



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

17 Feb 2014

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS, REQUESTS, DONATIONS

We can do no great things -- only small things with great love. --Mother Teresa

"You make a living by what you get, but you make a life by what you give". -- Winston Churchill

SANTA ROSA KIDS' HOUSE

April is **National Child Abuse Prevention Month**. The Santa Rosa Kids' House is presenting a special awareness campaign for ALL of Santa Rosa County. Show your support and involve your staff and customers, friends and family. Display a blue bow on your storefronts and mailboxes during the month of April for our "**Santa Rosa County Bows Up Against Child Abuse**" project. Display pinwheels at your business or home in support of our "**Pinwheels for Prevention**" project. Wear a pinwheel lapel pin in support of this awareness effort.

Please help us "Stop the Hurt!"



2014 ORDER FORM
BowPinwheels (2).doc

For more information contact:

Santa Rosa Kids House

5643 Stewart St. - Milton, Florida 32570

Phone 850-623-1112 Fax 623-1219

www.srkidshouse.org

Like us on Facebook

VOLUNTEERS NEEDED

Warehouse Day

Sat. February 15 9:00am-12:00pm Pensacola NAS

10 Volunteers needed to help load trailers, clean cots and other warehouse tasks as needed.

Please contact John.Murray@redcross.org.

Bloodmobile

Four Points by Sheraton:

Thurs. February 20 12:00-5:00pm Ft. Walton Beach

1 volunteer needed to welcome blood donors, hand out snacks and other tasks as needed.

Please contact LaDonna.spivey@redcross.org

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

6 TIPS TO PREPARE FOR BLACKOUTS

Before you read the tips, we'd like to ask: [How do you prepare for blackouts?](#)

1. Follow energy conservation measures to keep the use of electricity as low as possible, which can help power companies avoid imposing rolling blackouts.
2. Fill plastic containers with water and place them in the refrigerator and freezer if there's room. Leave about an inch of space inside each one, because water expands as it freezes. Chilled or frozen water will help keep food cold during a temporary power outage, by displacing air that can warm up quickly with water or ice that keeps cold for several hours without additional refrigeration.
3. Be aware that most medication that requires refrigeration can be kept in a closed refrigerator for several hours without a problem. If unsure, check with your physician or pharmacist.
4. Keep your car tank at least half full because gas stations rely on electricity to power their pumps.
5. Know where the manual release lever of your electric garage door opener is located and how to operate it. Garage doors can be heavy, so know that you may need help to lift it.
6. Keep a key to your house with you if you regularly use the garage as the primary means of entering your home, in case the garage door will not open.

BUDGET FOR PREPAREDNESS

In a recent FEMA household survey, we learned more than a quarter of participants reported they believe getting prepared is too expensive. Creating your disaster preparedness kit does not have to be costly! In fact, many of the items for your kit may be found around your home! After you have built the majority of your kit from items already in your home, you can begin to build a list for the remaining items. Here are some additional tips from citizens across the country for keeping your disaster kit cost-friendly:

- Shop at discount and dollar stores where appropriate;
- Trade extra supplies with friends or family; and
- Check the newspaper or online listings for discounted products.

For more simple and cost-friendly disaster kit suggestions, and easy steps you should take if disaster strikes, you can access FEMA's free online "[Preparedness on a Shoestring](#)" activity module.

The "Preparedness on a Shoestring" activity module is part of FEMA's "[Preparedness Activities for Communities Everywhere](#)" tools, which educates individuals about relatively easy steps to take to become prepared for all types of hazards.

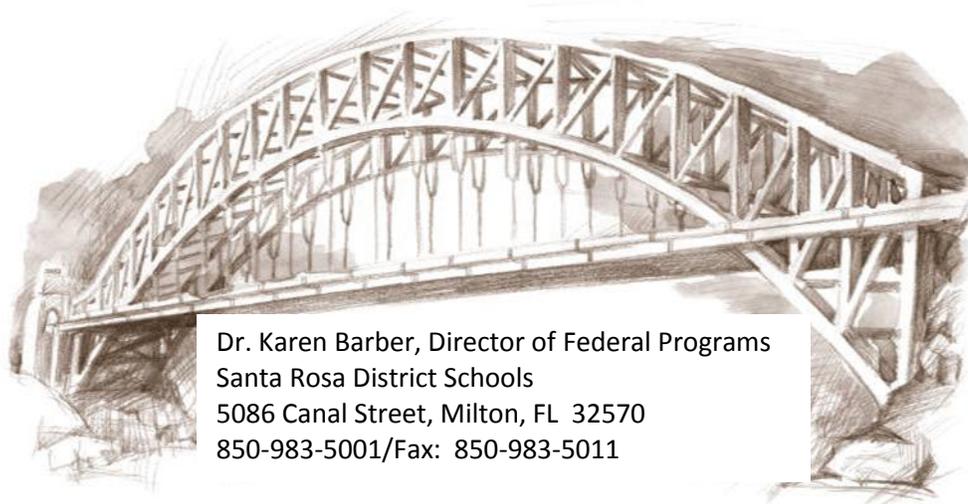
BRIDGES OUT OF POVERTY

One step at a time...

What: Steering Committee Meeting

When: Tuesday, February 25, 2014
8:30 – 10:30 a.m.

Where: Bagdad United Methodist Church
4540 Forsyth Street
Milton, FL 32583
850-626-1948



Dr. Karen Barber, Director of Federal Programs
Santa Rosa District Schools
5086 Canal Street, Milton, FL 32570
850-983-5001/Fax: 850-983-5011

DISASTER RECOVERY

While recovering from a disaster is usually a gradual process, there are important financial decisions to make in the days immediately following it. Organizations like the [Consumer Financial Protection Bureau](#) can guide you through some of those decisions. Here's [what you need to know](#) regarding finances and your home:

- Take pictures of the damage and contact your insurance company to start the claims process;
- If your income is interrupted and you can't pay credit cards or other loans, contact the lenders before the next payment is due;
- Take a look at your bills and set priorities. Pay your mortgage, rent and insurance payments first; and
- Ask your utility companies to suspend your service if you are unable to live in your home.

Remember, damage to your home does not stop your responsibility to pay your mortgage. Contact your mortgage servicer and let them know your situation. There are a number of options available that may help you delay or reduce your payments.

You may also qualify for FEMA [disaster assistance](#) if you are in a [presidentially declared disaster area](#). Should an immediate need for food, shelter or water arise, the [American Red Cross](#) or [United Way](#) can also help.

ECOH STREET SURVIVAL GUIDES

We now have our highly coveted Street Survival Guides available. So that we may service as many organizations as possible distribution is limited to 150 per request. To help offset the cost of production we are accepting donations.

To order your Street Survival Guides: Go to the ECOH web-site (www.ecoh.org) and following the instructions below.

- Click on: Community Resources
- Then click on: Street Survival Guide
- Roll down the page to Street Survival Guide Request
- Input fields
- Submit
- Once you submit an ECOH staff member will be in touch with shortly.

Serene Keiek Project Manager EscaRosa Coalition On the Homeless, Inc. 850.439.3009

2014 POWER UP ENERGY EXPO: BACK TO THE BEACH!

The Gulf Coast Energy Network is pleased to announce that the Power Up Energy Expo is coming back to Pensacola Beach, on the emerald-green waters of the Gulf of Mexico, **APRIL 28-30, 2014**. Now in its 6th year, Power Up remains the premiere energy show along the Gulf of Mexico. Mark your calendar and make plans to join us!

Join hundreds of the energy sector's top experts and confirmed speakers from industry-leading companies, state/federal agencies such as the U.S. Department of Energy, U.S. Environmental Protection Agency, the U.S. Navy, the U.S. Air Force, NASA, and representatives from academia and non-profit agencies. Don't miss the 2014 Power Up Energy Expo.

Since the inaugural event in 2009, Power Up has grown each year into a truly international gathering of hundreds of energy and sustainability professionals from around the country, including international delegates representing: Germany, Italy, El Salvador, India, China, Israel, Canada, Mexico, and France.

Our mission is simple: To connect the energy industry's top experts, influential business leaders, policy makers, government/military leaders, innovators, venture capitalists, energy managers, architects, contractors & green building enthusiast, and students in related industries, as they share innovative approaches and technologies to address the pressing energy issues, while advancing the clean energy economy. Through Power Up, we hope to foster the exchange of important ideas and information impacting the energy sector and the construction industry. Registration opens soon, but follow the Power Up Energy Expo on [LinkedIn](#) to stay connected with all the latest news and information.

The Power Up Steering Committee has once again delivered a top-notch agenda and recruited some of the industry's top leaders and innovators to bring together another stellar workshop. Certain technical sessions offer Continuing Education Credits (PDHs/CEUs) for industry professionals.

This year, the educational training workshops include: ENERGY GENERATION TECHNOLOGY, ADVANCED TRANSPORTATION & FUELS, ENERGY STORAGE & DISTRIBUTION, BIOENERGY & BIOFUELS, ENERGY/WATER MANAGEMENT & CONTROLS, ENERGY & NATIONAL SECURITY, ENERGY POLICY UPDATES, FINANCING ENERGY PROJECTS, RESEARCH & DEVELOPMENT INITIATIVES, ADVANCED CONSTRUCTION TECHNOLOGY, HIGH-PERFORMANCE SUSTAINABLE BUILDINGS & GETTING TO ZERO ENERGY.

We've added two special panels to address "ENERGY & SUSTAINABILITY INITIATIVES IN THE FEDERAL GOVERNMENT" and "ENERGY CHALLENGES FOR THE U.S. MILITARY" Don't miss these exciting training opportunities.

Check out [Power Up 2014 Agenda](#)

Last Call for Speakers

If you have a topic that we would like to submit to the Power Up Steering Committee, please [follow this link and submit your abstract](#) before the February 14th deadline.

Call for Exhibitors

Over the last 5 years, Power Up remains the best investment for companies looking to showcase themselves with new clients. With the highest return rate in the industry, most of our vendors have been partnering with us since our very first show in 2009. To show our appreciation, those exhibitors returning to Power Up will enjoy significant discounts. **DON'T DELAY - ABOUT HALF OF ALL BOOTHS HAVE ALREADY BEEN RESERVED.** Just [follow this link to download our Prospectus](#) and reserve your place at Power Up.

Contact Us

If you have questions, or would like more information about Power Up Energy Expo 2014, Please email: info@powerupenergyexpo.com

SMALL STEPS TO HEALTH AND WEALTH CHALLENGE

“**Small Steps to Health and Wealth**” is a FREE online challenge designed to help people get started in making healthy lifestyle changes. Our Santa Rosa County Challenge will run from **February 2 until March 29**. That means, *it starts this Sunday!* After you sign up for the challenge, you practice as many of the 10 recommended challenges (5 for health and 5 for financial wellness) as you can each day. You get 10 points for performing each one, each day, up to a possible total of 700 points per week. At the end of the challenge, the two top scorers PLUS *at least* one random drawing from people who completed the challenge with any score, will win great prizes including \$50 gift certificates to local stores/groceries.

Want more information?? Here are the challenges that you complete each day:

Health-Related

- *Eat at least 4 cups of fruits and vegetables
- *Get at least 30 minutes of physical activity
- *Drink water or unsweetened beverages instead of sugar-sweetened beverages
- *Track 10,000 (or more) steps walking with a pedometer
- *Learn something new about health and nutrition (Check out the UF/IFAS Extension Santa Rosa County web page or Facebook page during the challenge for quick tips and info)

Finance-Related

- *Save a \$1 bill (or more) and/or pocket change
- *Invest \$5 or more per day (including automated retirement savings plan deposits)
- *Track money spent throughout the day
- *Eat lunch prepared at home
- *Learn something new about personal finance (Check out the UF/IFAS Extension Santa Rosa County web page at <http://santarosa.ifas.ufl.edu> or Facebook page during the challenge for quick tips and info)

NOTE: You can substitute one of your personal challenges (i.e. get 8 hours of sleep, brush teeth for 2 minutes each time, don't eat any sweets today, no online shopping) for one existing challenge in each category!

Here's how to access the challenge:

Go to the site at <http://njaes.rutgers.edu/sshw/>
Click on “SSHW Online Individual Challenge”

Click on "Register an Account", set up a username and password, and download a simple one-page users' guide with instructions.
Click on "My Account" and "My Challenges" and "Enter a New Challenge"
Enroll in the Challenge titled "**SSHW 2014 Non-Competitive Challenge**".
Please list Santa Rosa as your county to participate in this challenge.
Start meeting the goals and collect 10 points for each one you perform each day. The weekly maximum points is 700.
Complete the challenge for a chance to win GREAT PRIZES!!!!

2014 HEROES WITH HEART

SAVE THE DATE!

TIP

THE TRAUMA INTERVENTION PROGRAM
OF NORTHWEST FLORIDA PRESENTS:

2014 HEROES WITH HEART

A GALA EVENT TO HONOR OUR BRAVE FIRST
RESPONDERS FOR SERVICE ABOVE
AND BEYOND THE CALL OF DUTY.

WHAT: SILENT AUCTION, DINNER, AND AWARDS
WHERE: HURLBURT SOUNDSIDE CLUB
WHEN: FEBRUARY 22, 2014 5:00-9:30PM

**FOR TICKET PURCHASE, SPONSORSHIP, SILENT AUCTION
DONATION OR MORE INFORMATION, VISIT OUR SITE:
WWW.TIP-SER.ORG AND CLICK ON THE RED HEART
OR CALL (850)554-8417**



SENIOR EXPO AND HEALTH FAIR



Senior Expo Flyer
2014.pdf



Senior Expo 2014
application.pdf

Santa Rosa Medical Center and the Retired and Senior Volunteer Program have joined forces to offer the 16th Annual Senior Expo & Health Fair to seniors in our community.

Don't miss out on this great day of health screenings, local community information, entertainment, and fun!

Thursday, March 13, 2014

8 am – Noon

Milton Community Center

5629 Byrom Street • Milton, FL

VETERAN CRISIS HOTLINE INFORMATION

1-800-273-8255 and press 1

VeteransCrisisLine.net/Chat for online chat

Or text 838255 to receive support

HOMELESS RESOURCES FOR VETERANS

The links below contain helpful information and often funding opportunities for those of you that serve veterans. Important Links

[VA National Call Center for Homeless Veterans](#)

[VA Center on Homelessness Among Veterans](#)

[DOL Homeless Veteran Reintegration Program](#)

[United States Interagency Council on Homelessness Veterans Page](#)

[Substance Abuse and Mental Health Services Administration Military Families Pages](#)

John Johnson, Executive Director, EscaRosa Coalition on the Homeless, Inc. 850.439.3009

GET PREPARED

<http://do1thing.com/>

This web page is an awesome way to incrementally get your family and business ready for any disaster.

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-). We are up to **914** people! Invite friends. [Let's keep growing this communications venue. Invite other Santa Rosans to participate.](#) Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July

etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer

NEW VOLUNTEER ORIENTATION/ DISASTER SERVICES OVERVIEW (DSO)

New volunteers can learn about Your Red Cross, explore a variety of volunteer opportunities, meet other volunteers and get credit for their first class (DSO is a prerequisite for all other Disaster Courses).

When: Thursday, February 13th, 6-8:30pm

Where: ARC Crestview Office, 4100 S. Ferdon St. Crestview, FL

To sign up: ladonna.spivey@redcross.org.

NEW VOLUNTEER ORIENTATION/ DISASTER SERVICES OVERVIEW (DSO)

New volunteers can learn about Your Red Cross, explore a variety of volunteer opportunities, meet other volunteers and get credit for their first class (DSO is a prerequisite for all other Disaster Courses).

When: Thursday, February 20th, 6-8:30pm

Where: ARC Pensacola Office, 222 N. Baylen St.

To sign up: ladonna.spivey@redcross.org.

CERT TRAINING IN NAVARRE

We will have CERT training in Navarre March 21/22/23 & March 28/29/30.

Classroom for the **first weekend will be at St Sylvester Church**...second week classroom still TBD

21	1800 – 2000	28	1800 – 2000
22	0800 – 1700	29	0800 – 1700
23	1300 – 1700	30	1200 – 1600 field exercise

FREE TRAINING

TRANSCAER® (Transportation Community Awareness and Emergency Response) and the District 1 Local Emergency Planning Committee (LEPC) is offering the following FREE Training Courses:

Anhydrous Ammonia Emergency Response Training

Course Description: With Anhydrous Ammonia being a large part of American agricultural, manufacturing, commercial, and transportation industries and incidents occurring in the past across the United States, there is a possibility that at some point a large ammonia incident may occur. TRANSCAER® has created a high-quality training program that will help prevent and or mitigate such an incident for emergency responders in communities where anhydrous ammonia is manufactured, stored, shipped, transported, or used in high volume quantities.

Target Audience: Public Sector: emergency first responders, emergency managers, municipal and private wastewater treatment plant workers, ammonia transportation workers and others who may work with ammonia.

Chlorine Transportation Emergency Response Training

Course Description: Upon successful completion of this program participants will have the knowledge and hands-on experience necessary to safely and effectively respond to chlorine emergencies involving rail tank cars and highway tank trailers, cargo containers, cylinders and one-ton cylinders.

Target Audience: Public Sector: emergency first responders, emergency managers, municipal and private wastewater / water treatment plant workers, chlorine transportation workers and others who may work with chlorine.

Ethanol and Ethanol-Blended Emergency Response Training

Course Description: Ethanol and ethanol-blended fuels are in use in growing quantities in the United States, and volumes have become substantial. Consumers in the United States use more than 140 billion gallons of gasoline per year. Today, there are more than 8 billion gallons of fuel ethanol produced in the United States. The addition of ethanol to gasoline presents some unique fire fighting challenges. Traditional methods of fire fighting against hydrocarbon (gasoline) fires have been found to be ineffective against these polar solvent-type (ethanol-blended) fuels.

Target Audience: Public Sector: emergency first responders, emergency managers, ethanol transportation workers and others who may work with ethanol.

DATE: Two course offerings for each course:

Wednesday, March 5, 2014

Thursday, March 6, 2014



TRANSCAER Full
State Training Flyer.p

LOCATION: CSX Transflo Site, 4700 Sycamore Drive, Pensacola FL

TIME: Each course is from 7:30 am until 3:30 pm. NOTE: Lunch will be provided each day.

Please register online at: <http://trac.floridadisaster.org/> or www.transcaer.com

BUILDING A FLU EMERGENCY SUPPLIES KIT

Today's training video can be found at the following web site:

www.JustInTimeDisasterTraining.org

Join the Just In Time Disaster Training Library's [Twitter](#).



JUST IN TIME DISASTER TRAINING VIDEO LIBRARY
NEW SUBJECT – NEIGHBORHOOD PREPAREDNESS
AND RESPONSE

A new subject has been added to the Just In Time Disaster Training Video Library.

Neighborhood Preparedness and Response

Featured videos include:

- Building a Neighborhood Disaster Plan
- How to Help Your Neighborhood Prepare for an Emergency
- Map Your Neighborhood
- Neighborhood Emergency Communications

Now with over 627 disaster mitigation, preparedness, response and recovery training videos the library is the most comprehensive, easy to search, **FREE** internet based source for training curriculum for today's emergency responders.

The library can be accessed at the following web site: www.JustInTimeDisasterTraining.org

Share access to this unique disaster training resource with others by linking your web site to the library today. Join the Just In Time Disaster Training Library's [Twitter](#).

BRIDGES TRAINERS - GET RECERTIFIED ONLINE!

Is your Bridges Out of Poverty trainer certification more than two years old? Do you need to recertify but don't have a lot in your travel budget?

There are several upcoming opportunities to recertify online with Phil DeVol:

Feb 27, 2014 11:00 a.m. - 2:00 p.m. (CDT)

May 29, 2014 11:00 a.m. - 2:00 p.m. (CDT)

Nov 20, 2014 11:00 a.m. - 2:00 p.m. (CDT)

You can also convert to [Lifetime Certification](#) at this time.

What are the benefits of having a Lifetime Certification?

- Monthly trainer tips
- Newsletters
- Online support
- **Attend biennial online recertification sessions for free!**

This not only saves money; it also saves you time out of your office.

Register today!

For more information, email us at questions@bridgesoutofpoverty.com, or call us at (800) 424-9484. We look forward to working with you! The Bridges Out of Poverty Team

BUILDING RESILIENT COMMUNITIES: AN ONLINE TRAINING

The RAND Corporation developed a free emergency preparedness [online training](#) outlining how organizations and communities can better prepare for emergencies and strengthen their resilience. Resilience means:

- mitigating and withstanding the stress of manmade and natural disasters.
- recovering in a way that restores normal functioning.
- applying lessons learned from past responses to better withstand future incidents.

The training is intended for a diverse range of organizations, including businesses; faith-based organizations; hospitals, health clinics, and other health agencies; mental health providers; schools and universities; civic and volunteer groups; first responders; local government agencies; public health departments; and nonprofit agencies.

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Zombies invade social media! NFPA Journal writer offers lessons from an effective emergency preparedness campaign

<http://safety.blog.nfpa.org/2014/02/zombies-invade-social-media-nfpa-journal-writer-offers-lessons-from-an-effective-emergency-preparedness-campaign.html>

5 Trends for Emergency Management and Public Safety for 2014 and Beyond

<http://www.emergencymgmt.com/disaster/5-Trends-Emergency-Management-2014.html>

Cyberattack: The Possibilities Emergency Managers Need to Consider

<http://www.emergencymgmt.com/safety/Cyberattack-Emergency-Managers.html>

ASPR Blog, Prepared to Serve: Medical Reserve Corps

<http://www.phe.gov/ASPRBlog/Lists/Posts/Post.aspx?ID=79>

What Makes a City Resilient?

<http://www.emergencymgmt.com/disaster/Resilient-Cities-Challenge.html>

Disaster Psychiatry Emerges as DOD Field of Study

http://www.defense.gov/news/newsarticle.aspx?id=121515&goback=%2Egde_95355_member_5830330991536807940#%21

Crisis counseling after a disaster: Does anything really help?

<http://www.nbcnews.com/health/crisis-counseling-after-disaster-does-anything-really-help-2D11741673>

Psychosocial activities for children relieve anxiety, aid recovery

<http://reliefweb.int/report/philippines/psychosocial-activities-children-relieve-anxiety-aid-recovery>

Business and disaster preparedness: helping communities prepare for effective response

http://www.preventionweb.net/english/professional/publications/v.php?id=35643&a=email&utm_source=pw_email

A year after Sandy, businesses unprepared for disaster

<http://www.nbcnews.com/business/year-after-sandy-businesses-unprepared-disaster-8C11439138>

Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs- Video

<http://www.youtube.com/watch?v=ZLLMDOScE4g&feature=youtu.be>

Building Resilient Communities: An Online Training

http://www.rand.org/pubs/tools/TL109.html?goback=%2Egde_95355_member_271477566#%21

When disaster and disability converge

<http://www.ipsnews.net/2013/08/when-disaster-and-disability-converge-part-one/>

New Hope for Older People in a Disaster

<http://blog.aarp.org/2013/08/12/hope-for-older-persons-in-a-disaster/>

Decision-making in a crisis: Understanding the brain

http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-brain/?goback=%2Egmp_3876618%2Egde_3876618_member_257800797

Strong leaders act before disaster strikes

<http://www.winnipegfreepress.com/local/strong-leaders-act-before-disaster-strikes-214249751.html>

OFB-EZ – a new, free business continuity tool

http://www.disastersafety.org/disastersafety/open-for-business-ez/?utm_medium=email&utm_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID_29d5712ad3cfda67821107234642c451&utm_source=Email%20marketing%20software&utm_term=dedicated%20OFB-EZ%20web%20page&goback=%2Egmp_3876618%2Egde_3876618_member_249997713

5 Things You Don't Know About Disasters

http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-20130625?cm_ven=Facebook&cm_cat=fb_article_rec&fb_ref=story_share

The Risks You Don't Think of: A Plea to Pack a 'Go Bag'

<http://www.wired.com/wiredscience/2013/06/the-risks-you-dont-think-of-a-plea-to-pack-a-go-bag/>

Emerging Technology for Family Emergency Preparedness

http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f_b_3420895.html

How Social Media Is Changing Disaster Response

<http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response>

Is Your Business Continuity Plan Ready for the Summer Vacation Season?

<http://www.disastersafety.org/disastersafety/business-continuity/>

10 Worst Things to Donate After a Disaster

<http://money.howstuffworks.com/10-worst-things-donate-after-disaster.htm>

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach

<http://freeresources.lucienanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html>

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary

<http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html>

Why Aren't Americans Listening to Disaster Preparedness Messages?

<http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html>