

Final Report for NN/LM Pacific NW Region Community Preparedness Day Awards

Please save as a Word document and submit as an email attachment to the appropriate NN/LM PNR staff contact.

COVER SHEET

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| Title of the Project: | Ready Hailey |
| Name of Institution: | Hailey Public Library |
| Project Manager's Name: | LeAnn Gelskey |
| Project Manager's Mailing Address: | 7 W Croy Hailey ID 83333 |
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| Date Submitted: | December 13, 2010 |

NARRATIVE DESCRIPTION

1. Executive Summary: Summarize the project's major accomplishments.

The major accomplishment of this event was informing and educating the residents of our community on disaster preparedness. Also, strong partnerships were created and the partners all came together to accomplish this shared goal. This event created a strong outreach opportunity.

2. Geographic region: List the geographic region(s) that was/were impacted by the project.

Hailey, Idaho and the surrounding areas of Blaine County

3. Collaborations/Partnerships: Include names and types of organizations with which there was collaboration at any time during the project. Provide the current status of the partnerships, challenges encountered, and lessons learned.

Hailey Fire Department
Hailey Police Department
Idaho Power
St. Luke's Wood River Medical Center
Air St. Luke's
Blaine County Disaster Services
La Alianza Multicultural Center
Boy Scouts
LDS Church
Red Cross
National Weather Service
Albertson's
Treasure Valley Coffee
Blaine County School District
Crisis Hotline
Wood River Amateur Radio

Currently, the only ongoing partnerships are with Hailey Fire Department and Hailey Police Department. The City of Hailey is in the process of finalizing emergency plans and SOPs.

Set up for the event was somewhat challenging as we were limited in space.

4. Activities: Describe your Community Preparedness Day activities.

This half-day event capitalized on the work already done by FEMA with its Ready America campaign. Brochures were ordered from FEMA and distributed as well as Ready America videos were shown throughout the event. Local emergency information was prepared and provided. Project partners were in attendance to talk about emergency preparedness issues, distribute materials and answer participant questions. Two hundred 72-hour emergency kits were prepared and distributed. Two hundred-fifty refrigerator magnets were printed and distributed. The library created a usable display of library reference materials related to emergency preparedness. The materials were displayed in the library for the month of October.

5. Resource materials: Provide a brief description of any materials that were developed for training or for promotion/marketing (include newspaper announcements, brochures, etc.). Include copies of materials developed. If web-based resources were developed, please provide the URL for the site where the materials are located.

An article was published in our city newsletter that is distributed with the water bills. A simple logo was created and included in the printing of the refrigerator magnets. Two paid ads were printed in the two local weekly newspapers prior to the event. Flyers in English and Spanish were created, printed and distributed around town and in local businesses. Brochures, lists and information were also printed.

6. Evaluation: How was the project evaluated? What results were achieved based on the objectives of the project?

At the beginning of the event, participants completed an evaluation of their knowledge of what to do in an emergency, level of preparedness and how to access emergency information. An email questionnaire was then sent to all participants asking for a post-program self-assessment of these same topics. Based on the results of the completed surveys, there was an increase in awareness of needed supplies to have on hand in the event of an emergency. Also, people reported that they are more aware of potential hazards in our area. The majority of people reported that the event was interesting and would recommend the event to others if offered again.

7. Problems or barriers encountered: Provide details on problems encountered in the areas of promotion/marketing; training; equipment/telecommunications; personnel/staffing; and web site development.

The planning, organizing and execution of the event encountered no problems or barriers. The participating organizations were very easy to work with. Everything flowed very smoothly.

8. Recommendations for improvement: Include suggestions for alternative methods, training materials, promotional materials, etc.

The focus of this event was the 72-hour kits. If another event were to be held, it would be recommended more focus on another area of preparedness such as survival training, travel or car maintenance, etc.

9. Impact: Include information on the perceived and actual impact of the project on the library, institution, or consortium. This can include the effect of the project on the library's image, increased utilization of the library, etc.

There was a great turnout of regular patrons and community members for the event. Because of the participation of other organizations, it was not too taxing on the staff. The event reinforced the role of libraries as a place for information and a resource within the community at large. Partnerships were created. Some people who missed the event came in later during the week to ask for information which was made available to them. It would be great to have this be an annual event that only continues to grow.