

Minutes of BDPNN meeting
"Community Organization and Marketing for Disaster Preparedness"
23 Aug 2012

Norine Smith opened the meeting and welcomed all the attendees. She introduced the staff members, including herself, Lynn Zummo, and Charlotte Nolan. She gave everyone the great news that the BDPNN is now incorporated. Once the IRS non-profit paperwork is also completed (which is in progress), all donations after incorporation will be tax-deductible. The BDPNN is very grateful to everyone's donations to assist the Network in getting the incorporation completed and to start the IRS process. Please consider a donation to keep the effort going, as the Network has ongoing expenses. Norine also congratulated Asst Fire Chief Aaron Lee, who has been selected as the new head of Special Operations (taking over the position vacated by Sabina Imrie).

For special announcements, the BDPNN still needs some help with manning the booth at the Solano Stroll on Sun 9 Sep. Volunteers are needed throughout the day from 10 am to 4 pm for short time slots. Contact Lynn Zummo if you would like to volunteer (lynn@bdpnnnetwork.org). Also, the next BDPNN meeting will be on Thursday 1 Nov at 6:30 pm at the Berkeley Fellowship of Unitarian Universalists, located at the corner of Cedar and Bonita, with the optional mentoring session starting at 6 pm.

Norine then introduced the first speaker, Sergio Martinez, of the City of Berkeley Public Health Dept. His talk was about Community Organization (CO). First, he started by asking everyone what CO means to them: communication, common purpose, neighborhood watch, taking responsibility, grass roots, motivating people, group activities, protesting. The answers were very diverse, which reflects the complex nature of CO.

Sergio started with the overview of the CO process: Phase 1 (Listening and Relationships), Phase 2 (Challenges and Actions), and Phase 3 (Reflection, Evaluation, and Celebration). The primary purpose of CO is prevention of health issues. All the pieces are important because they work together in a cyclical system, including lessons learned. The process promotes community participation and affects the community as a whole.

1a-Listening: This involves becoming familiar with the people at a personal level. It's always best to meet individually with people, not in a large group at first, to get to know them. Find out about their culture, politics, priorities in life, what they find important, etc. Don't just listen with your head, but listen with your heart. When listening, keep the 3 basic principles in mind: empathy, genuineness, and sincerity. Watch out for hidden aspects that might not come out at first, such as race, culture, politics, or generational differences.

1b-Relationships: Good conversations and listening lead to strong relationships. This is where you lay the foundation for future endeavors. You must hear what the community members identify as the problems and not just tell them what you think the problems are. This will give you an inside look at what they consider important, because the problems that they see might be different from what you see, and you can use that information to motivate them. 2a-Challenges: Identify the problems versus the issues. The problem is typically the outcome of the issue. One example: the problem is that no one is prepared for disasters, but the issue (that needs to be addressed to solve the problem) is that people are in denial, or that they don't have money, or that they don't have time. The issue must be solvable and definable. The issue will unite the group towards a common goal and involve them in a meaningful way. This will help keep the momentum going forward.

2b-Actions: Work within the group to brainstorm solutions to the issues and problems. Make sure everyone has an equal voice, and emphasize that there are no bad ideas. Divide the tasks so that everyone can be involved to empower them in the process.

3a-Reflection and Evaluation: Monitor your progress toward achieving the goals and solving the issues and problems. Figure out what is working and what isn't. Determine what lessons are learned along the way. Ask these questions in the evaluation process: (1) What was accomplished; (2) what still needs to be done; (3) what was done well.

3b-Celebration: Make sure the group celebrates their achievements in some way. This empowerment of the group will lead to future success. By doing this, you create a sustainable community that will come together to solve more issues and problems.

Then you repeat the cycle with any remaining issues and problems, or for new ones.

Norine then introduced Anna Marie Jones from CARD (Collaborating Agencies Responding to Disasters), which focuses on helping non-profit organizations in disaster preparedness. She began by telling about her experiences growing up watching over her younger siblings, and she always had a strong safety attitude that carried over into her adult life.

Her main message today was marketing. In the consumer world, if you want to keep your customers, you don't threaten them. However, most disaster preparedness efforts, including FEMA and other federal/state agencies, have emphasized the fear-factor in preparedness. That has not worked at all in the past. This is why most CERT programs fail over time, mainly because very few people (only about 5%) are motivated by the fear-factor. Anna Marie's first handout talked about changing the message. Instead of talking about injury, death, and destruction, you need to talk about empowering the people/organizations to take care of themselves, making them stronger and more resilient. Stick with a positive message: health, security, communication, mutual support, hope, "victor not victim", and superhero mentality. Then, keep the action simple (not a binder, but a wallet card). Last, if it doesn't work, stop doing it. For more information on this subject, you should watch the TED.com video by Simon Sinek: http://www.ted.com/talks/lang/en/simon_sinek_how_great_leaders_inspire_action.html

Next handout was about the difficulty in starting a successful collaboration. The key is to start out with easier concepts, such as Coexistence. This includes celebrating your differences and using that diversity to leverage strength. Once you get the group members to acknowledge each other and common goals, you can work on Commitment to the group. After that comes Communication (in all forms). Anna Marie talked a great deal about the enormous potential for our cell phones and being able to contact our neighbors with the push of a button in case of emergency (with cell phones operational). But there are other media, such as Facebook, LinkedIn, etc. Then comes Cooperation, Coordination, and Collaboration. It is a step-by-step process with many pitfalls, such as Change, Costs, Culture, Competition, Comfort zones, etc. Make sure your group keeps its focus and works within your group's capabilities.

The last handout was about the path to disaster resilience. The key is everyday brilliance. The message about the ladder approach, where one rung leads to another, is outdated. With a wide path and multiple options, you can achieve your goals in a multitude of ways. Whereas conventional disaster preparedness emphasizes "convergent thinking" (one right answer to solve the problem), a better way is "divergent thinking" where everyone brainstorms like MacGyver to think of the most clever ways to solve the problems.

Anna Marie used the example of a large ziploc baggie. She then went around the room and asked people for unique uses for the baggie in a disaster situation. There were about 40 people in the room, and there were very few repeated ideas. She has done this demo with diverse groups, and everyone will have a different approach. Listening closely to what they say will tell you about each person. Children will focus on helping their pets, and elderly will focus on their health and medication. You need to work with that information to motivate them to prepare for what's important to them.

The group then had the opportunity to talk about the lessons heard today and ask the speakers some questions.

A reminder that the next BDPNN meeting will be held on Thursday 1 Nov at 6:30 pm.

The Wheel of Community Organizing

PHASE
III

PHASE
I



PHASE
III

PHASE

PHASE I cont..

Relationships

- Conversations & info sharing lay foundation for work that comes after
- Learn to hear what community members identify as problems
 - Not tell the community what the problems are

PHASE II

challenge / Action

- Differentiate "Problems" and "ISSUES"

Goal: Move beyond identifying the problem to defining the issue

- "ISSUE" must be winnable
- Any member of the group can explain it clearly.
- Unites group and involves them in a meaningful way

PHASE III

Reflection & Evaluation / Celebration

- Review progress
- evaluate
 - Effects, limitations, contributions
- Reflective questions
 - What was accomplished?
 - What still needs to be done?
 - What was done well?
- Celebration helps create sustainable community



What's Your "Why"?

Traditional Message

Prepare for
disasters, action

Classes, trainings,
exercises, drills

Because disasters
happen... terrorists
want to kill us...

Your Message

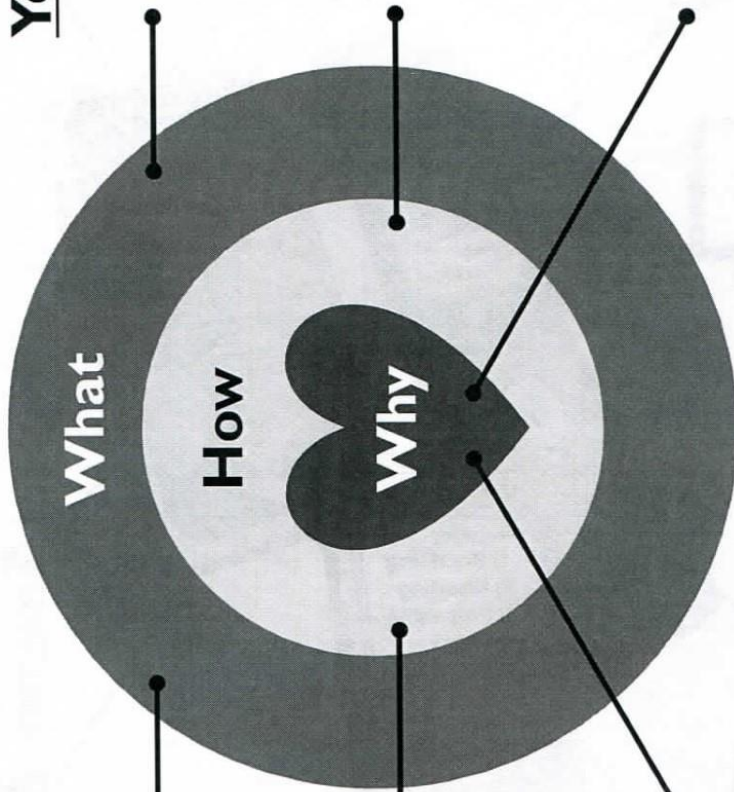


Chart based on the model created by Simon Sinek, found in his book, 'Start with Why'. Chart modified by CARD, I-2012.

Collaborate

Coordinate

Cooperate

Communicate

Commitment

CHANGE

Costs

Co-exist

Capacity **Credibility**

Culture Clash

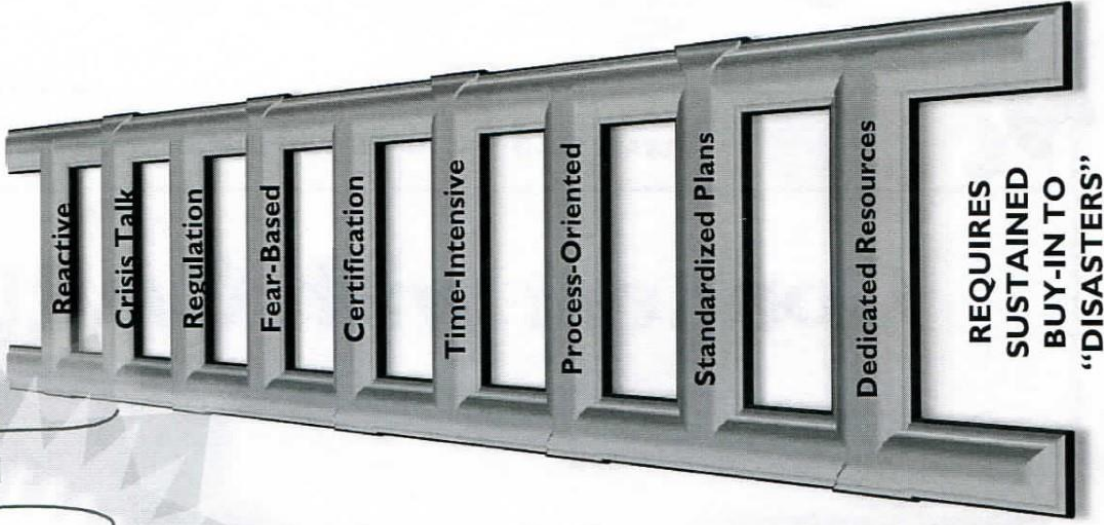
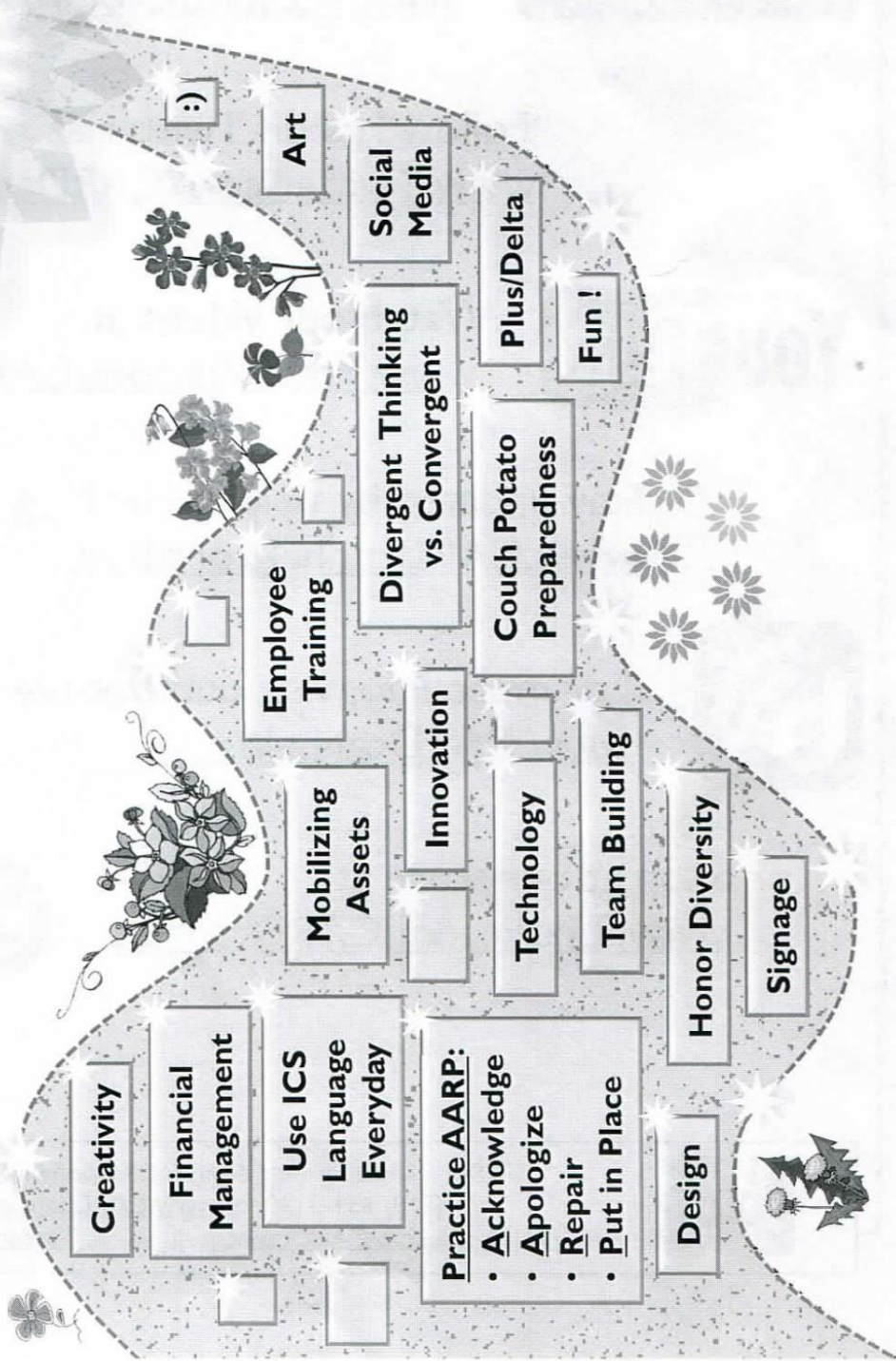
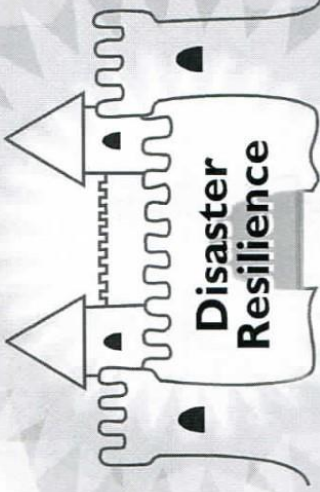
Comfort Zones

Competition

Choice



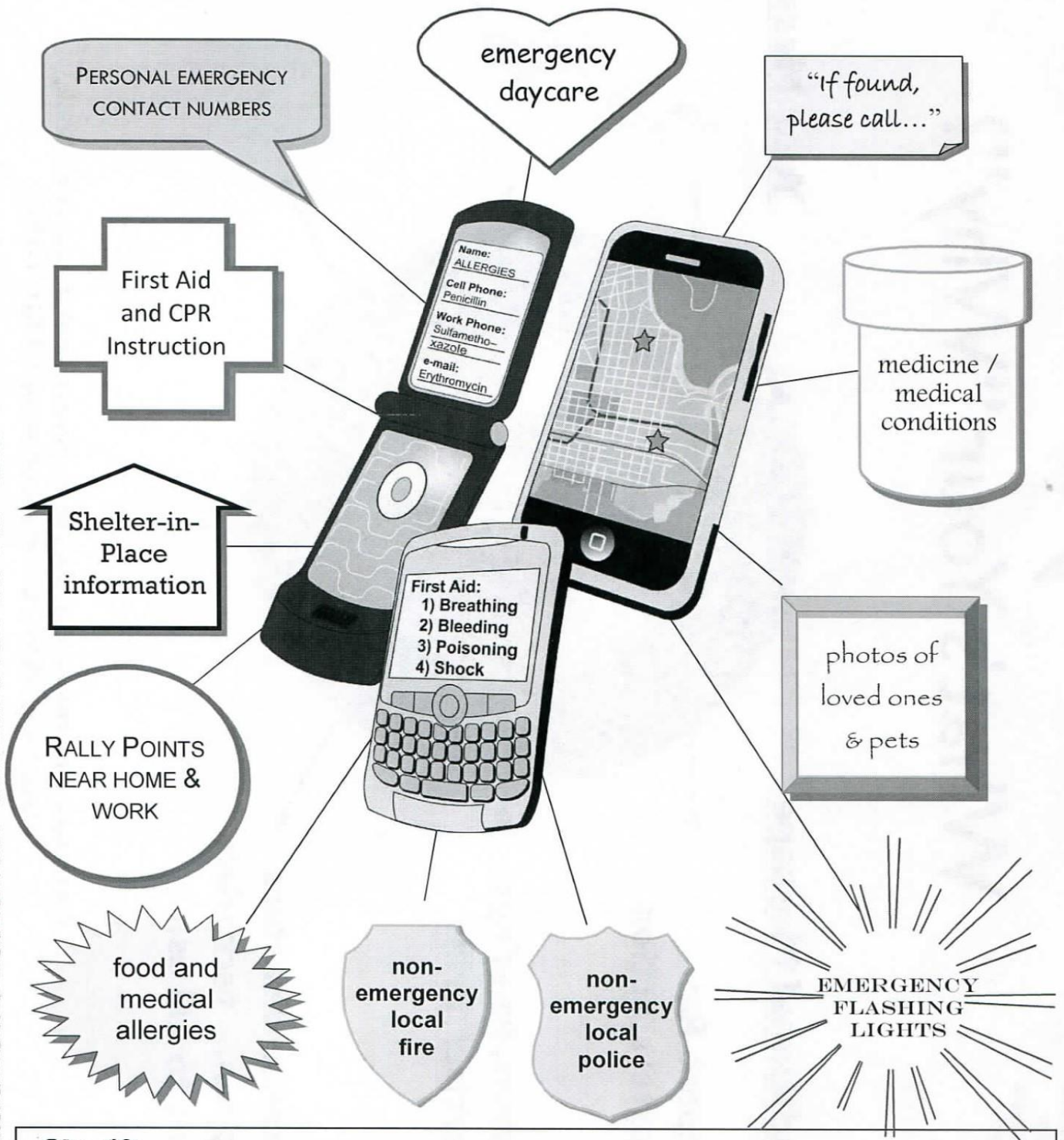
Everyday Brilliance is the Path to Disaster Resilience



PLEASE READ THIS IMPORTANT INFORMATION!

PROGRAM YOUR PHONE TO BE YOUR GREATEST SAFETY TOOL!

Program "ICE" – your "In Case of Emergency" contact – into your cell phone.



CARD – Collaborating Agencies Responding to Disasters
(510) 451-3140 || www.CARDCanHelp.org
helping nonprofits prepare to prosper!



Collaboration: Making it Work

- **Choose it** – embrace what is possible, enter with eyes wide open
- **Be honest** – no relationship built on falsehoods or dishonesty can reach its true potential
- **Celebrate your differences** – leverage your strengths, honor diversity
- **Stay focused on COMMON goals, values, needs** – do not deviate!
- **Protect your collaborators from your bureaucracy/oddities** – do on to others...
- **Embrace Social Media** – LinkedIn and Facebook are key. Do it now!
- **Use CARD's resources** – we exist to serve the nonprofit/service sector

PLEASE READ THIS IMPORTANT INFORMATION!

Connect with CARD!!

facebook

“Like” us on Facebook at
www.Facebook.com/CARDcanhelp

“Follow” us on Twitter at
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Stay updated by visiting our blog at
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