

Greater Monadnock Public Health Network

2020-21 Intervention Summary Report

Building Resilience Against Climate Effects (BRACE) Project



SWRPC



ANTIOCH UNIVERSITY NEW ENGLAND
**Center for Climate Preparedness
and Community Resilience**



Prepared by Southwest Region Planning Commission
8-31-2021

The following materials were created using a Federal-pass-through grant of the State of New Hampshire Department of Health and Human Services, who awarded the Greater Monadnock Public Health Network a Building Resilience Against Severe Weather and Climate Effects grant (RFP-2018-DPHS-19-BUILD) to plan, pilot and implement a public health intervention to address extreme precipitation, flooding, storm damage, and related health effects or injuries.

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Background

With guidance from the NH Department of Health and Human Services (NH DHHS), the Greater Monadnock Public Health Network (GMPHN), Antioch University New England (AUNE) and Southwest Region Planning Commission (SWRPC) partnered to implement Phases II and III of Climate and Health Adaptation interventions in the Monadnock Region. Phase II and III interventions were conducted during the period July 2019 to July 2021 and expanded upon research, planning and pilot interventions completed in June 2019 and documented in the *Greater Monadnock Public Health Network 2019 Intervention Summary Report, Building Resilience Against Climate Effects (BRACE)*. Following is a summary of Phase II and III activities:

- Participated in a January 29, 2020 “Training Day” to review results and lessons from past climate and health interventions, learn about new evidence-based interventions, and participate in a BRACE Work Plan development work session.
- Updated the Phase I Work Plan to include objectives, strategies and activities designed to reduce health risks among older adults and other vulnerable populations before, during, and after extreme precipitation and severe weather events. The Work Plan is included in Appendix A.
- Conducted a community wide outreach campaign to increase both knowledge of home emergency preparedness plans and engagement in the use of home disaster kits associated with extreme weather.
- Conducted a virtual workshop on July 27, 2021 to increase both knowledge of health risks and change behaviors related to engagement in protective actions associated with extreme weather and precipitation.
- Conducted post-workshop motivational interviews with participants to encourage follow through with taking steps to develop home emergency plans and prepare for future weather events.
- Conducted a Community Survey to better understand the readiness of families and individuals in the Monadnock Region to respond to extreme precipitation and severe weather events (Appendix D).
- Augmented the results of the Community Survey with responses to relevant emergency preparedness questions in the 2017 and 2020 Healthy Monadnock Community Surveys.
- Developed a *BRACE Communication Plan of Action* to guide outreach campaign efforts (Appendix B).
- Developed the *Monadnock Region Climate and Health Outreach Toolkit* and provided guidance to ten (10) community-based organizations and seven (7) municipalities in the distribution to their networks of ready-made messages and content via newsletters, email and social media (e.g. Facebook, Twitter and Instagram). The Toolkit is included in Appendix C.
- Participated in NH Climate and Health Advisory Council meetings on May 13, 2020 and July 14, 2021 to understand the latest data and information on building local resilience to extreme weather and climate change and network with others involved in climate and health initiatives.

- Attended two AUNE webinars applicable to the project. The first was titled, *Climate Impacts: Public Health*, and was held on January 9, 2020. The second was titled, *Small Town Resilience*, and was held on February 27, 2020.
- Addressed the Emergency Preparedness Priority Area documented in the region’s Community Health Improvement Plan that was updated in 2020. Emergency Preparedness is also featured in the 2015 document *Monadnock Region Future: A Plan for Southwest New Hampshire*.
- Provided relevant content and materials produced during Phases II and III to the Public Health Advisory coordinator for publication.
- Worked with municipalities to integrate emergency preparedness and communications-related strategies into local Hazard Mitigation Plans.

Methods

As with the Phase I pilot intervention, the aim of Phase II and III activities were to influence individual behaviors before, during, and after severe weather events by increasing individual awareness, skills and resources, and confidence to apply these skills and resources in the daily lives of workshop participants and the general public. The priority target implementation strategies and long-term outcomes outlined in Table 1 remain unchanged from Phase I. Awareness to such events was addressed through local examples and imagery associated with a variety of recent severe weather events, an overview of changes in weather patterns, and individual experiences. Skills and resources were created and enhanced through instruction on and completion of various preparedness actions including gathering supplies in an emergency preparedness kit, documenting emergency contact information and needs, learning to use early warning systems, and identifying specific action items to accomplish following a training.

Table 1 - Simplified Logic Model of Monadnock Region Intervention Strategies

Activities to Move Target Audiences to Take Action	Target Groups That Need to Take Action	Long-Term Public Health Outcomes
Create and disperse emergency preparedness kits.	Older adults entirely without or having an emergency preparedness kit that does not completely meet their individual needs.	Increased capabilities and confidence to “shelter in place” and be self-reliant during weather-related emergencies.

Activities to Move Target Audiences to Take Action	Target Groups That Need to Take Action	Long-Term Public Health Outcomes
Conduct emergency preparedness trainings with older adults.	Older adults unfamiliar with rescue operations protocols and evacuations, preparing for severe weather, contacting appropriate agencies for assistance with medical devices, safe operation of generators and detection of CO, adoption of early warning systems notifications, family preparedness planning.	Increased awareness of existing supports relative to weather-related emergencies as well as increased capabilities to avoid or prevent hazardous situations that may occur during or following a severe weather event.
Create a multi-media campaign to support use of kits and trainings and reinforce the need for emergency preparedness.	Media outlets and organizations in direct communication with older adults.	Widespread awareness of health effects associated with extreme precipitation events, flooding, and severe weather as well as appropriate individual responses.

Project partners adapted their approach to implementing the planned interventions after the onset of the COVID-19 pandemic in early 2020. A number of factors influenced the change in approach including an unanticipated shift in responsibilities for staff at the Center for Population Health (CPH) at Cheshire Medical Center (CMC) who coordinate GMPHN activities. This included the public health emergency preparedness coordinator and director of community strategic partnerships, both of whom serve as BRACE project team members. In addition to other pandemic response activities, they are responsible for the rollout and management of the distribution of the COVID-19 vaccines to the bulk of the Monadnock Region. In response, SWRPC staff assumed a larger role in the implementation of project activities. The project team altered the emergency preparedness workshop design in order to meet the health and safety requirements that were in place during the pandemic. The curriculum, presentation materials, methods for facilitating learning activities, and the process for conducting pre-and post-participant surveys were modified to accommodate the shift from an in-person to virtual workshop platform.

NH DHHS staff engaged with project partners throughout the project on the development, implementation and evaluation of the selected interventions. Following are descriptions of project partner roles and contributions.

- NH DHHS and AUNE staff provided in-person training and technical assistance on the following: 1) review of past interventions and climate and health projects occurring throughout New Hampshire; 2) evidence-based interventions for extreme weather; 3) applying behavior change theory to public information campaigns; 4) evaluating mass media campaigns; and 5) a work session to refine the BRACE Phase II and III Work Plan for the Greater Monadnock Public Health

Network. The work session was informed by conclusions and lessons gleaned from the Phase I Climate and Health Adaptation interventions.

- Among other tasks, SWRPC staff coordinated the development of the *BRACE Communication Plan of Action* and *Monadnock Region Climate and Health Outreach Toolkit*, the outreach campaign including recruitment and provision of support to community outreach partners, the adaptation of the workshop curriculum and evaluation methods, and compiled evaluation data to understand changes in behavior.
- CPH staff provided input on adapting the workshop curriculum to a virtual format, sample messages for the outreach campaign, fully stocked emergency kits for workshop participants, and distributed outreach campaign messages and communications through CMC communication channels.
- The CPH public health emergency preparedness coordinator served as workshop presenter with assistance from a volunteer of the Greater Monadnock Medical Reserve Corps. A representative from NH Homeland Security and Emergency Management was present during the workshop to answer questions, lend additional expertise and provide resources to workshop participants.
- AUNE staff reviewed and provided input on the script that was used to conduct motivational interviews with participants who completed the virtual workshop.
- In addition to CMC and SWRPC, human service organizations that serve the older adult population and municipalities participated as outreach partners in the multi-media campaign. Participating human service organizations included the Community Volunteer Transportation Company, ServiceLink/Monadnock Collaborative, Southwestern Community Services, The Community Kitchen, and Home Healthcare, Hospice and Community Services. Municipalities included Greenville, Hinsdale, Jaffrey, Swanzey, Walpole, and Winchester. SWRPC staff distributed the outreach toolkit to the outreach partners and provided ongoing guidance with content distribution. The toolkit included instructions and ready-made materials and content for partners to distribute via newsletters, email and social media. Materials were structured to be shared through the organizations' networks over a six-week timeline. Toolkit materials included content to promote the community survey and workshop as well as messages intended to increase awareness related to four specific emergency preparedness topics: 1) "Make a Plan"; 2) "Build a Kit"; 3) "Stay Informed"; and, 4) "Understand Risks, Protect Health, Increase Resilience". These outreach efforts were supplemented with appearances by CPH and SWRPC staff on a local radio program and other local media coverage.
- Through its Hazard Mitigation Planning program, SWRPC worked with municipalities to integrate emergency preparedness and communications-related strategies into their local Hazard Mitigation Plans. This was done in an effort to establish a policy basis for municipalities to educate citizens on emergency preparedness. Presentations were made to the towns of Bennington, Greenville, Jaffrey, Marlborough, and Temple during the BRACE project. The towns of Greenville and Temple integrated BRACE strategies in their 5-year Hazard Mitigation Plan updates.

Evaluation of Impact

Table 2 summarizes proposed process measures of activities based on the three objectives outlined in the BRACE Work Plan with respect to Phase II activities.

Table 2 - Target and Actual Process Measures for Objectives 1, 2 and 3

Implementation Objective	Process Measure	Actual	Target
Train on emergency preparedness	Number of workshop attendees	24	200
	Number of workshop attendees	24	200
Train on emergency plans	Number of emergency preparedness kits available in community	6	200
	Number of older adults reached	7,763	1,000
Conduct a multimedia campaign	Number of organizational partners	14	9

As with the Phase I project, the outcome measures of the virtual workshop were tied to three general lines of evaluation: 1) questions about current preparedness and perception of risk; 2) statements about stages of behavior change tied to the Transtheoretical Model of Behavior Change (Prochaska and Di Clemente, 1982)¹; and 3) status of planning and emergency preparedness actions. These items were evaluated via multiple choice polls conducted at the beginning and end of the workshop and again two weeks after the workshop through a survey that was emailed to workshop attendees.

A community survey was conducted prior to the launch of the multimedia campaign to better understand the readiness of families and individuals in the Monadnock Region to respond to extreme precipitation and severe weather events. Survey questions mirrored those that were asked of workshop participants. The online survey was distributed through outreach partner communication channels. There were 11 survey respondents and the survey tool itself is included in Appendix D for consideration during future BRACE project phases. Observations from the survey were relatively consistent with past surveys and outreach:

- Most respondents did not have a preparedness plan in place (at least one respondent was motivated by the prompt to speak with their family about creating one).
- Many respondents had supplies of food and water on-hand and subscribed to a weather-related early warning using their phone(s). Respondents were much more likely to have completed these steps compared to developing a preparedness plan.

¹ Prochaska, James O., and Carlo C. Di Clemente. 1982. "Transtheoretical Therapy: Toward a More Integrative Model of Change." *Psychotherapy: Theory, Research, and Practice* 19 (3).

Healthy Monadnock Community Survey results have been included in this report. The survey has relevance to the BRACE project for two reasons: 1) both surveys include similar emergency preparedness stages of behavior change questions; and 2) it was conducted initially in September 2017, prior to the BRACE Phase I pilot intervention, and again in September 2020 during Phase II and III implementation. The survey was conducted by the University of New Hampshire Survey Center on behalf of the Healthy Monadnock Alliance. Although the 2020 survey occurred prior to the completion of the BRACE project, the results can help to inform future project activities.

Multimedia campaign evaluation consisted of three components: 1) level of outreach partner engagement; 2) campaign reach; and 3) outreach methodology analysis. A post-campaign questionnaire was distributed to outreach partners to document outreach activities.

Findings

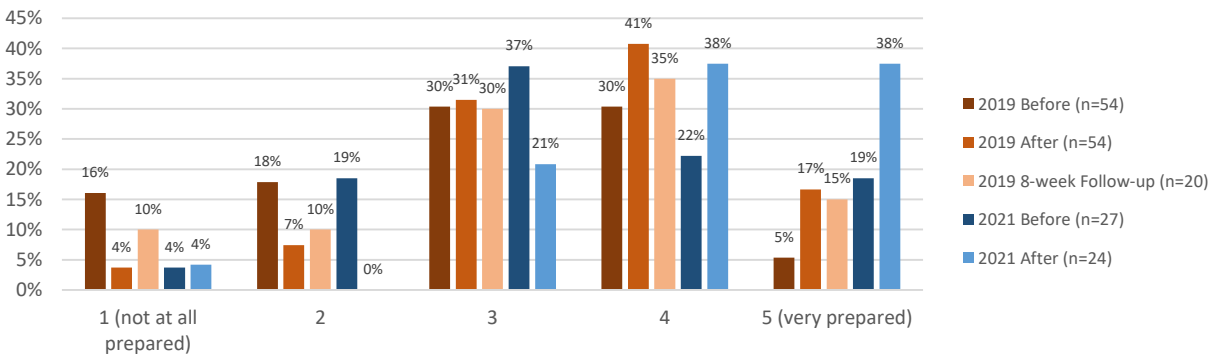
Following are findings from the emergency preparedness workshop and multimedia campaign conducted during 2021.

Emergency Preparedness Workshop

Pre- and post-testing at the workshops were the basis for a quantitative comparison on changes tied to the content and experiences of participants at the virtual workshop. An additional follow-up test was conducted through an online survey that was emailed to participants three weeks after the workshop. This survey gained six responses out of twenty-four participants and was not analyzed due to the low sample size. All other comparable questions and results from the questionnaires are shown on the following pages. Results from the 2019 Phase I pilot intervention are included for comparison.

Both the 2019 and 2021 workshops showed a positive impact on how well prepared attendees felt they were for an extreme precipitation event. During the 2021 event, the number of attendees responding with the highest rating doubled from around 19% to 38% (Figure 1).

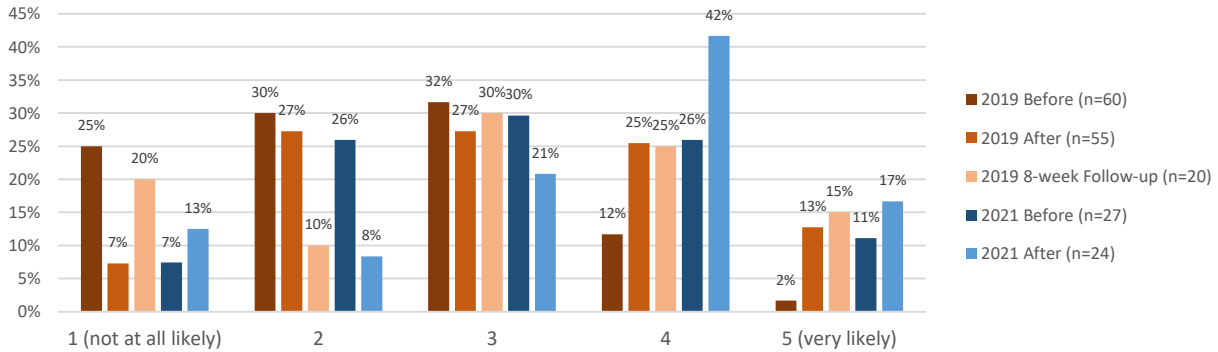
Figure 1 - Findings: On a scale of 1 to 5, with 5 being the highest, how prepared do you feel you are for an extreme precipitation event?



Attendees also felt more strongly that an extreme precipitation event would affect them during the next year. For example, about one-third of attendees rated the likelihood as low prior to the start of the session (i.e. ratings of 1 or 2). Immediately following the session, attendees who felt that way dropped to 21% (Figure 2). Most attendees left the session feeling that an extreme precipitation event was likely to impact

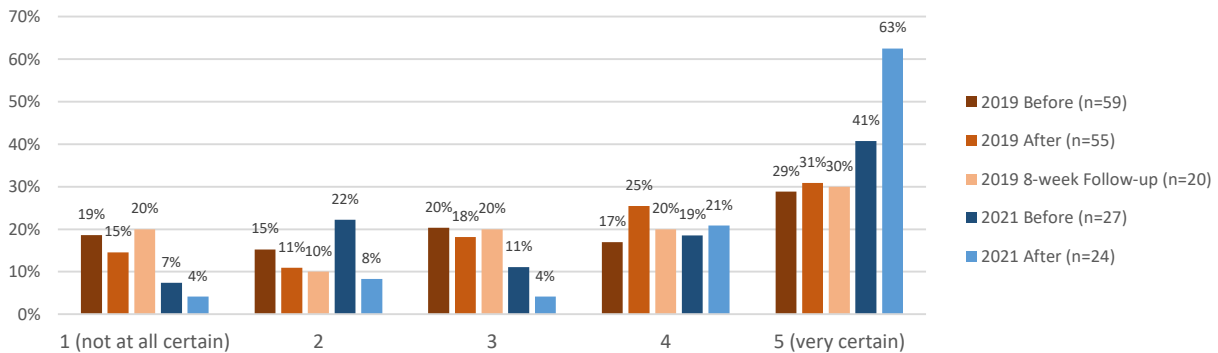
them in the next year (i.e. a total of 59% for ratings of 4 or 5). The results suggest that historical data about the increasing severity and number of flooding events as well as local examples and personal stories influence perception of risk.

Figure 2 - Findings: On a scale of 1 to 5, with 5 being the highest, how likely do you believe an extreme precipitation event will affect you in the next year?



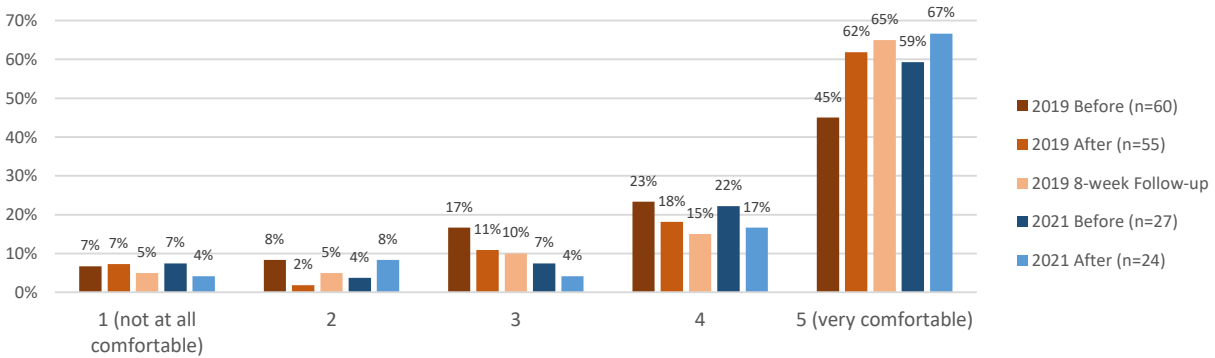
Compared to the 2019 respondents, attendees of the 2021 workshop seemed more likely to have an alternative place to go during the event of an emergency at the beginning of the webinar. Attendees also reported increased certainty to a greater extent than the in-person sessions in 2019 (Figure 3).

Figure 3 - Findings: On a scale of 1 to 5, with 5 being the highest, how certain are you that you have an alternative place to go in the event of an emergency?



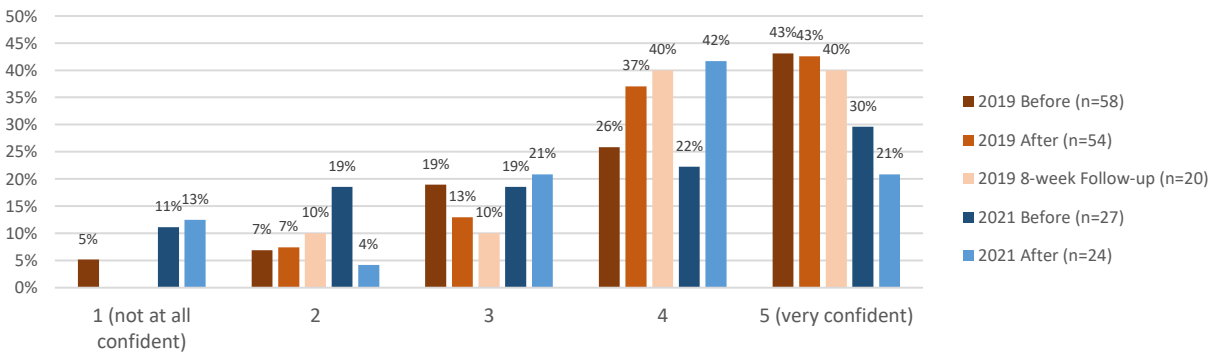
Both 2019 and 2021 workshop attendees showed both a high comfort level to reach out to emergency services personnel (ratings of 5 were the most common response). There was also a notable increase in the percentage of individuals selecting this rating in both the 2019 and 2021 events (Figure 4). The results indicate that these individuals who can support their preparedness efforts are highly valued.

Figure 4 - Findings: On a scale of 1 to 5, with 5 being the highest, how comfortable are you with reaching out to emergency services personnel?



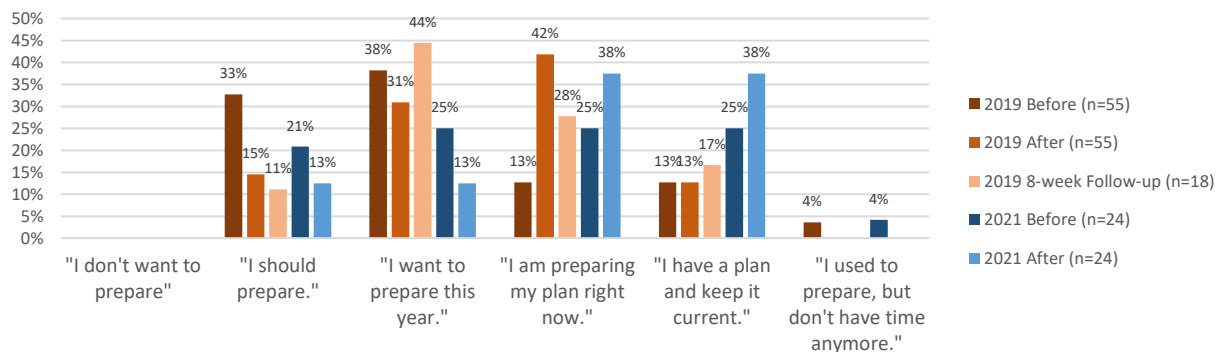
During the workshops, content and trainers reinforce the need for individuals to prepare as a way of being less reliant on others during an emergency - particularly first responders. The 2021 workshop showed mixed results based on the before and after surveys. In 2021, 52% of respondents choosing the highest two rating (rating of 4 and 5) increased to 62% (Figure 5).

Figure 5 - Findings: On a scale of 1 to 5 with 5 being the highest, how confident are you that emergency personnel will be able to assist you in an extreme precipitation event?



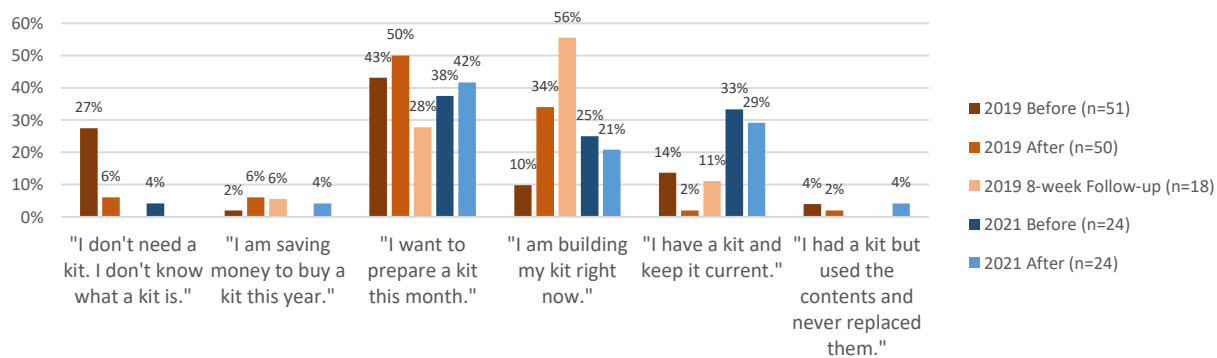
During both workshop interventions, no attendees felt that they did not want to prepare. In both sessions, a minority of respondents (about 4%) cited “I used to prepare...” as the phrase that most resonated with them at the beginning of the workshop. Following the workshop, these individuals selected other phrases like “I am preparing my plan right now.” Although more data is needed, the results may indicate that the curriculum addresses concerns about preparing for emergencies as too time-intensive (Figure 6).

Figure 6 - Findings: With respect to preparing for floods, severe weather, and other emergencies, which phrase most resonates with you?



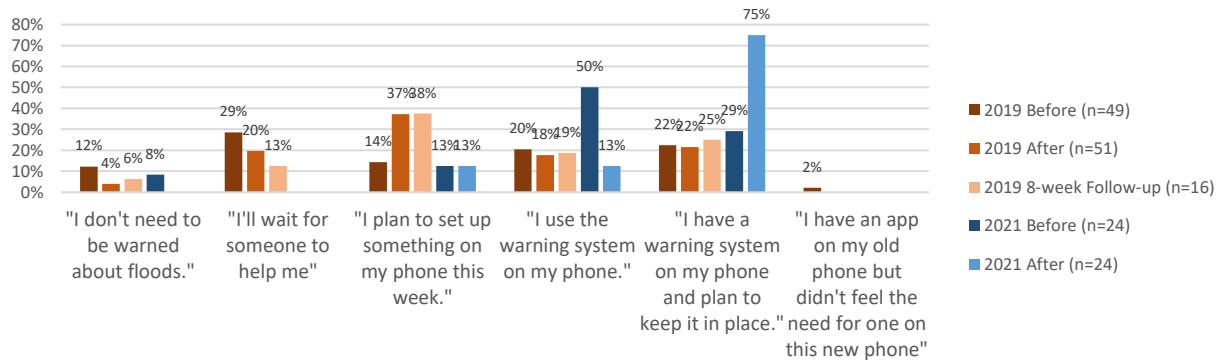
As expected, the progress made in creating an emergency preparedness kit was observed in the weeks after the session. However even in the 8-week follow-up to the 2019 session, about one in four participants still cited the phrase "I want to prepare a kit this month" as the one that most resonated with them (Figure 7). For this reason, more information is needed to determine the types of barriers individuals face in completing their kits.

Figure 7 - Findings: With respect to emergency preparedness kits, which phrase most resonates with you?



According to the pre- and post-surveys during the 2021 webinar, participants were successful in signing up for emergency alerts from NH Alerts. At the beginning of the session, about 13% were subscribed. This increased to about 75% at the end of the session (Figure 8). This was an advantage to a computer-based session versus the printed forms used in 2019 that needed to be input afterwards.

Figure 8 - Findings: With respect to early warning systems, such as flood warning as part of your weather forecast, which phrase most resonates with you?



Multimedia Campaign

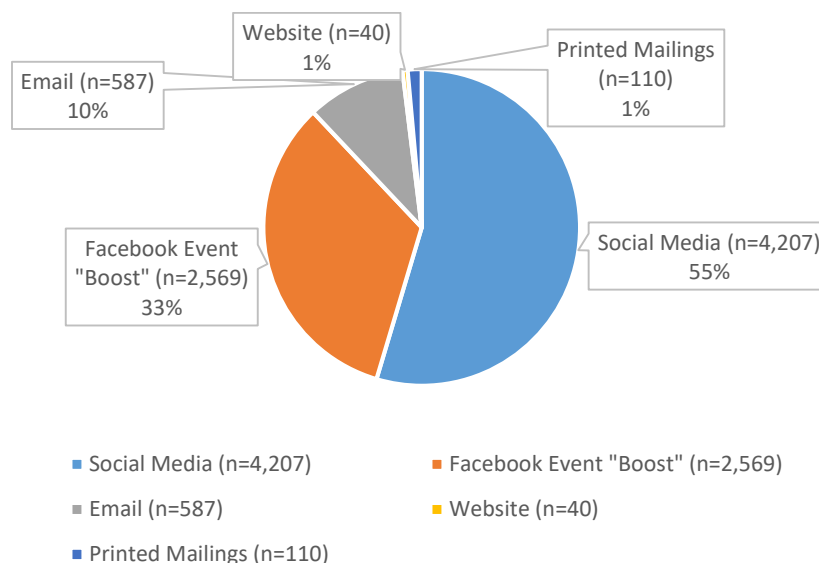
During the project, SWRPC developed and promoted the use of a first-ever Outreach Toolkit (Appendix C) to support local and organizational efforts to increase preparedness and resilience as well as promote participation in the live webinar. The toolkit included a baseline assessment survey to be used at the beginning of the campaign as well as messages and content designed for social media, newsletters and websites. To promote the use of the toolkit, SWRPC identified a selection of partners to utilize the materials. They ranged from organizations involved with outreach efforts in 2019 as part of the BRACE project, municipalities involved in updating local hazard mitigation plans, and others serving low income or older adult populations. A summary of the reach by method follows below (Table 3, Figure 9).

Table 3 - Summary of Multimedia Campaign Reach

Summary of Outreach Campaign Data	
Outreach Partner Overview	
Total # of Outreach Partners:	14
Nonprofit/Service Providers:	8
Municipalities:	6
Partners Interested in Future Collaboration:	5
Campaign Reach Overview	
Total Campaign Reach:	7,763
Social Media Reach:	4,207
SWRPC Facebook Event "Boost" (Paid Reach):	2,569
Email Communication Reach:	587
Website Posts Reach:	40
Word-of-Mouth/Events Reach:	60
Social Media Engagements:	126
# of Municipalities Engaged in Outreach Activities:	33
Social Media Shares:	16
Printed Mailings Reach:	110
In-Person Visits:	15

Target Populations	
Older Adults and/or Direct Service Providers ²	541
Persons Reached from Lower Income Municipalities ³	2,007
Outreach Methodology	
# of Partners utilizing Social Media:	10
# of Partners utilizing Email Communication:	3
# of Partners utilizing Website Posts:	3
# of Partners utilizing Word-of-Mouth/Events:	2

Figure 9 - Summary of Multimedia Campaign Reach by Method



Regionwide

The University of New Hampshire Survey Center conducted a survey for Healthy Monadnock to understand Monadnock Region residents' behavior and attitudes regarding their community, personal and public health, social connectivity, emergency preparedness, and transportation practices. 606 randomly selected Monadnock Region residents were interviewed by phone in September of 2017 and 2020. The results serve as a way to examine regionwide preparedness over time in a more comprehensive way compared to individual workshops or work in a specific organization. Key findings from the 2017 survey are as follows:

- If a major disaster were to happen in their community, two-thirds of respondents believe first responders would reach them within several hours or sooner (65%). 40% believe first responders

² Either those who were confirmed over 65 through the Facebook Event "Boost" or those who are clients or volunteers/employees of CVTC and ServiceLink.

³ Those reached by Winchester, Hinsdale, Greenville, and Swanzey who are indicated by NH CDFA to have a statistically significantly lower median household income than the State average.

would reach them within one hour. Notably, this increased to 59% of the respondents aged 65 and older.

- 44% of respondents say that their family emergency preparedness plan includes at least two days of food and water, a flashlight, a portable radio and spare batteries, emergency phone numbers, and a meeting place for family members in case of evacuation. 38% have some of these items in their emergency preparedness plan and eight percent had none of these items in their plan.

Results from the 2020 survey demonstrated differences compared to the 2017 data, however they were not analyzed for statistical significance.

- At 63%, the percentage of respondents that believed first responders would reach them within several hours or sooner remained largely unchanged from 2017. However, the percentage of respondents that believed first responders would reach them within one hour increased from 40% to 45% percent.
- The percentage of respondents with a family emergency preparedness plan including the items listed above decreased from 44% in 2017 to 40%. The 2020 survey presented new data on demographic categories that were much less likely to have a complete kit:
 - Employed part time: 29%
 - Unemployed: 23%
 - Income Less than \$25,000: 22%
- The 2020 survey also identified categories that were more likely to report having none of the recommended items compared to the overall population (22%):
 - Ages 18 to 34
 - Income less than \$25,000

Overall, the results point to a continued need to educate residents of the region about realistic response times during emergencies and the need to increase individual and household preparedness to stay safe. Similar to other research, results also reinforce that there is a greater need to provide this support to lower income populations.

Lessons Learned

Climate and Health Adaptation interventions implemented during Phases I and II of the BRACE project led to an increase in the number of community partners collaborating on emergency preparedness activities in the region. The interventions also built further capacity and an opportunity to reach a larger portion of the population through conducting future workshops and expanding the community outreach campaign.

Project partners convened late in the project to discuss various aspects of the project including successes and lessons learned.

Workshop content and effectiveness

- The COVID-19 pandemic provided a valuable opportunity to develop and launch a webinar-based education program. The session was recorded for future use and can serve as the basis for an “on-demand” training.
- Although past comments have reinforced that providing incentives were an effective way to recruit participants, this did not hold true for the participants of the interactive workshop held

online. In addition to having to travel to pick up supplies at a later date, there may have been other factors that discouraged attendees from following through.

- The intervention evaluation component does not address competencies that require completion by participants outside of the workshop (such as an emergency communication plan) or would benefit from practice or observation during an extreme weather event (reading or listening to early warning system notification). The post-workshop follow-up was found to be useful, but relies on self-reporting, and was labor-intensive. Contact by phone and the development of an appropriate script may be a more appropriate and effective method.
- The basic emergency preparedness kits (including a 5-gallon waterproof bucket, crank powered LED flashlight, pill box, first aid kit, whistle, survival blanket, and “File of Life” health information wallet card and refrigerator magnet) were not picked up by most participants. This may be due to the fact that the kits were not available for examination in-person or by video during the session. Photos of the specific contents may be beneficial for inclusion in future promotional materials.

Outreach toolkit content and effectiveness

- The Centers for Disease Control maintains a high-quality collection of outreach content for future use. The content complemented FEMA and New Hampshire messages and preparedness through a focus on factors such as mental health and staying safe during the COVID-19 pandemic.
- The entities interested in promoting emergency preparedness messaging and resources need more than a toolkit of materials and staff support.
- Community and municipal social media outreach is a good opportunity to share emergency preparedness messaging. However, considerable lead time is needed to coordinate and support publishing prepared content.
- Future efforts will need to incorporate and customize content released during the summer of 2021 by New Hampshire Homeland Security and Emergency Management.
- In addition to municipal and organizational partners, the project successfully began a dialog with the Keene Sentinel to share emergency preparedness resources and promote events (Appendix E).
- The use of local photos and authoritative voices in outreach materials would likely make them more effective. Partial inventories and photographs compiled during the campaign will help to address this (Appendix F).

Reaching vulnerable populations

- The age of participants in the 2021 online interactive workshop was much lower than the individuals reached during the in-person sessions in 2019.

Refining curriculum and evaluation

- Future online workshops should include time for discussion as an “ice-breaker” to occur prior to any of the lecture content.

Conclusions

The Phase II and III BRACE activities represent an evolution and enhancement of past emergency preparedness outreach efforts and provided numerous indications of positive impact as well as

opportunities for new material and approaches going forward. The timing of the activities also coincided with recent and severe flooding events that have occurred in Southwest New Hampshire as well as nationally. Two heavy precipitation events struck Southwest New Hampshire in July 2021, both exceeding the damage threshold for a federal disaster declaration. During the following month in August, Hurricane Henri swept into New England but took a different path than predicted sparing the area from additional heavy rainfall. Another indicator of the accelerating effects of climate change occurred when Hurricane Ida slammed into eastern Louisiana later in August as the fifth most powerful hurricane to hit the United States mainland. It was the third major hurricane to hit Louisiana in a one-year period. These extreme weather events serve as clear reminders that this is relevant work that needs to continue for the future benefit of the region, state and population.

Publications

A variety of materials were created to facilitate the in-person workshops. A slide deck, workshop flyers, emergency communication plan template, and surveys are all attached to this report as Appendix G and can serve as the basis for future implementation efforts.

Appendix A - Work Plan

BRACE WORK PLAN: PHASE II AND III

Goal	Reduce the health risks before, during, and after extreme precipitation events and severe weather on vulnerable populations, including older adults.	
Objective 1: Train on Emergency Preparedness	Project partners will conduct a virtual workshop via Zoom to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.	
Strategic Approach		Evaluation
STRATEGY 1: Use the workshop curriculum developed during the Pilot Intervention Phase to increase knowledge of risky and protective actions related to extreme precipitation events.		Online pre and post Zoom survey of emergency preparedness knowledge (including questions on emergency preparedness kits, emergency preparedness planning best practices, and the use of available educational materials from relevant agencies and organizations. Pre and post surveys will contain questions related to TTM stage of change to demonstrate change in preparedness behaviors; types of knowledge retained and used; and educational materials including media sources that served as reminders for safe behaviors.
STRATEGY 2: Distribute supporting materials electronically to increase knowledge of health risks and personal protective actions and support adoption of desired new behaviors.		E-mail follow-up SurveyMonkey survey.

<p>Objective 1: Train on Emergency Preparedness</p>	<p>Project staff will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.</p>	
<p>STRATEGY 1: Use the workshop curriculum developed during the Pilot Intervention Phase to increase knowledge of risky and protective actions related to extreme precipitation events.</p>		
<p>Activities</p>	<p>Short-term Performance Targets</p>	<p>Intermediate or Longer-Term Performance Targets</p>
<ul style="list-style-type: none"> • Convene one virtual workshop with presentations and group discussion delivered by one volunteer from: the PHN Medical Reserve Corps, Emergency Preparedness Workgroup, Cheshire Medical Center staff; and one SWRPC staff. • Provide instruction on: preparing for extreme precipitation events with emergency kits; understanding and subscribing to early warning messages; staying safe and informed during and after events. • Conduct pre and post workshop participant survey. 	<ul style="list-style-type: none"> • Enhanced curriculum based on lessons learned from previous workshops. • Recruitment from target agencies to publicize workshops (e.g. Home Healthcare, Hospice & Community Services, Keene Senior Center, Monadnock at Home, Cheshire Village at Home). • Recruitment from communities prioritizing emergency preparedness outreach (e.g. Jaffrey, Marlborough, Temple). • Increases in knowledge, intent to "follow through" with plans and adopted behaviors. 	<ul style="list-style-type: none"> • Increased collaboration with area service agencies involved with building resilience of older adults against the effects of climate change by up to 5 from Pilot Intervention Phase. • Increased collaboration with area communities prioritizing education and outreach related to emergency preparedness. • Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

<p>Objective 1: Train on Emergency Preparedness</p>	<p>Project partners will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.</p>	
<p>STRATEGY 2: Distribute educational materials electronically to <u>increase knowledge of health risks and personal protective actions related to extreme precipitation events.</u></p>		
Activities	Short-term Performance Targets	Intermediate or Longer-Term Performance Targets
<ul style="list-style-type: none"> Review with attendees and distribute fact sheets on: emergency kit contents, dealing with contaminated water, safe generator use, blank form for personal medical information and emergency contact information for emergency kit, etc. Conduct e-mail follow-up survey April 2020. 	<ul style="list-style-type: none"> Updated materials based on lessons learned during the Pilot Intervention Phase. Increase in recipients of fact sheets disseminated by 200. Increases in knowledge, intent to “follow through” with plans and adopted behaviors. 	<ul style="list-style-type: none"> Increase number of area service agencies involved with building resilience of older adults against the effects of climate change by up to 5 from Pilot Intervention Phase. Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

<p>Goal</p>	<p>Reduce the health risks before, during, and after extreme precipitation events and severe weather on vulnerable populations, including older adults.</p>	
<p>Objective 2: Train on Emergency Plans & Kits</p>	<p>Project partners will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.</p>	
<p>Strategic Approach</p>		<p>Evaluation</p>
<p>STRATEGY 1: Use a workshop curriculum developed during the Pilot Intervention Phase to increase knowledge of how to create and use home emergency plans and kits.</p>	<p>Written pre and post survey of emergency preparedness knowledge (including questions on emergency preparedness kits, emergency preparedness planning best practices, and the use of available educational materials from relevant agencies and organizations.</p>	
<p>STRATEGY 2: Provide list of items to include in disaster kits in order to increase the ability to survive three days without help.</p>	<p>Written pre & post survey.</p>	
<p>STRATEGY 3: Provide instruction on how to create emergency preparedness plans. Emergency plan content will include: checklist of items to purchase, replenish or update; list of area resources for assistance; instructions on subscription to early warnings and emergency alerts; emergency contact numbers, pre-planned evacuation locations, and medications list.</p>	<p>Written pre & post survey.</p>	

Objective 2: Train on Emergency Plans & Kits Project partners will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.

STRATEGY 1: Use the workshop curriculum developed during the Pilot Intervention Phase to increase knowledge of how to create and use home emergency plans and kits.

Activities	Short-term Performance Targets	Intermediate or Longer-Term Performance Targets
<ul style="list-style-type: none"> Host one virtual intervention with presentations, slideshow and group discussion by project partners & guests. 3 topic areas: preparing for extreme precipitation events with emergency kits; early warning messages; how to stay safe & informed during and after events. Includes list of items to maintain in emergency kits and gift of kit to each attendee, presentation and instructions on signing up for emergency messages or loading either or both the FEMA and NH Alerts app onto cell phones, and emergency contact list of local service agencies. Conduct one virtual workshop designed to <u>increase knowledge of how to create and use home emergency plans and kits.</u> 	<ul style="list-style-type: none"> Update curriculum based on lessons learned during the Pilot Intervention Phase. Recruit community service agencies to publicize workshops. Conduct pre and post workshop participant survey to assess changes in knowledge, intent to "follow through" with plans and adopted behaviors. 	<ul style="list-style-type: none"> Increase the number of fact sheets disseminated by 200 from Pilot Intervention Phase to increase resilience of older adults throughout Monadnock Region by 2021. Increase number of area service agencies involved with building resilience of older adults against the effects of climate change by up to 5 from Pilot Intervention Phase. Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

<p>Objective 2: Train on Emergency Plans & Kits</p>	<p>Project partners will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.</p>	
<p>STRATEGY 2: Distribute pre-packaged disaster kits to project partner locations in order to increase the ability to survive three days without help. Contents of the kit will contain needed items such as coupons or donations of batteries, flashlight, battery-powered radio, canned goods and opener, bottled water, blanket, basic first aid kit, toiletries, and plastic water-tight storage container for contents.</p>		
<p>Activities</p>	<p>Short-term Performance Targets</p>	<p>Intermediate or Longer-Term Performance Targets</p>
<ul style="list-style-type: none"> • Compile or source disaster kits using available funding. • Provide instruction on use and maintenance of kits at workshops. 	<ul style="list-style-type: none"> • Consider how the workshop format and objectives could be modified to support a virtual training session. • Conduct pre and post workshop participant survey to assess changes in knowledge, intent to "follow through" with plans and adopted behaviors. 	<p>Increase the number of individuals with knowledge and information on how to create and maintain an emergency preparedness kit by 200 from Pilot Intervention Phase to increase resilience of older adults throughout Monadnock Region by 2021.</p> <ul style="list-style-type: none"> • Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

Objective 2: Train on Emergency Plans & Kits Project partners will conduct a virtual workshop via Zoom Webinar to reach up to 200 older adults in the Monadnock Region in order to increase both their knowledge of health risks and engagement in protective actions associated with extreme weather and precipitation in March of 2021.

STRATEGY 3: Provide instruction and resources for developing emergency preparedness plans in training classes. Participants will receive instruction and resources for: checklist of items to purchase, replenish or update; list of area resources for assistance; instructions on subscription to early warnings and emergency alerts; emergency contact numbers, pre-planned evacuation locations, and medications list.

Activities	Short-term Performance Targets	Intermediate or Longer-Term Performance Targets
<ul style="list-style-type: none"> Identify emergency preparedness plan template. Provide instruction on how to complete an emergency preparedness plan. Distribute emergency kits to project partner locations during training seminars in March to 200 older adults affiliated with the service agencies, with instructions on use and maintenance of kit. 	<ul style="list-style-type: none"> Conduct pre and post workshop participant survey to assess changes in knowledge, intent to "follow through" with plans and adopted behaviors. 	<ul style="list-style-type: none"> Increase the number of individuals with knowledge and information on how to create and maintain a personal or family preparedness plan by 200 from Pilot Intervention Phase to increase resilience of older adults throughout Monadnock Region by 2021. Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

<p>Goal</p>	<p>Reduce the health risks before, during, and after extreme precipitation events and severe weather on vulnerable populations, including older adults.</p>	
<p>Objective 3: Multimedia Campaign</p>	<p>Project partners will use a set of education strategies in a multi-media format to reach up to 1,000 older adults in order to increase both their knowledge of home emergency preparedness plans and engagement in use of a home disaster kit associated with extreme weather by June 30, 2021.</p>	
<p>Strategic Approach</p>		<p>Evaluation</p>
<p>STRATEGY 1: Conduct a multi-media information campaign to support the creation of messages that are specific to older adults or those at-risk (e.g. mobility issue, economic means, etc.) and specific to a particular media channel.</p>	<p>Written pre and post survey of emergency preparedness knowledge (including questions on emergency preparedness kits, emergency preparedness planning best practices, and the use of available educational materials from relevant agencies and organizations.</p>	
<p>STRATEGY 2: Distribute public service materials to one or more specific media outlets in the Monadnock Region.</p> <ul style="list-style-type: none"> • for publication on print media or newspapers targeting older adults • for broadcast on radio and/or TV • for distribution on social media communities 	<ul style="list-style-type: none"> • Number of news and newsletter stories. • Announcements and PSAs broadcast on on area radio stations. • Social media hits (quantitative) and comments (qualitative) from on-line media outlets and on-line communities like Facebook, Twitter or Instagram • Municipalities and partner websites include links to BRACE messages and resources on their websites • Improvements in awareness and behaviors as indicated in Healthy Monadnock Community Survey • Improvements in awareness and behaviors as indicated in pre and post workshop surveys • Improvements in awareness and behaviors as indicated in pre and post target audience survey (e.g. targeted to populations served by partner organizations) 	

Objective 3: Multimedia Campaign Project staff will use a set of education strategies in a multi-media format to reach up to 1,000 older adults in order to increase both their knowledge of home emergency preparedness plans and engagement in use of a home disaster kit associated with extreme weather by June 30, 2021.

STRATEGY 1: Conduct a multi-media information campaign to support the creation of messages that are specific to older adults or those at-risk (e.g. mobility issue, economic means, etc.) and specific to a particular media channel.

Activities	Short-term Performance Targets	Intermediate or Longer-Term Performance Targets
<ul style="list-style-type: none"> • Create and distribute messaging through local print / broadcast media, social media, newsletter articles, websites, e-mail lists, and announcements. <p>Outreach Tactics:</p> <ol style="list-style-type: none"> 1. Publish articles in Keene Sentinel, Monadnock Ledger Transcript and Monadnock Shopper News 2. Run radio PSA on local stations 3. Curate or participate in radio station shows (e.g. WKBK's <i>Good Morning</i> or <i>Sound-Off</i>) 4. Create articles for town newsletters (15 of 34 communities)/websites (all communities) 5. Run articles in partner organization newsletters (e.g. Cheshire Village at Home, Home Healthcare Hospice & Community Services, Healthy Monadnock, Keene Senior Center, Monadnock at Home, SWRPC, etc.) 	<ul style="list-style-type: none"> • Identify/develop specific messages based existing campaigns (e.g., Ready.gov, FEMA, Healthy Monadnock Emergency Preparedness Workgroup). • Disseminate a variety of messages related to stages of behavior change. 	<ul style="list-style-type: none"> • Evaluate the effectiveness of short-term interventions and the adaptation of long-term behavior changes to reduce health risks associated with extreme precipitation events via surveys of population, service agencies & project partners.

<ol style="list-style-type: none">6. Include messages in related community campaigns (i.e. Healthy Monadnock)7. Distribute materials electronically during workshop8. Incorporate community outreach recommendations into local hazard mitigation plans (such as by including a toolkit)9. Distribute project information to town Hazard Mitigation Work Groups10. Conduct Facebook, Twitter and Instagram advertising by location/demographics11. Leverage NH HSEM media campaign resources currently under development12. Work with municipalities, and partner organizations to include emergency preparedness information and campaign materials on their websites		
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Objective 3: Multimedia Campaign Project partners will use a set of education strategies in a multi-media format to reach up to 1,000 older adults in order to increase both their knowledge of home emergency preparedness plans and engagement in use of a home disaster kit associated with extreme weather by June 30, 2021.

STRATEGY 2: Distribute public service materials in the Monadnock Region

- for publication on print media or newspapers targeting older adults
- for broadcast on radio and/or TV
- for distribution on social media communities

Activities	Short-term Performance Targets	Intermediate or Longer-Term Performance Targets
<ul style="list-style-type: none"> • Work with CodeRED and ReadyNH representatives to determine existing outreach methods and materials. • Adapt Y-U-Matter materials for the older adult population. • Create content (including instructions) and messaging for local newsletter articles, websites, e-mail lists, and announcements. • Post toolkits and resources on Healthy Monadnock, SWRPC and partner websites. • Determine outlets to implement social messaging campaign versions of guidance (listed in activities), changes to messaging, and methods to promote additional subscription. • Develop baseline questions to measure existing awareness. 	<ul style="list-style-type: none"> • Distribute fact sheets and public service announcements to multiple media outlets in the Monadnock Region, including radio, television, newspapers, area service agencies for website publication. Information to include: how to build your own emergency kit; avoiding contaminated water and belongings after a flood; safe generator use; “turn around, don't drown” driving tips; power outage safety tips, etc. Include cover letter requesting documentation of each material publicized with dates, times, and mediums where applicable. 	<ul style="list-style-type: none"> • Increase the number of fact sheets or toolkits delivered • Increase number of area service agencies involved with building resilience of older adults against the effects of climate change • Number of subscribers before and after initiative • Number of toolkits • Number of downloads of toolkit resources • Increase in awareness of value/utility of CodeRED • Increase capacity of communities to make effective use of CodeRED during extreme precipitation events • Replicate program at larger community level. • Re-evaluate the effectiveness of media messages via surveys of population.

<ul style="list-style-type: none">• Get commitment to distribute printed and electronic information.		
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Appendix B - Communication Plan of Action

Building Resilience Against Climate Effects

Communication Plan of Action

March 2020

DRAFT

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Introduction

This Communication Plan of Action outlines the components of the Multimedia Campaign objective of the Building Resilience Against Climate Effects (BRACE) Work Plan. The Communication Plan of Action includes the overall BRACE goal and Multimedia Campaign opportunities and challenges, and communication objective, strategies, key messages, and activities.

Overall Goal for BRACE

Reduce the health risks before, during, and after extreme precipitation events and severe weather on older adults and other vulnerable populations.

Challenges and Opportunities

Challenges

Our older adult population is increasing rapidly, and it is estimated that the proportion of the Region's population that is 65 years and older will increase from 15% to 26% between 2010 and 2040, more rapidly than any other age group in Southern New Hampshire. Among certain vulnerable populations, such as older adults and those with disabilities, extreme precipitation events, flooding, and storm damage can result in a variety of related health effects or injuries. The events and resulting health problems occur year-round throughout the region in both flood-prone areas and areas that have not historically experienced such events.

The general public has a lack of awareness of the increased frequency and/or intensity of such events which is compounded by misperceptions about resources and supports available during disasters. There are also misunderstandings about the spectrum of health risks and their potential to become worse in the future due to changes in climate and an increase in the intensity of extreme weather events. Uncertainty about when a major weather event or disaster will occur makes it difficult to engage the public to build and maintain response skills.

There is a need to address these threats via traditional emergency preparedness and innovative approaches, including the use of mass media, to build individual, organizational, and community resilience.

Opportunities

The BRACE Multimedia Campaign is designed to promote widespread awareness of the health effects associated with extreme precipitation events, flooding, and severe weather as well as appropriate individual responses. Messages can be disseminated to influence changes in the perception of danger associated with extreme precipitation events, flooding, and storm damage by older adults and other at-risk populations. The campaign will complement the training interventions that are designed to influence behavior change at individual, organization, and community levels to reduce health risks associated with these events by increasing individual awareness, capabilities, confidence, and readiness to act.

Communication Objective and Strategies

Objective

Use a set of education strategies in a multimedia format to reach up to 1,000 older adults in order to increase both their awareness and use of home emergency preparedness plans as well as their awareness and use of a home disaster kit associated with extreme weather by June 30, 2021.

Strategy 1: Compile a multimedia information campaign to support the creation of messages that are specific to older adults or those at-risk (e.g. disabled, limited mobility, etc.) and specific to a particular media channel.

Strategy 2: Distribute public service announcement materials to one or more specific media outlets in the Monadnock Region.

The multimedia campaign is aimed at achieving the ultimate goal of this project—to increase the ability of older adults to shelter in place. Communications activities will focus on improving: 1) individual-level preparedness and 2) community- and organizational-level preparedness.

Outreach to target audiences

Key Messages

BRACE project partners understand that preparedness involves small, simple steps taken consistently over time. There are core messages that collectively can outline a series of simple preparedness steps; these core messages will be included in all communications and outreach:

1. **Make a plan** – encourage individuals, families, organizations, towns and other groups to develop a plan for an emergency. The plan should apply to a wide range of hazards and situations.
2. **Assemble a kit** – persuade community members to assemble an emergency kit (with a minimum of three days of supplies) at home. Emphasize that having a kit allows individuals to be more self-sufficient in an emergency and reduces the demands on first responders.
3. **Stay informed** – share ways to stay informed about natural and human-caused hazards and situational awareness during an event. Share a range of options to obtain information (i.e. NH Alerts). In order to push the key messages, specific branding will be developed (i.e. “Anytime, Anywhere: Prepare”, “Monadnock Ready”) and promoted in partnership with regional partners and stakeholders.

Outreach to Audiences at Different Stages of Readiness

BRACE project partners understand that community members are at varying levels of readiness to engage with emergency preparedness and that messages will need to be tailored accordingly. For example, community member preparedness can be categorized as follows:

1. Those who have and routinely practice emergency plans. This group needs ongoing encouragement and access to training, but already understands the importance of preparedness. They may be encouraged to share their efforts with others.
2. Those who may or may not have a plan, but are aware of the importance of emergency preparedness. This group needs access to information and tools on how to elevate their level of preparedness.
3. Those who do not have a plan or practice emergency preparedness. This group—the largest—first needs to be persuaded that preparedness is important, and then provided with information, simple first steps, and ongoing encouragement.

The multimedia campaign will incorporate messages that encourage behavior change and reduce health risks for individuals at varying stages.

Communications and Outreach Activities

BRACE project partners will coordinate outreach and share information by leveraging existing relationships with public and private partners, through direct communication and, by building new relationships. For example, working closely with and supporting the efforts of agencies directly involved with older adults on a daily basis will better ensure communications and more effective outreach efforts.

Communications and outreach activities will promote the overall core messages (i.e. make a plan, assemble a kit, stay informed) and motivate the community around emergency preparedness.

Outreach Activities

Targeted outreach activities will include the following:

1. Working with local radio stations to deliver Public Service Announcements (PSA) and/or interviews.
2. Developing and leading a social media campaign with messages targeting individuals at varying stages of behavior change.
3. Working with partner organizations within the region on information sharing.
4. Creating and updating content on the Cheshire Medical Center and Southwest Region Planning Commission websites.
5. Working with municipalities and older adult service agencies to add preparedness messages to their newsletters, Facebook, and websites. (Is this different than #3?)
6. Printed materials distributed during workshops and town meetings (i.e. during town hazard mitigation planning meetings).
7. Conducting targeted outreach to share information and build relationships with municipalities and older adult service agencies.
8. Incorporating recommendations for conducting emergency preparedness campaigns in municipal hazard mitigation plans and emergency operations plans.
9. Engaging local champions (i.e. emergency management directors, fire department representatives, first responders) to assist with disseminating key messages.
10. Include a slogan with all messages (i.e. "Ready Monadnock").

Target Audiences

Older adults, people with vulnerabilities, children, geographic areas/place-based (e.g. flood zones), partner organizations, community members, municipal/community leaders, community members, local media (newspaper, radio, cable TV)

Values/concerns of target audiences:

- Protection of the health of at-risk populations (older adults and children) and communities related to extreme precipitation events and severe weather
- Individual-level competence in emergency preparedness
- Community-level acceptance of emergency preparedness
- Appropriateness of interventions for at-risk community
- Need for multiple means of communication and channels as early warning systems before and during emergencies
- Empower neighborhood resiliency during extreme weather and precipitation events

Value Message: People should be prepared for major weather events and disasters at all times. However, emergency preparedness is an extremely important aspect of day to day life that many people overlook. Being better prepared for such events can reduce health risks.

The Ask: Make emergency preparedness planning a priority in your home and in your community now and throughout the year.

Outreach Tactics

1. Media outreach

- Articles in the Keene Sentinel and Monadnock Ledger Transcript
- Article in the Monadnock Shopper News
- Run radio PSA on local stations
- Curate or participate in radio station shows (e.g. WKBK's *Good Morning* or *Sound-Off*)

2. City/town/community outreach

- Create articles for town newsletters (15 of 34 communities)/websites (all communities)
- Run articles in partner organization newsletters (e.g. Cheshire Village at Home, Home Healthcare Hospice & Community Services, Healthy Monadnock, Keene Senior Center, Monadnock at Home, SWRPC, etc.)

- Include messages in related community campaigns (i.e. Healthy Monadnock)
- Distribute printed materials during workshops
- Incorporate community outreach recommendations into local hazard mitigation plans (such as by including a toolkit)
- Banner or sign to capture drive-by public.

3. Social media outreach

- Conduct Facebook, Twitter and Instagram advertising by location/demographics
- Disseminate a variety of messages related to stages of behavior change
- Leverage NH HSEM media campaign resources currently under development

4. Web outreach

- Work with municipalities, and partner organizations to include emergency preparedness information and campaign materials on their websites

5. Other potential activities:

- Promote "Monadnock Heaviest Rain" contest (bring in artists to generate images)
- Consider door tags in neighborhoods to promote campaign messages and attendance to in-person workshops (use local contacts to determine which neighborhoods would benefit most from this outreach)
- Feature authority figures in messages (i.e. first responders)
- Feature peers in content

Benchmarks

- Place news and newsletter stories
- Run PSAs on radio and TV
- Social media hits (quantitative) and comments (qualitative) from on-line media outlets and on-line communities like Facebook, Twitter or Instagram
- Improvements in awareness and behaviors as indicated in Healthy Monadnock Community Survey
- Improvements in awareness and behaviors as indicated in pre and post workshop surveys
- Municipalities and partner websites include links to BRACE messages and resources on their websites
- Municipalities include community outreach toolkits in their hazard mitigation plans
- Complete hang tag activities in identified neighborhoods (if this activity is selected)
- Additional benchmarks to be determined, including benchmarks related to changes and awareness of the general public

Timeline for Activities

The implementation of this plan will begin in April 2020 and run through April 2021.

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Appendix C - Outreach Toolkit

MONADNOCK REGION CLIMATE AND HEALTH OUTREACH TOOLKIT

Spring 2021

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Introduction

For vulnerable populations, such as older adults and those with disabilities, extreme precipitation events, flooding and storm damage can result in a range of negative health impacts or injuries. Extreme participation events and their health impacts can occur year-round. Increasingly, due to impacts of climate change these events are happening in areas of the region that have not historically been impacted by severe weather. **There is often a lack of awareness of the increased frequency and/or intensity of such events, which is compounded by misperceptions about resources and supports available during disasters.**

There is a need to address these threats with your help. The **Monadnock Region Climate and Health Outreach Toolkit** is designed to promote widespread awareness of the public health impacts associated with extreme precipitation events, flooding and severe weather as well as ways individuals can prepare. The materials provided within this document are designed to streamline the process of promoting emergency preparedness to your network.

We welcome all feedback, including ideas for new or updated resources. If you have any thoughts on how we can improve the usefulness of our resources, please email Southwest Region Planning Commission (SWRPC) at admin@swrpc.org or call 603-357-0557.

Building Resilience Against Climate Effects

Although the impacts of severe weather cannot always be predicted or prevented, meaningful steps can be taken today to identify and protect those most at risk in Southwest New Hampshire. In 2017, the Greater Monadnock Public Health Network, with help from SWRPC and Antioch University, collaborated with the NH Department of Health and Human Services to conduct an analysis of regional demographics and vulnerable population groups, focusing on climate hazards related health topics that impact the Region. The project included a pilot intervention aimed at addressing health impacts associated with extreme precipitation events and severe weather. This project was documented in the region's [Climate and Health Adaptation Plan \(CHAP\)](#).

In 2018, the Greater Monadnock Public Health Network led a follow-up initiative to develop more detailed interventions, building on the knowledge gained through the CHAP project. Guided by these previous efforts, the [Building Resilience Against Climate Effects project](#) (BRACE) will continue the work initiated by the CHAP project through July of 2021.

How to Use the Toolkit

The materials included in this toolkit represent the foundation of the BRACE community outreach campaign on emergency preparedness. Everything found in this toolkit is ready for distribution via newsletters, email and social media (e.g. Facebook, Twitter and Instagram). Materials are structured to be shared through your organization's network over a six-week timeline. Elements of the toolkit include:

- A link to a baseline assessment to be shared to social media, newsletter or email blasts during Week 1;
- Sample social media posts to be shared to your organization's Facebook, Twitter or Instagram during Weeks 2 through 6 (through the end of July);
- Sample newsletter entries to be included in the next edition of your organization's newsletter (online or print) or email blast;
- A sample email, Facebook post, telephone script and event details for an interactive training webinar to be held on Tuesday, July 27th from 1:30 - 3:00 p.m. to be shared during weeks 2 through 6.

To share materials, your organization can simply copy and paste content into emails, social media posts, or newsletters. However, SWRPC encourages editing the content as it makes sense to your audience and the tools you utilize to reach them. SWRPC staff are also able to provide technical assistance on the use of social media.

Outreach Schedule

The following table describes the approximate timeline of activities your organization will undertake during early Summer of 2021:

Week 1 (Starting mid-June)	<ul style="list-style-type: none"> • Promote the baseline assessment survey via an e-mail marketing campaign, social media, printed media, or other methods. See Promoting the Online Baseline Assessment for details.
Week 2	<ul style="list-style-type: none"> • Post 3-4 of the social media posts provided in Social Media Posts. • Promote the virtual emergency preparedness workshop through sharing sample materials found in Promoting the Interactive Webinar. • Utilize templates found in E-mail, Newsletter Article or Website Content and Promoting the Interactive Webinar to submit an online, e-mail or printed newsletter entry focused on emergency preparedness best practices and the July interactive webinar.
Weeks 3 - 5	<ul style="list-style-type: none"> • Post 3-4 of the social media posts provided in Social Media Posts. • Promote the virtual emergency preparedness workshop through sharing sample materials found in Promoting the Interactive Webinar.
Week 6 (End of July)	<ul style="list-style-type: none"> • Post 3-4 of the social media posts provided in Social Media Posts.

Promoting the Online Baseline Assessment (Week 1)

Understanding the level of knowledge of your clients and members relative to emergency preparedness is an important step in targeting outreach and activities that will protect health and increase resilience. To accomplish this task, SWRPC has created a 3-5 minute anonymous online survey for use throughout the region. Results of the survey will be shared in July/August.

To promote the survey, please utilize the sample content below. A printable version of the survey is available [here](#).

Social Media Post

Copy and paste this content:

Do you know where to find information on severe weather in your community? If you had to stay in your house for 72 hours during a storm or flood, would you have enough supplies? Southwest Region Planning Commission, in collaboration with the Greater Monadnock Public Health Network, has launched a survey better understand the Monadnock Region's awareness of emergency preparedness and planning. The survey will be used to target outreach and education strategies that protect health and increase resiliency in the face of severe weather events intensified by climate change. The survey can be reached at www.surveymonkey.com/r/RGMMSZL, and takes 3-5 minutes to complete. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Email

Subject:

Are You Prepared for Severe Weather Events and Other Emergencies?

Body:

Emergency preparedness is an extremely important aspect of day-to-day life that most people overlook. What would you do if you were trapped in your home for three days with no electricity or running water? Do you know where to find important alerts and information during an emergency? These questions are critical to ask before an emergency happens, and often there is a lack of awareness of the increased frequency and/or intensity of such events compounded by misperceptions about resources and supports available during disasters.

As part of a community outreach campaign to aimed at improving understanding of emergency preparedness Southwest Region Planning Commission, in collaboration with the Greater Monadnock Public Health Network, has launched a survey to capture existing awareness of these issues across the Monadnock Region. The survey provides a valuable baseline to help target outreach and education strategies through early Summer of 2021, and is a critical launching point for improving health outcomes and resiliency for vulnerable populations in the Region in the face of severe weather events.

The brief survey can be found at www.surveymonkey.com/r/RGMMSZL, and should take less than five minutes to complete. You are encouraged to distribute this survey to your clients, members and colleagues.

Social Media Posts

The following material is intended to be shared on social media platforms (e.g. Facebook, Twitter and Instagram) over the next several weeks. To copy a sample message:

1. Press and hold the left mouse button and then drag the mouse from the top left to the bottom right of the entire selection of text you want to copy.
2. To copy the highlighted text, on your keyboard, press Ctrl+C or right-click the highlighted text.
3. To paste the highlighted text, on your keyboard, press Ctrl+P or right click the destination for the content and select "Paste" from the menu.
4. To use the provided image for a post, click on the link following the image link following the content to view it in your web browser. Right click the image and save a copy for use in the post.

Week 2

Post 1: Make a Plan

Copy and paste this content:

You can plan ahead for disasters. It is important to make and practice an emergency plan. Knowing where to meet in case you have to leave the house or what to do if there is an emergency and family, caregiver and others cannot be reached is vital to keeping everyone safe. You can find steps, tips, and templates for emergency plans at www.readynh.gov/emergency-plan and www.ready.gov/make-a-plan. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 2: Build a Kit

Copy and paste this content:

Are you prepared to be in your house for 72 hours? Work with your family to make a preparedness kit with 72 hours' worth of food, water, and medications in case the power goes out and you are waiting for help to arrive. Tips for a successful preparedness kit can be found at www.readynh.gov/emergency-kits and www.ready.gov/build-a-kit. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 3: Stay Informed

Copy and paste this content:

A meteorologist won't fit in your pocket but the FEMA app will. Stay safe with weather alerts for up to five locations: <https://www.fema.gov/mobile-app>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Consider this related video as an alternative to the link above:

<http://www.youtube.com/watch?v=sUpm-cm9A7Y>.

Post 4: Understand Risks, Protect Health, Increase Resilience

Copy and paste this content:

Is anyone in your family reliant on medical equipment that needs electricity to run? Are they reliant on a refrigerator to keep their medicine cold? Contact your electric utility company to

get on a list of power dependent customers. Consider a generator to provide a backup source of electricity. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Week 3

Post 1: Make a Plan

Copy and paste this content:

Local emergency alerts are available for this area. You can sign up and download the NH Alerts app in order to be better prepared and informed during emergencies at <https://public.coderedweb.com/CNE/en-US/BFC2664C2B92>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 2: Build a Kit

Copy and paste this content:

Ensure your emergency preparedness kit is stocked with essential items to protect you and your family. Have enough supplies for several days and store items in airtight containers. To start assembling your kit today, consult the supplies list at www.ready.gov/kit. ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image for (Facebook):

https://www.ready.gov/sites/default/files/2020-08/build-a-kit_ig_fb.jpg

Download and use this image (Twitter): https://www.ready.gov/sites/default/files/2020-08/build-a-kit_twitter.jpg

Post 3: Stay Informed

Copy and paste this content:

The FEMA app is a simple and easy-to-use tool to receive fast and reliable weather alerts from the National Weather Service. A link to download the app or subscribe to text messages is available at www.fema.gov/mobile-app. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Consider this related video as an alternative to the link above:

www.youtube.com/watch?v=DtF18YHjG-l

Post 4: Understand Risks, Protect Health, Increase Resilience

Copy and paste this content:

Emergency preparedness isn't only about having supply kits. There are things you can and should do to prepare for the next power outage or pandemic that don't require a trip to a grocery store. For example, effective handwashing is a skill that you can easily learn, teach to others, and use every day to protect your health. Many diseases and conditions are spread by not washing hands with soap and clean, running water. Find more tips at www.cdc.gov/prepyourhealth. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image (Facebook):

www.cdc.gov/cpr/npm/00_images/2019/practicalskills/CPR_PrepareYourHealth_handwashing_v3_1200x1200.jpg

Download and use this image (Twitter):

www.cdc.gov/cpr/npm/00_images/2019/practicalskills/CPR_PrepYourHealth_handwashing_v3_1200x675.jpg

Week 4

Post 1: Make a Plan

Copy and paste this content:

How might a disaster affect you? Could you make it on your own for at least three days? After a disaster you may not have access to a medical facility or even a drugstore. It's crucial to plan for your regular needs and know what you would do if they become limited or unavailable. More tips for individuals with disabilities are available at

www.ready.gov/disability. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 2: Build a Kit

Copy and paste this content:

The FEMA App is a simple and easy-to-use tool to learn how to prepare your emergency kit, make a family plan, and set reminders. Why not start today? A link to download the app or subscribe to text messages is available at www.fema.gov/mobile-app. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 3: Stay Informed

Copy and paste this content:

Everyone needs reminders, right? Sign up for preparedness tips by texting PREPARE to 43362 (4FEMA) (message/data rates apply). For more information on getting tech ready visit www.ready.gov/get-tech-ready. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 4: Understand Risks, Protect Health, Increase Resilience

Copy and paste this content:

Emergency preparedness isn't only about having supply kits. There are things you can and should do to prepare for the next emergency that don't require a shopping trip. For example, knowing where and how to use an emergency generator is crucial. Each year, more than 400 Americans die from unintentional carbon monoxide poisoning not linked to fires. In a power outage, improper generator use can cause CO poisoning. Never run a generator indoors. Always use generators outdoors, in a dry area, and at least 20 feet from your home. Find more tips at www.cdc.gov/prepyourhealth. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image (Facebook):

www.cdc.gov/cpr/npm/00_images/2019/powersources/CPR_PrepYourHealth_portable-generator_v2_1200x1200.jpg

Download and use this image (Twitter):

www.cdc.gov/cpr/npm/00_images/2019/powersources/CPR_PrepYourHealth_portable-generator_v2_1200x675.jpg

Week 5

Post 1: Make a Plan

Copy and paste this content:

Don't hesitate, evacuate if asked to by local authorities. Be prepared for a sudden evacuation by already having an emergency plan & "go kit" customized to your family's health care needs. Learn more at <https://blogs.cdc.gov/publichealthmatters/2020/05/hurricane-season>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image (Facebook):

www.cdc.gov/prepyourhealth/toolkits/00_images/CPR_PreYourHealth_go-kit_1200x1200.jpg

Download and use this image (Twitter):

www.cdc.gov/prepyourhealth/toolkits/00_images/CPR_PreYourHealth_go-kit_1200x675.jpg

Post 2: Build a Kit

Copy and paste this content:

Since Spring of 2020, the Centers for Disease Control and Prevention has recommended people include additional items in their kits to help prevent the spread of coronavirus or other viruses and the flu. Ensure your emergency preparedness kit is stocked with essential items, including what is needed to protect you and your family. Have enough supplies for several days and store items in airtight containers. To start assembling your kit today, consult the supplies list at www.ready.gov/kit. ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Consider this related video in addition to the link above:

https://www.youtube.com/watch?v=kJuDXorO9_g

Post 3: Stay Informed

Copy and paste this content:

When a flood or disaster strikes, You are the Superhero! Be prepared by signing up for emergency alerts from NH Alerts at <https://public.coderedweb.com/CNE/en-US/BFC2664C2B92>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Consider this related video in addition to the link above:

<https://mm.nh.gov/media/readynh/emergency-alerts.m4v>

Post 4: Understand Risks, Protect Health, Increase Resilience

Copy and paste this content:

Emergency preparedness isn't only about having supply kits. There are things you can and should do to prepare for the next emergency without a shopping trip. For example, bystanders are often first on the scene after a disaster or in a medical emergency and can play a crucial role with the right skills. If performed in the first few minutes of cardiac arrest, cardiopulmonary resuscitation (CPR) can double or triple a person's chance of survival. Find

more tips at www.cdc.gov/prepyourhealth. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image (Facebook):

https://www.cdc.gov/cpr/npm/00_images/2019/practicalskills/CPR_PrepYourHealth_adult-cpr_v1_1200x1200.jpg

Download and use this image (Twitter):

www.cdc.gov/cpr/npm/00_images/2019/practicalskills/CPR_PrepYourHealth_adult-cpr_v1_1200x675.jpg

Week 6

Post 1: Make a Plan

Copy and paste this content:

Where will your loved ones be in a flood? Put a plan together by discussing these important questions with your family, friends or household to start your emergency plan. Follow along at www.ready.gov/plan and <https://www.readynh.gov/emergency-plan/>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 2: Build a Kit

Copy and paste this content:

Update your emergency preparedness supplies every six (6) months. Remove, use, and replace any food & water, prescription medications, and supplies before they expire: <https://www.cdc.gov/cpr/prepareyourhealth/PersonalNeeds.htm>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Download and use this image (Facebook):

www.cdc.gov/cpr/npm/00_images/2019/prescriptions/CPR_PrepYourHealth_rx-supply_1200x1200.jpg

Download and use this image (Twitter):

www.cdc.gov/cpr/npm/00_images/2019/prescriptions/CPR_PrepYourHealth_rx-supply_1200x675.jpg

Post 3: Stay Informed

Copy and paste this content:

Know your weather alert terms: Flood Watch means “Be Aware” because conditions are right for flooding to occur in your area. Flood Warning means “Take Action!” because flooding is either happening or will happen shortly. Learn the difference between a Flood Warning and Watch: www.weather.gov/safety/flood-watch-warning. Find out about local emergency alerts by signing up for NH Alerts at <https://public.coderedweb.com/CNE/en-US/BFC2664C2B92>. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow #BeInformed

Download and use this image (Facebook): https://www.ready.gov/sites/default/files/2020-11/ready_listen-to-officials_square.jpg

Download and use this image (Twitter): www.ready.gov/sites/default/files/2020-11/ready_listen-to-officials.jpg

Post 4: Understand Risks, Protect Health, Increase Resilience

Copy and paste this content:

Floods can occur during any season. Learn your risk level for floods by entering your address at <https://msc.fema.gov/portal/search> #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

E-mail, Newsletter Article or Website Content

Emergency preparedness is an extremely important aspect of day-to-day life that most people overlook. What would you do if you were trapped in your home for three days with no electricity or running water? During a natural disaster, such as a flood, emergency services may not be able to get to you in a timely manner so it is important to have a kit ready to shelter in place.

There may also be members of your household may not be prepared for disasters, as well as the aftermath. With the history of flooding in the Monadnock Region, it is important that every member of your household knows what to do in case of a flood or other disaster. Take time now to go through the safety precautions and protocols of flooding with them. What about a personal emergency, like a fire? Does your family have a meeting spot or a plan? Talk to them about these types of disasters as well.

In addition to making a plan, a collection of critical supplies is also required. Get started with some of these essential tips:

- Create an emergency water supply of at least 1 gallon of water per day for each person and pet for 3 days. A 2-week supply is better. Strongly consider storing additional water, for pregnant women, and for family members who are sick.
- Your emergency supplies kit is not a dumping ground for all the forlorn and forgotten things in your pantry. Take into consideration your family's dietary needs, likes and dislikes, and—of course—any food allergies and medical conditions when choosing foods for your kit.
- Be prepared with an ample supply of medications and the devices and supplies necessary to take or administer the prescription for everyone in your household.

There are many resources through FEMA (www.ready.gov), CDC (emergency.cdc.gov) and ReadyNH (www.readynh.gov) to assist you in planning for emergencies, creating an emergency preparedness kit. You can also learn more about how to stay informed before, during and after an emergency.

You can also find resources to prepare for emergencies in your local community. Need some help getting started? Join a free, interactive webinar on Tuesday, July 27th at 1:30 p.m. (90 minutes in length) to gain skills and knowledge from emergency preparedness experts and create a plan to prepare for and respond to severe weather events and other emergencies. Participants who register first will receive a basic emergency preparedness kit and all attendees will have a chance to win an item like a weather radio/flashlight to enhance their kit. Visit www.surveymonkey.com/r/SMLBBSN to pre-register.

Promoting the Interactive Webinar

SWRPC will host an interactive webinar on Tuesday, July 27th from 1:30 to 3:00 p.m. focused on emergency preparedness and planning in the Monadnock Region. Participants will be provided training on developing emergency plans and preparedness "kits" to respond to severe weather events. Depending on supply, emergency kits and other giveaways may be provided to participants to complete the webinar. Note that these items are only available to residents of the [Greater Monadnock Public Health Network](#) region.

The following items may be used to help to promote registration for the webinar. Later in July, more details and outreach materials will be provided to publicize the opportunity.

E-mail

Subject:

Learn How to Prepare for Severe Weather Events and Other Emergencies: Get a Kit, Make a Plan, Be Informed

Body:

Do you have the supplies you need to stay safe in an emergency? How will you communicate with loved ones and others? How do you receive early warnings and stay informed?

Join an interactive webinar on Tuesday, July 27th at 1:30 p.m. to get started. At this free workshop (90 minutes in length), attendees will gain skills and knowledge from emergency preparedness experts and create a plan to prepare for and respond to severe weather events and other emergencies.

The first 30 participants who register will receive a basic emergency preparedness kit and all attendees will have a chance to win items like a weather radio/flashlight to enhance their kit.

Click [here](#) to register.

For more information contact Henry Underwood, GIS Specialist/Planner at Southwest Region Planning Commission at 603-357-0557 or hunderwood@swrpc.org.

Social Media

The following social media posts may be used to encourage early registration.

Post 1

What would you do if the fire chief knocked on your door at 2 a.m. and said you had 10 minutes to safely evacuate? What would you take? Where would you go? Join a 90-minute interactive webinar on Tuesday, July 27th at 1:30 p.m. to learn how to be prepared for that knock on the door and what you need to know to stay connected with your family and friends. Visit www.surveymonkey.com/r/SMLBBSN to pre-register. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

Post 2

Do you have the supplies you need to stay safe in an emergency? How will you communicate with loved ones and others? How do you receive early warnings and stay informed? Join an

interactive webinar on Tuesday, July 27th from 1:30 - 3:00 p.m. to get started. At this free workshop, attendees will gain skills and knowledge from emergency preparedness experts and create a plan to prepare for and respond to severe weather events and other emergencies. Visit www.surveymonkey.com/r/SMLBBSN to pre-register. #ReadyMonadnock #ReadyNH #PrepYourHealth #PrepareNow

How to Prepare for Severe Weather Events and Other Emergencies Webinar

Get a Kit, Make a Plan, Be Informed

Do you have the supplies you need to stay safe?

How will you communicate with loved ones and others?

How do you receive early warnings and stay informed?

Tuesday, July 27
1:30 – 3:00 p.m.

To Register for this Virtual Webinar, Visit:

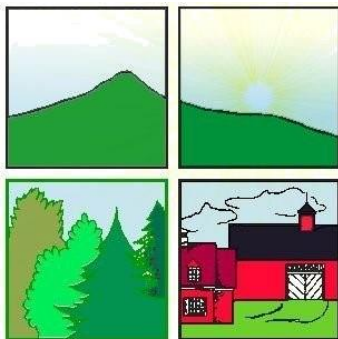
<https://bit.ly/3iLyaWT>

Or contact:

Henry Underwood
GIS Specialist/Planner
hunderwood@swrpc.org
(603) 357-0557

At this free virtual webinar, you will:

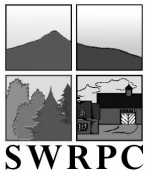
- Gain skills and knowledge from emergency preparedness experts
- Receive a basic emergency preparedness kit (first 30 registrants only)
- Create a plan to prepare for and respond to severe weather events and other emergencies
- Enter a free drawing for a weather radio/flashlight



**Southwest
Region
Planning
Commission**



Appendix D - Community Survey Template



BRACE Emergency Preparedness Survey

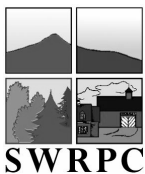
Southwest Region Planning Commission is conducting a survey to better understand the readiness of families and individuals in the Monadnock Region to respond to extreme precipitation and severe weather events. The survey is being conducted as a part of the Building Resilience Against Climate Effects (BRACE) initiative which aims to reduce the health risks before, during, and after extreme precipitation events and severe weather.

Emergency preparedness includes having a plan and kit in place with such items as at least two days of food and water, emergency phone numbers, and a meeting place for family members in case of evacuation.

The survey will take about 5 minutes to complete.

For additional information about BRACE or the survey contact:

**Henry Underwood, GIS Specialist/Planner
Southwest Region Planning Commission
37 Ashuelot Street
Keene, NH 03431
603-357-0557
hunderwood@swrpc.org**



BRACE Emergency Preparedness Survey

What is your age?

How large is your household (including yourself)?

- 1
- 2
- 3
- 4+

On a scale of 1 to 5, how prepared do you feel for an extreme precipitation event?

- 1 (not at all prepared)
- 2
- 3
- 4
- 5 (very prepared)

On a scale of 1 to 5 with 5 being the highest, how likely do you believe an extreme precipitation event will affect you in the next year?

- 1 (not at all likely)
- 2
- 3
- 4
- 5 (very likely)

On a scale of 1 to 5 with 5 being the highest, how certain are you that you have an alternative place to go in the event of an emergency?

- 1 (not at all certain)
- 2
- 3
- 4
- 5 (very certain)

On a scale of 1 to 5 with 5 being the highest, how comfortable are you with reaching out to emergency services personnel?

- 1 (not at all comfortable)
- 2
- 3
- 4
- 5 (very comfortable)

On a scale of 1 to 5 with 5 being the highest, how confident are you that emergency personnel will be able to assist you in an extreme precipitation event?

- 1 (not at all)
- 2
- 3
- 4
- 5 (very)

Do you have an emergency preparedness plan?

- Yes
- No

If No, why not?

Do you have three days worth of food that is ready to eat and not quickly perishable?

- Yes
- No

If No, why not?

Do you have an emergency contact list to reach family, friends and emergency numbers?

- Yes
- No

If No, why not?

Do you have three days of medications in case of an emergency?

- Yes
- No

If No, why not?

With respect to preparing for floods, severe weather, and other emergencies, which phrase most resonates with you?

- "I don't want to prepare."
- "I should prepare."
- "I want to prepare this year."
- "I am preparing my plan right now."
- "I have a plan and keep it current."
- "I used to prepare, but don't have time anymore."

With respect to emergency preparedness kits, which phrase most resonates with you?

- "I don't need a kit. I don't know what a kit is."
- "I am saving money to buy a kit this year."
- "I want to prepare a kit this month."
- "I am building my kit right now."
- "I have a kit and keep it current."
- "I had a kit but used the contents and never replaced them."

With respect to early warning systems, such as a flood warning as part of your weather forecast, which phrase most resonates with you?

- "I don't need to be warned about floods."
- "I'll wait for someone to help me."
- "I plan to set up something on my phone this week."
- "I use the warning system on my phone."
- "I have a warning system on my phone and plan to keep it in place."
- "I have an app on my old phone but didn't feel the need for one on this new phone."

Appendix E - Print Media Coverage

COVID cases again rising quickly in Granite State

By PAUL CUNO-BOOTH
Contributing Writer

Six weeks ago, amid warming weather and increasing vaccinations, new COVID cases in New Hampshire hit their lowest point in 10 months, averaging 16 infections per day.

Now, that number is close to 150. The rate of new cases has shot up in just a few weeks, from an average of 39 per day for the week ending July 23 to 148 for the week ending Friday. That included Thursday's announcement of 232 new cases, the highest one-day total since early May.

The spike comes as the more contagious delta variant, first identified in India, is causing cases to rise nationwide, especially in places with lower rates of vaccination, according to federal officials. The CDC estimates delta accounted for more than 80 percent of new cases in both the Northeast and the country overall as of late July.

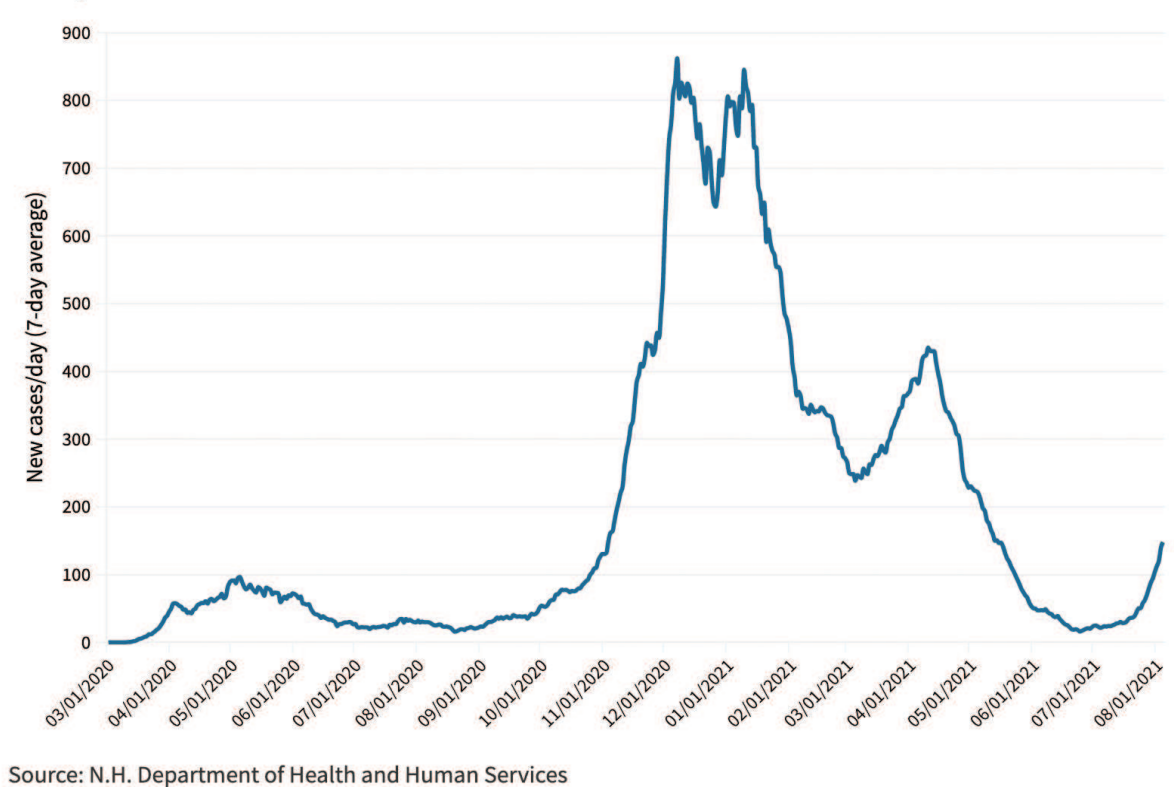
Dr. Benjamin Chan, New Hampshire's state epidemiologist, told WMUR this past week that cases are rising faster than expected due to the variant.

Hospitalizations have also started to rise. New Hampshire hospitals held 38 confirmed COVID-19 patients on Friday, compared to 17 on July 1, according to data from the N.H. Department of Health and Human Services.

State and federal health officials are urging people to get vaccinated, saying it continues to be the best protection we have against delta and other coronavirus variants.

"Those at highest risk remain people who have not yet been vaccinated," Dr. Rochelle Walensky, the director of the Centers for Disease Control and Prevention, said at a press briefing Thursday.

Daily new cases in NH



Source: N.H. Department of Health and Human Services

PAUL CUNO-BOOTH

A graph showing the seven-day average of new COVID cases in New Hampshire since the beginning of the pandemic.

"Now is the time to get vaccinated. We know these vaccines are working and we know they save lives."

The local and state outlook

The state health department now considers Cheshire County to have "substantial" transmission, the highest of three tiers, with 101 new cases per 100,000 people over the past two weeks and a seven-day test positivity average of 4.9 percent — up significantly from July.

Hillsborough County outside of Manchester and Nashua is also

experiencing substantial transmission, while Sullivan County is rated as having moderate transmission.

Cheshire County had 54 known active cases as of Friday, with 12 in Keene, eight in Swanzey, six in Walpole, five in Rindge and the rest scattered between various other towns. Overall, the state had 1,125 known active cases.

The state announced two deaths related to COVID-19 over the past week, involving a Cheshire County man and a Hillsborough County woman. Both were at least 60 years old.

Defending against delta

According to the CDC, the delta variant is more transmissible than other variants and fully vaccinated people infected by it can be as contagious as unvaccinated people with the disease. That prompted the CDC to recommend recently that in areas with high transmission, fully vaccinated people wear masks in indoor public settings.

The good news is that vaccines still work quite well against the delta variant.

Research published in the New England Journal of Medicine

estimated the two-dose Pfizer vaccine was 88 percent effective at preventing illness caused by delta, compared to 94 percent against the original strain. Health experts say the vaccines are highly effective at preventing serious illness, hospitalization and death.

As delta has pushed up case numbers, more Americans are choosing to get vaccinated, with the largest increases in states with the highest case rates and relatively low vaccination rates, Jeff Zients, the White House's COVID-19 response coordinator, said at Thursday's briefing.

So far, there's no evidence of that happening on a large scale in New Hampshire, according to state data. An average of 116 people per day got a first dose in the week ending Wednesday, down from more than 200 a month earlier.

According to the state health department, about 51 percent of New Hampshire residents are fully vaccinated and 60 percent have had at least one shot.

The CDC's data put the share of fully vaccinated New Hampshire residents higher, at 58.5 percent. That would place the state above the national average of 50 percent and among the most vaccinated states in the country, though still behind every other New England state.

"The currently available vaccines are very effective at preventing infection, but highly effective at preventing severe disease, like hospitalizations and deaths," Chan, the state epidemiologist, told WMUR on Friday. "And so once we get a large percentage of our population in New Hampshire and nationally vaccinated, the severity of the disease that this virus causes will go down, and we can begin to treat this more like we do other respiratory viruses that circulate seasonally."

Emergency preparedness project centers around building resilience

By COLETTE RINKER
Sentinel Staff

As the recent flooding in the region proves, severe weather events and emergencies often take us by surprise — so how can you prepare?

Thanks to a multi-year partnership between area organizations that focuses on the intersection between public health and climate events, you can learn specific strategies to keep yourself and your family safe.

During a recent interactive webinar on Zoom — "How to Prepare for Severe Weather Events and Other Emergencies" — participants discussed key topics such as how to make a kit of essential items based on their family's needs, make plans for communicating with family members during an emergency and the differences between terms such as "flood warning" and "flood watch." They also learned about early-warning systems designed to give them as much notice as possible.

The webinar came at the tail end of a multi-year project that began with the Climate and Health Adaptation Plan (CHAP) in 2017 and led to an initiative known as Building Resilience Against Climate Effects (BRACE) starting in 2018. Both projects receive funding from the N.H. Department of Health and Human Services.

Since launching CHAP, the Greater Monadnock Public Health Network has partnered with the Southwest Region Planning Commission and Antioch University New England's Center for Climate Preparedness and Community Resilience on the BRACE project.

BRACE is a continuation of the work done through CHAP, with the primary goal of identifying those most vulnerable during severe weather events in southwestern New Hampshire. This involves additional research on climate hazards and resulting health issues to best prepare people for the challenges that may arise before, during and after.

A population is considered vulnerable when the existing risk factors of a group could



File photo by HANNAH SCHROEDER / Sentinel Staff

Kevin Belanger and Randy Hill of the N.H. Department of Transportation discuss their plan for cleaning up road debris and clearing a one-lane road for traffic on Route 123A in Alstead last month after flooding.

lead them to being particularly harmed during climate-related emergencies. For example, CHAP identified, young children and older adults are more vulnerable to heat waves due to a higher sensitivity to heat stress. Other vulnerable groups during climate-related emergencies can include those with mobility restrictions and people of low income.

Jane Parayil, the public health emergency preparedness coordinator for Cheshire Medical Center and GMPHN and one of the facilitators of the recent webinar, hopes the work done by the public health network and its project partners will encourage people to think more about what they'd do in severe weather events and other emergencies.

"It's very easy to think in that mindset, 'That's not going to happen to me. I don't need to worry about it,'" Parayil said, "and that's one thing that we all struggle with about having an emergency preparedness kit and a plan because when that time does happen, you don't want to be in that situation where you're not prepared."

Henry Underwood, GIS specialist/planner with SWRPC, described the role the planning commission had with both projects.

"Depending on the phase of the project, we were doing things like facilitating

in-person meetings with stakeholder groups to learn about perceptions about whether flooding changes with weather patterns and then we've had some talk about interventions that are really education and outreach opportunities," Underwood said. "And the role we've played from there is to design the kind of means to get out and actually collect some data about our work."

This data included pre- and post-workshop survey responses that addressed attendees' confidence about their mental readiness for a climate-related emergency as well as the stage they were at with forming an emergency preparedness kit and plan for their family.

Beyond supplies

While one can prepare a full emergency kit, whether bought online with the essentials or more carefully curated to your budget and needs, more goes into preparedness than just supplies. The BRACE project shifts the light onto how we think about emergencies, and how we react to them.

In addition to building upon the work with CHAP, BRACE focuses on the impact severe weather events have upon a population. The project's initial stage addressed community and organizational-level

preparedness through workshops. Now, in the final stage, the goal is that those in the region will use the strategies they learned to be self-reliant during weather-related emergencies.

Janine Marr, a Ph.D. candidate in environmental studies at Antioch in Keene and one of the collaborators involved with BRACE, emphasized the importance of building resilience to severe weather events.

"It boils down to a couple of keywords, and one is making yourself so that you are not vulnerable to the effects of the disaster or the after-effects of the disaster," Marr

told The Sentinel. "You're able to withstand what comes at you, whether it's psychological stressors like, 'I just lost my entire house, now what?' or the physical: 'I'm sick because I'm breathing in all the mold because my basement has been flooded.' You're able to withstand, you're able to adapt, and you're able to overcome and bounce back."

For more information on the CHAPS and/or BRACE projects, contact Underwood at 357-0557 or hunderwood@surpc.org.

Colette Rinker can be reached at crinker@keenesentinel.com.

Region gets ready for possible effects from Henri

By SENTINEL STAFF
and WIRE SERVICES

Hurricane watches were up in southern and southeast New England ahead of Tropical Storm Henri Friday, which was set to intensify over the warm waters of the Gulf Stream before slamming into the Northeast as a strong tropical storm or Category 1 hurricane Sunday.

If it strikes at hurricane strength, it would be the first storm to do so in New England since Bob in 1991.

The northern edge of Henri reached a point offshore from the Carolinas Friday, heading for the eastern edges of Long Island and Massachusetts. Henri could be one of the most powerful storms to hit New England in decades, and a hurricane warning has already been issued for parts of Long Island and Connecticut. The storm could cause storm surges along the coast and river flooding on Long Island and in New England Sunday and Monday, the National Hurricane Center said.

If Henri's rain shield — the outer edge of rain from the spinning storm — keeps trending to the west, rain could be heavier inland. If it trends east, there's still likely to be some rainfall and thunderstorms, but potentially

flooding rains would stay closer to the coast.

A broad 2 to 5 inches of rainfall with totals to 8 inches in some areas is expected, too, which could cause inland flooding and pockets of flash flooding. These predicted amounts could be conservative as some computer models show the storm stalling over interior New England, which could prolong heavy rain and increase the flooding potential from the Catskills northward.

Inland flooding will be more significant than ordinary thanks to saturated soils from heavy rain in recent weeks. Boston has seen 14.4 inches of rain since July 1 and had its wettest July on record. Worcester also saw its wettest July on record, with nearly 14 inches over four weeks. Most of southern New England is running very wet; flash flood warnings were even issued in the Boston metro area Thursday due to flooding from the remnants of Tropical Depression Fred. The saturated soils will also increase the possibility of falling trees.

Help in the region

Anyone in the Monadnock Region who loses power due to the weather will be able to use the Keene Family YMCA facilities in

ANYONE IN THE MONADNOCK REGION WHO LOSES POWER DUE TO THE WEATHER WILL BE ABLE TO USE THE KEENE FAMILY YMCA FACILITIES IN THE COMING DAYS.

the coming days, according to a news release from the Y Friday.

The Y, at 200 Summit Road in Keene, will offer access to showers, restrooms, air conditioning, electricity, WiFi, and shelter from the storm.

The facility's hours are Monday through Friday, 5 a.m. to 9 p.m., Saturday, 6 a.m. to 6 p.m., and Sunday, 8 a.m. to noon.

Local, state and federal emergency officials recommend these tips to prepare for an emergency:

Stay informed

Sign up for text and email alerts on severe weather and other emergencies from the state of New Hampshire: <https://public.coderedweb.com/CNE/en-US/BFC2664C2B92> or download the app here: onsolve.com/codered-mobile-alert-app/

Check to see if your community has an alert system. In Keene, follow the public works department on Facebook at www.facebook.com/keenepublicworks or @keenepwd on Twitter, or Keene Emergency Services on Twitter: @notifykeene.

In Swanzey, sign up for the RAVE alert system at www.swanzeynh.gov/government/emergency-management.php

Make a kit

Officials recommend having a three-day supply of food, water and your medications.

If you can make a kit, they recommend these items:

Bottled water (one gallon per person per day for several days), nonperishable food, a flashlight and extra batteries for it, personal hygiene items like toilet paper, a first-aid kit, a whistle, battery-powered and NOAA weather radios, a manual can opener, copies of important documents, a blanket or towel, a change of clothes, your medications, a durable waterproof container, cash, masks and hand sanitizer and/or disinfecting wipes, and food for your pets. (More information and printable checklists: www.ready.gov/kit and www.readynh.gov/emergency-kits/index.htm)

Also, make sure you've gassed up your car, and have buckets of water for non-drinking purposes, especially if you have a well, says Kurt Blomquist, Keene's public works director and emergency management director.

He also recommends inspecting and cleaning driveway culvert ends or other drainage structures so water can flow freely. "The reasons that culverts fail and driveways and other structures are damage[d] is because the water is blocked due to debris. With all the rain that we have had there is a good chance these structures may be blocked," he said in an email.

People can also help city crews by raking debris off catch basins near their property.

Have a plan

Make sure your family has a plan for how to contact one another and where to meet in an emergency. (Find a downloadable plan you can fill out here: www.readynh.gov/documents/Family-EmergencyPlan.pdf and emergency contact cards that can be downloaded here: www.readynh.gov/documents/EmergencyContactsCards.pdf)

Find more information: www.ready.gov/be-informed and www.readynh.gov

Green to Go van to stop in Elm City this coming week

By OLIVIA BELANGER
Sentinel Staff

A van offering free fresh produce is scheduled to stop by Southwestern Community Services in Keene this coming week, as part of a statewide initiative to support people who lack dependable access to healthy, high-quality food.

The Green to Go project — in its third year — is a mobile pantry provided through N.H. Healthy Families' Gateway Services program. Gateway Services identifies social service care gaps and builds access to supports for communities across the state, according to a news release from N.H. Healthy Families.

The van will be in Southwestern Community Services' parking lot, at 63 Community Way, on Thursday from 10 a.m. to noon.

People who stop by the van will be given a tote bag filled with fresh fruits and vegetables, and will also be offered socks, self-care kits and information about supports in the area, according to N.H. Healthy Families spokeswoman Kerry Paschetta.

Additionally, nurses will be on-site to discuss diabetes management and



Sentinel file photo by MICHAEL MOORE

Claudia Brooks transfers bananas into a container at Southwestern Community Services in Keene, where the N.H. Healthy Families Green to Go van made a stop, as seen in this file photo from November 2019.

nutrition education, said Clyde White, CEO of N.H. Healthy Families.

"We're trying to make

the most impact we can in a community," he said.

On a typical day, White said Green to Go will see a

"pretty large turnout." Recently, for example, he said the van saw 150 people in Berlin.

Communities are chosen based on where the most need is, according to White, such as places with high

food insecurity rates — how many people don't know where their next meal is coming from.

The Elm City is one of those places, White said, and has also been described as a "food desert," meaning there is limited access to affordable and nutritious foods.

"Based on our information, it seems like Keene would be a great place to do this. We feel there's a need for resources there," he said.

Statewide, one in 11 people live with food insecurity, according to 2019 data from Feeding America, a national nonprofit agency aimed at addressing hunger. One in nine children also fall into this category, the data show.

In Cheshire County, the data show more than 7,000 people are considered food insecure, including over 1,700 kids.

"There's definitely an access issue there in regards to healthy fruits and vegetables," White said, "so we're just filling that gap for them."

Olivia Belanger can be reached at 352-1234, extension 1439, or obelanger@keenesentinel.com. Follow her on Twitter @OBelangerKS.



Courtesy of SWANZEY FIRE CHIEF BILL GOULD

A fire in a wall outlet at the Dunkin' on West Swanzey Road in Swanzey Friday was contained and extinguished in about 20 minutes, according to Swanzey Fire Chief Bill Gould.

Swanzey fire at Dunkin'

By MOLLY BOLAN
Sentinel Staff

SWANZEY — The fire department responded to a first-alarm fire at Dunkin' Friday morning.

Firefighters were dispatched around 9:15 a.m. to the Dunkin' on West Swanzey Road in response to a report of a fire in the wall. Upon arrival, they found the fire in a wall outlet, according to a text from Fire Chief Bill Gould. The fire was contained and extinguished in about 20 minutes, he said. The damage appeared to be minimal, he noted, but will likely require an electrician to repair the receptacle.

The cause is unknown but does not appear to be suspicious, according to Gould. It is under investigation by Deputy Chief Eric Mattson.

No injuries were reported, Gould said.

A Dunkin' owner wasn't immediately available for comment via a call to the Swanzey shop.

Radically Rural's PitchFork Challenge to be live-streamed

By SENTINEL STAFF

People can watch this year's PitchFork Challenge semifinals next month through a live-stream on the Hannah Grimes YouTube channel.

Scheduled for Wednesday, Sept. 1, at 5 p.m., the semifinals will give eight rural small businesses a chance to make five-minute pitches to a judging panel in a competition for \$10,000 to support their endeavors.

"This free event offers an inspiring glimpse of some great businesses growing during this unprecedented time," according to a news release from Radically Rural Director Julianna Dodson.

Winners of the semifinals will advance to the PitchFork Challenge finals on Sept. 22 at 2:15 p.m. during a session of the entrepreneurship track of this year's Radically Rural



Summit.

Launched in 2018 as a partnership between the Hannah Grimes Center for Entrepreneurship and The Keene Sentinel, this year's Radically Rural will follow a hybrid format in the Elm City and online Sept. 22 through 23.

Competing this year are Blake Amacker with Copper Cannon Distillery, Jessica Hipp with Way Around, Kevin Dremel with Jack's Crackers, Leanne Horvath with Highlife Homestead, Megan Lafaso Hercher with Sullivan Country

Store, Michele Chalice with Healthy Home Habitats, Patrick Erickson with EH & P, and Paul Bemis with Air Cleaners, Inc.

To attend the live-stream, people can follow the Hannah Grimes

YouTube channel. More information about Radically Rural, and registration to watch the finals live or virtually, is available at www.radicallyrural.org or by contacting Dodson at julianna@hannahgrimes.org

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CHILD FIND PUBLIC NOTICE
ACWORTH, ALSTEAD, CHARLESTOWN,
LANGDON, WALPOLE

In accordance with Public Law Ed 1105, the Individuals with Disabilities Education Act (IDEA), the school districts of Acworth, Alstead, Charlestown, Langdon and Walpole are required to seek, identify, evaluate, and provide services to children with disabilities, ages 2.5 through 21 years., including children placed in private schools.

If you know of a child who may be in need of special education services, please contact the Director of Special Education by calling 603-835-0006.

Lorraine Landry, Superintendent of Schools

BUSINESS SATURDAYS

Keep up to date with area personnel developments, latest ventures, market changes, expansion projects, significant signings, and advice columns.

Local Matters.

Appendix F - Summer 2021 Flooding Events (Media Coverage and Photos)

Table 1: Selected Media and Social Media Links

Title	Date	Content	Link
Online Album by Adams Family Photography	7/2021	Website	https://www.afamilyphotographer.com/Flooding/n-gN9mPb/
Storm traps workers at Franklin Pierce; New Ipswich man electrocuted following lightning strike	7/2/21	Print Media	https://www.ledgertranscript.com/Storm-traps-70-plus-people-on-Franklin-Pierce-campus-damages-houses-cars-41248913
Flooding closes roads across Monadnock region	7/18/21	Print Media	https://www.unionleader.com/news/weather/flooding-closes-roads-across-monadnock-region/article_8c3ee685-b0dd-5f97-9901-1086101d572e.html?block_id=868819
Heavy rain results in flooding, wash-outs and evacuations	7/18/21	Print Media	https://www.sentinelsource.com/news/local/heavy-rain-results-in-flooding-wash-outs-and-evacuations/article_594851e5-4f40-509f-8284-e1a58db7decf.html
Facebook post by Troy, N.H. Fire/Rescue and Forest Fire Department	7/18/21	Social Media	https://www.facebook.com/TroyNH-FireRescue-and-Forest-Fire-Department-357562528066826/photos/pcb.1117452178744520/1117451708744567/
Flood waters rip through region	7/19/21	Print Media	https://www.ledgertranscript.com/Storm-causes-flooding-closes-roads-41518130
No stranger to flooding, region wrings itself out	7/19/21	Print Media	https://www.sentinelsource.com/news/local/no-stranger-to-flooding-region-wrings-itself-out/article_adfb86bd-5a81-5f8d-ae6e-170b3d1c52dd.html - tncms-source=login
Instagram post by swanzeyfire	7/19/21	Social Media	https://www.instagram.com/p/CRf6H_krrwA/?utm_medium=twitter
Inside the Monadnock Region's swing from near drought to deluge	7/21/21	Print Media	https://www.sentinelsource.com/news/local/inside-the-monadnock-regions-swing-from-near-drought-to-deluge/article_b368776e-2916-582d-bb92-bdc50e8a5b02.html?fbclid=IwAR3Dy4Qs4i7jVG0ad-LE_StPyy126TAnLJnFdplaGQo5w77zWquAKTVLOQY
East Keene deluges offer sense of déjà vu for city, residents	7/24/21	Print Media	https://www.sentinelsource.com/news/local/east-keene-deluges-offer-sense-of-d-j-vu-for-city-residents/article_88ebfab9-9fc2-5969-a750-3e90f7227160.html

Title	Date	Content	Link
Photos: Flooding causes damage to Route 123A in Alstead	7/30/21	Print Media	https://www.sentinelsource.com/news/local/photos-flooding-causes-damage-to-route-123a-in-alstead/collection_dc309a80-ac35-5e3d-b7a4-6cd9cb9e41d3.html - 6
Monadnock Region towns top the state's 'wettest' list for July	8/1/21	Print Media	https://www.sentinelsource.com/news/local/monadnock-region-towns-top-the-states-wettest-list-for-july/article_52f37c2f-0913-57a1-8d88-a526cc147f3e.html
Forced out by flooding	8/21/21	Print Media	https://www.sentinelsource.com/news/local/forced-out-by-flooding/article_2730ee7b-8376-5f78-b115-83a7585dc8df.html
Region gets ready for possible effects from Henri	8/21/21	Print Media	https://www.sentinelsource.com/news/local/region-gets-ready-for-possible-effects-from-henri/article_952ce4c1-ea1e-55ae-bd39-f850e6ec0712.html

Figure 1: Photos of Flooding by SWRPC Staff

Photos of the Ashuelot River in Hinsdale in July of 2021





Photos of Richmond Road in Troy in July of 2021




Appendix G – Publications

How to Prepare for Severe Weather Events and Other Emergencies

Get a Kit, Make a Plan, Be Informed

Interactive Webinar
July 27, 2021

Trainers: **Jane Parayil, Cheshire Medical Center**
Sylvie Rice, Medical Reserve Corps





Agenda

- Introduction
- Weather and Health
- Activities
 - Preparing for Extreme Precipitation Events and Severe Weather with Emergency Kits
 - Early Warning Systems
 - Creating a Personal Emergency Plan
- Wrap Up



Zoom Webinar

Chat allows you to send messages to the host and panelists.

Zoom Webinar

- Click **Raise Hand** in the webinar controls as-needed (e.g. to request to speak).
- If recognized to talk, you may be prompted to unmute yourself.
- Click **Raise Hand** in the webinar controls to lower it, if needed.




Zoom Webinar

Open the **Q&A** window, allowing you to ask questions to the host and panelists. They can either reply back to you via text in the Q&A window or answer your question live.




Who Are We?




You and Your Needs During an Emergency

Monadnock Public Health Network
 188 Court Street
 Keene, NH 03501
 603-224-5454 (2233)

Wellness!

Please take a moment to complete the following questionnaire. It's important we learn how prepared you are for an emergency or hazard that could negatively affect your health. Thank you for your participation!

General Information

Select the most appropriate category for your age:

Under 10 10-19 20-29
 30-39 40-49 50-59 Over 60

What is the best way to contact you during an emergency (such as a flood)?

Phone e-mail in person Other

How large is your household (including yourself)?

1 2 3 4+

Do you have any mobility issues that would prevent you from evacuating your home in the event of an emergency?

Yes No

If Yes, please describe:

Page 1 of 1



Flashlight/Radio Giveaway



Discussion



Credit: JariHeMarr



Learning Objectives

- Identify health hazards relating to changes in climate and weather
- Gather appropriate disaster supplies and equipment to stay safe
- Understand and utilize early warning systems
- Begin to create your emergency plan and communication plan



Background

Background



Disasters in the Monadnock Region?



Alstead (2005)



Boston Globe

Keene (2005)



Nelson, Hancock (2017)



2008 Ice Storm



Since 1970 in New Hampshire

Warmer

- Average annual maximum temperatures have warmed up to 2.6 F.
- Days below freezing have decreased.
- The length of the growing season is two to five weeks longer.

Wetter

- Annual precipitation has increased by 7 to 20 percent.
- Extreme precipitation events have increased made evident in the several large floods that have occurred across NH in the last decade

Wake, Cameron, John Buccì, and Semra Aytur. "An Assessment of the Impact of Climate Change on Human Health in New Hampshire." The Sustainability Institute, January 1, 2014. <https://scholars.unh.edu/sustainability/7/>.



Climate and Weather Projections

Warmer

- Increase in extreme heat days, and the hottest days will be hotter, raising concerns regarding the impact of extreme, sustained heat on human health, infrastructure, and the electrical grid

Wetter

- Annual average precipitation is projected to increase 17 to 20 percent by end-of-century, primarily in winter and spring, exacerbating concerns regarding rapid snowmelt, high peak stream flows, and flood risk
- More extreme precipitation events – up to a three-fold increase by the end of the century

Wake, Cameron, John Buccì, and Semra Aytur. "An Assessment of the Impact of Climate Change on Human Health in New Hampshire." The Sustainability Institute, January 1, 2014. <https://scholars.unh.edu/sustainability/7/>.



Health Impacts Due to Flooding

Primary

- Physical injury, death, or displacement
- Flooding, contaminated water supplies, and mold
- Disruption of essential infrastructure

Secondary

- Loss of heating
- CO poisoning
- Lost work days
- Increase in waterborne and foodborne disease
- Mental health impacts
- Inability to provide health care and emergency response services



Discussion



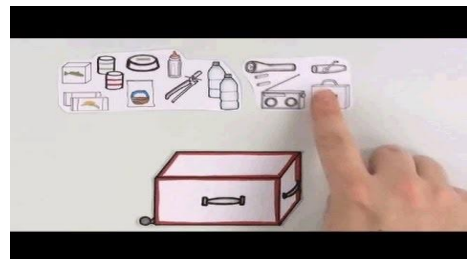
- How has severe weather (such as a flood) impacted your life? What extreme weather events have you or your family lived through?
- How do you prepare for severe weather in your own home?



Topic 1: Preparing with Emergency Kits



Preparing a Family Emergency Kit

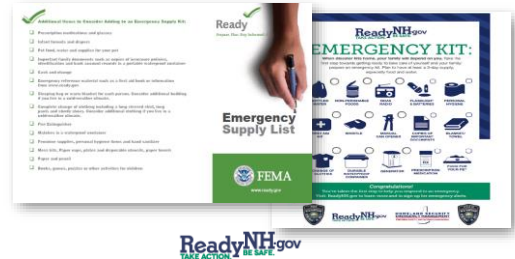


Activity 1: Preparedness Needs and Supplies



Activity

Complete the Emergency Supply List to assess your level of preparedness



Tips for Preparing on a Budget

- Have your preparedness shopping list ready and watch for sales
- Check the dollar store
- Set a preparedness budget and purchase items slowly
- Rotate stock of food items
- Stockpile tap water before the storm
- Use the water in your home water heater



Discussion

- If you had to shelter in your home for three days without electricity, name 2 items would you need to add to your Stay Kit?
- If you had to leave your home in 30 minutes, what are 2 important items to put in your own Go Bag?



Topic 2: Early Warning Systems and Messages



Flood Watch

"Be Aware." Conditions are right for flooding to occur in your area.

Steps to Take

- Turn on your TV/radio. You will receive the latest weather updates and emergency instructions.
- Know where to go. You may need to reach higher ground quickly and on foot.
- Build or restock your emergency preparedness kit. Include a flashlight, batteries, cash, and first aid supplies.
- Prepare Your Home
- Bring in outdoor furniture and move important indoor items to the highest possible floor. This will help protect them from flood damage.
- Disconnect electrical appliances and do not touch electrical equipment if you are wet or standing in water. You could be electrocuted.
- If instructed, turn off your gas and electricity at the main switch or valve. This helps prevent fires and explosions.



Flood Warning

"Take Action!" Flooding is either happening or will happen shortly.

Steps to Take

- Move immediately to higher ground or stay on high ground.
- Evacuate if directed.
- Avoid walking or driving through flood waters. Turn Around, Don't Drown! Just 6 inches of moving water can knock you down and 1 foot of water can sweep your vehicle away.



Severe Weather and Health

Do

- Do listen to local radio or TV channels for emergency advisories and instructions.
- Do unplug electrical appliances and shut off electric circuits if authorities tell you to leave your home. If authorities tell you to, shut off gas service as well.
- If your car stalls during a flood, do get out of it immediately and leave it where it is

Do Not

- Do not walk through water that has entered your basement or garage.
- Do not try to drive over a flooded road.
- Do not walk through moving water. If you need to walk through water, make sure it is not moving, and check how deep it is with a stick.
- Do not go near water that is in contact with downed power lines.
- Do not allow children to play around high water, storm drains, or any flooded areas.

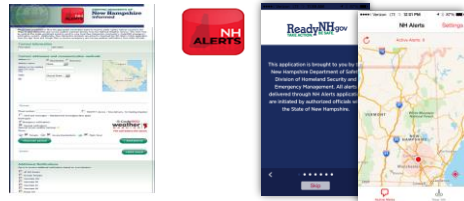


Activity 2: Sign Up for NH Alerts

Activity 2: Sign Up for NH Alerts



Notification Using NH Alerts



Discussion

- Can you name 1-2 ways to be alerted to severe weather-related information (including early warning).
- If you didn't have electric power, how would you get alerts and information?



Topic 3: Personal Plan



Approach to Preparedness

- Have plans in place to...
 - Shelter-in-Place
 - Evacuate
 - Connect with loved ones



Plan to Shelter-in-Place

Food & Water
 Have a 3-day supply of food and water for each person in your home. Remember individual diet needs and plan for your pets.

First Aid
 Have a first aid kit with health products and prescription medicine.

Tools & Special Items
 Don't forget a flashlight, extra batteries and important documents.



Plan to Evacuate

Evacuation Kit
 Have supplies ready in your car or in a backpack in case you must leave your home. Pack lightly and include basic supplies for 24-48 hours.



Activity 3: Start Your Personal Plan



Plan to Connect



Review Your Plan and Kit

Review
 Every 6 months review your plans and supplies with everyone in your home.

Replace expired food, water, and medicine. Update your communication plan.



Support Others



ReadyNH.gov
TAKE ACTION. BE SAFE.

Discussion

- How confident or ready are you to survive three days in your own home without help?
- What would you need in order to be more ready?

ReadyNH.gov
TAKE ACTION. BE SAFE.

Wrap-Up

Wrap-Up

ReadyNH.gov
TAKE ACTION. BE SAFE.

You and Your Needs During an Emergency

State of New Hampshire Public Health Network
603-281-2888
603-281-2889
603-281-2884 (TDD)

Welcome!
Please take a moment to complete the following questionnaire. It's important we learn how prepared you are for an emergency or hazard that could negatively affect your health.
Thank you for your participation!

Personal Information:

Select the most appropriate category for your age:

Under 18 18-24 25-34
 35-44 45-54 55-64

What is the last name to contact you during an emergency (such as a flood)?

None Email Phone Other

How large is your household (including yourself)?

1 2 3 4 5

Do you have any mobility issues that would prevent you from evacuating your home in the event of an emergency?

Yes No

If yes, please describe:

Page 1 of 1

Preparedness
How many people can you rely on to help you during an emergency such as an extreme precipitation event?

On a scale of 1 to 5, how prepared to you feel for an extreme precipitation event?

1 (not at all prepared) 2 3 4 5 (very prepared)

On a scale of 1 to 5 with 5 being the highest, how likely do you believe an extreme precipitation event will affect you in the next year?

1 (not at all likely) 2 3 4 5 (very likely)

On a scale of 1 to 5 with 5 being the highest, how confident are you that you have an alternative plan to go in the event of an emergency.

1 (not at all confident) 2 3 4 5 (very confident)

On a scale of 1 to 5 with 5 being the highest, how comfortable are you with evacuating out to emergency services personnel?

1 (not at all comfortable) 2 3 4 5 (very comfortable)

On a scale of 1 to 5 with 5 being the highest, how confident are you that emergency personnel will be able to assist you in an extreme precipitation event?

1 (not at all confident) 2 3 4 5 (very confident)

Page 1 of 1

ReadyNH.gov
TAKE ACTION. BE SAFE.

Flashlight/Radio Giveaway

Flashlight/Radio Giveaway

ReadyNH.gov
TAKE ACTION. BE SAFE.

Questions

Questions

ReadyNH.gov
TAKE ACTION. BE SAFE.

Emergency Preparedness Motivational Interviewing Script

Opening: “Hi, I’m <name>. Thank you for coming in to pick up your emergency kit. I have it right here. In addition to offering the workshop, we are checking in with people to see where they are at in terms of their emergency preparedness and offer support. Would you have a few minutes to talk with me about where you are at in terms of your level of preparedness?”

1. **Reinforcing the decision to change behavior:** “First, I applaud you for attending the workshop and hope it has motivated you to take important steps to be better prepared for emergency weather events.”
2. **Prioritizing behavior change opportunities:** “Considering you are now more aware of how to be better prepared; I think the biggest benefit would come from taking steps to plan for future events. What do you think?”
3. **Identifying and assisting in problem solving re: obstacles:** “Have you ever done emergency preparedness planning before? If so, how was it helpful? If you were to set a goal to create (or update) a plan within the next two weeks, what kinds of challenges would you expect with completing it? How do you think you could address them?”
4. **Encouraging small, initial steps:** “So, if the goal is to complete the plan within the next two weeks, I encourage you to use the resources that were highlighted during the workshop. You should have received an email from us with a link to the resources on our website.”
5. **Assisting in identifying social support:** “Which family members, friends or neighbors could support you as you develop the plan? How can they support you? Is there anything else you need to get started?”

Motivational Interviewing Tips

- ✓ Understand the individual’s motivation – approach the individual’s interests, concerns and values with curiosity and openly explore her’s/his’ motivations for change.
- ✓ Listen with empathy – effective listening is essential to understanding what will motivate the individual as well the pros and cons of her/his situation (the interviewee should do most of the talking)
- ✓ Empower the individual – help the individual explore her-/his own ideas about how to make change.

**Transtheoretical Model
Stages of Readiness for Change**

Descriptor	Level	Encouraging Change
<ul style="list-style-type: none"> • I don't need or want to prepare for emergencies. • I know I should prepare for emergencies, but I don't intend to. 	Precontemplation (Not ready)	<ul style="list-style-type: none"> • Explain and personalize the risks during. • Highlight support systems.
<ul style="list-style-type: none"> • I intend to prepare an emergency plan within the next 6 months. 	Contemplation (Getting ready)	<ul style="list-style-type: none"> • Encourage an evaluation of the pros and cons of preparing for emergencies and for doing nothing during.
<ul style="list-style-type: none"> • I have plans to prepare my emergency plan within the next month. 	Preparation (Ready)	<ul style="list-style-type: none"> • Encourage action, even in small steps.
<ul style="list-style-type: none"> • I am doing something to prepare for emergencies right now. • I have a kit, emergency numbers, or an evacuation plan now. 	Action	<ul style="list-style-type: none"> • Support action and self-confidence for dealing with obstacles. • Reiterate the long-term benefits.
<ul style="list-style-type: none"> • I adopted an emergency preparedness plan more than 6 months ago and am committed to keeping it current. • I adopted a plan and practiced it at least once. 	Maintenance (Sticking to it)	<ul style="list-style-type: none"> • Help the person to identify and use strategies to keep plan up to date. • Encourage person to support others beginning the process.