by embers landing on, in, or under the house itself, or attached porches and decks. Screen all vents, decks, porches and other openings and remove dry fallen leaves and needles from gutters, roofs, and any other area where embers might fall or be blown into.

**Surrounding property** - Once dried-out, tall annual grasses will easily carry fire into the brush and trees around your home. Cut grasses and thin flammable brush, and remove low-hanging tree limbs. Taking action now can dramatically reduce the risk of fire overtaking your escape route or your home later in the season. This will also give firefighters a margin of safety, and a chance to be more effective in their efforts to save your home.

For more wildfire safety information go to:  
[www.ashland.or.us/wui](http://www.ashland.or.us/wui).

## Sports Can Help Communities Recover from Disaster

Research from North Carolina State University shows that organized sports can be a powerful tool for helping to rebuild communities in the wake of disasters. The research focused specifically on the role of professional football in the wake of Hurricane Katrina.

"Sports, and by extension sports media, can be a powerful force for good. It can bring people together. It can provide hope, even in the midst of great destruction," says Dr. Ken Zagacki, co-author of a paper describing the research and a professor of communication at NC State. "But we have to be careful that we don't use sports to gloss over real problems. We don't want to 'move on' from tragedies like Katrina when real social problems remain."

In late summer 2005, New Orleans and the Gulf Coast were facing unprecedented destruction stemming from Hurricane Katrina. The region was going through social and economic upheaval. And, in the days immediately following Katrina's landfall, the Louisiana Superdome had been the backdrop for scenes of men, women and children struggling to get basic necessities.

In September 2006, the New Orleans Saints played their first home game in that same building, which had just been restored. Zagacki and Dr. Daniel Grano, lead author of the paper and an associate professor at University of North Carolina Charlotte, wanted to see what role that landmark game had in New Orleans' recovery.

Louisiana is well known for its passionate football fans, and the Superdome had corresponding cultural importance in the state. As a result, the post-Katrina images of human suffering were particularly traumatic for the region. Those images also raised issues of racism, since the bulk of the citizens

stranded there were poor and African American. "In short," Zagacki says, "an important focal point for the community had become associated with despair, rather than pride."

"But the media coverage of the Saints' homecoming, and the game itself, served as almost a purification ritual for the community. It really helped to reunite the community, giving them a common bond and helping them to move forward."

"However, the media coverage also exacerbated some of the social problems the region was struggling with -- particularly concerning race and poverty." For example, television broadcasts and public officials repeatedly associated images of African American evacuees with uncivilized conditions in the Superdome, spreading terrifying rumors that proved mostly untrue.

"The images were intended to highlight the contrast between 'then' and 'now,'" Zagacki says, "to illustrate how far New Orleans had come in its recovery. But those same images might have also reinforced negative racial stereotypes."

The Saints game did serve to help bring the New Orleans community together, giving it a shared sense of identity. However, the researchers say there is some concern that it may also have fostered a false sense of harmony, that forestalled public engagement on issues related to race and class.

"Sports, at any level, can be a powerful unifying force in the wake of a disaster," Zagacki says. "We hope people can utilize that, without losing sight of the larger problems that often need to be dealt with during a community's recovery."

*Source:* North Carolina State University. "Bigger than football: Study shows sports can help communities recover from disaster." ScienceDaily, 6 Jul. 2011. Web. 6 Jul. 2011.

# CERT 2011-2012 Calendar of Events

July 2011	August 2011	September 2011
<p>General Meeting July 13 (<i>CERT Skills Training</i>) Leadership Meeting July 27 (<i>4th of July AAR – Fire Mission Planning</i>)</p>	<p>General Meeting August 10 (<i>CERT Skills Training</i>) <b>CERT Semi-Annual Phone Tree Test</b> Leadership Meeting August 24 (<i>Advanced Training - Managing Fire Missions</i>)</p>	<p><b>National Preparedness Month</b> General Meeting September 14 (<i>Disaster Preparedness Training</i>) <b>CERT Refresher Training September 10</b> Leadership Meeting September 21</p>
October 2011	November 2011	December 2011
<p><b>SOU Basic Training Tue -Thu Oct 4-27</b> General Meeting October 12 (<i>guest speaker</i>) Leadership Meeting October 26</p>	<p>General Meeting Nov 9 (<i>CERT Skills Training</i>) Leadership Meeting November 16 (<i>Annual Training Planning</i>)</p>	<p><b>CERT Year in Review / Awards Event December 7, 6:30 to 8:00 PM</b> No General Meeting <b>Holiday Season Training Stand Down</b> No Leadership Meeting</p>
January 2012	February 2012	March 2012
<p>General Meeting January 11 (<i>phone tree training</i>) Leadership Meeting January 25 (<i>Phone Tree Management</i>)</p>	<p><b>SOU Basic Training Tue-Thu, Feb 1– 24</b> General Meeting February 8 (<i>guest speaker</i>) <b>CERT Semi-Annual Phone Tree Test</b> Leadership Meeting February 29</p>	<p>General Meeting March 14 (<i>CERT Skills Training</i>) Leadership Meeting March 28 (<i>Pre-Lessons for Advanced Training</i>) <b>Advanced / Leadership Training Mar 31</b></p>
April 2012	May 2012	June 2012
<p>General Meeting April 11 (<i>Basic Training Volunteer Training</i>) Leadership Meeting April 25 (<i>Final Prep for Basic Training</i>) <b>CERT Spring Basic Training April 27-May 5</b></p>	<p><b>Basic Graduation - General Meeting May 9</b> Leadership Meeting May 23 (<i>Basic Training AAR</i>)</p>	<p>General Meeting June 13 (<i>Guest Speaker - Volunteering</i>) Leadership Meeting Jun 27 (<i>Advanced Training Lesson - Action Plans &amp; Final Planning for 4th of July</i>)</p>

Ashland CERT  
455 Siskiyou Boulevard  
Ashland, OR 97520

TO: