

BDPNN Jan 2017 Quarterly Meeting

Neighborhood Groups Challenges and Solutions

Start-up Challenge

Attracting participants to share the work necessary to form a group

Solutions:

Get to know your neighbors—hold a progressive potluck, annual block party with sangria!

Hold regular meetings about a variety of topics, not just disaster prep (example—talk on energy bills). Have a specific subject for meetings.

At any neighborhood event, take 2-5 minutes to promote emergency prep.

Have Pam Grossman give an emergency prep talk.

Have BEST fire extinguishers refill your extinguishers as a group activity.

Set up meetings with a business section surrounded by social/food.

Take a poll of meeting dates/times; poll for topic.

Get contact info from neighbors from talk/event.

Soft sell—make info available but don't push it.

Realize that there are a variety of ways to contribute—some neighbors prefer social organization while others are able to focus on emergency prep (go to CERT classes, apply for cache).

Promote a “How prepared are you” on-line survey.

A Facebook group can be very useful especially in terms of crime watch—can post easy disaster prep steps once a month.

Promote the group through neighborhood email list; flier neighborhood.

Send out easy monthly activity to your email list--simple things you can do to prepare (example—use steps from

<http://www.earthquakecountry.org/sevensteps/>

BDPNN Jan 2017 Quarterly Meeting

Neighborhood Groups Challenges and Solutions

Ask what is one thing people can do to become more prepared? Water a good start as easy solution (just buy water at the store next trip).

Take amazing rumors and use them to get people involved (example-rumor that there are huge tanks of water buried under city parks—not!).

Be cheerfully persistent.

Refer to a “How to” list from successful groups (example, read documents in BDPNN Yahoo group such as “Organize Your Neighborhood Group Startup Kit”).

Research group buying of supplies.

Sustaining Challenge

Sustaining interest

Solutions:

Have food at events:

- National Night Out as ice cream social
- Disaster Lemonade stand—teaching kids about DP
- Develop relationships with businesses (examples—Whole Foods)

Reward people—give away goodie bags as reward for drill participation.

Plan a drill that works for your neighborhood—make it bite sized.

Remember that disaster prep is about using what’s there.

Be a cheerful pain in the butt.

Realize that there is a difference between sustaining interest in the core group vs the entire block.

Make meetings punctual; start and finish at agreed upon time. Have an agenda plus meeting minutes.

BDPNN Jan 2017 Quarterly Meeting

Neighborhood Groups Challenges and Solutions

Newsletter for group—make it brief, don't inundate with too much info.

Use the cache and/or the dumpster programs as a group goal.

Host multiple activities to appeal to a variety of participants.

Distribute a door to door survey plus drop off an emergency prep list.

Host a variety of speakers—get list from BDPNN or other source.

Be comfortable with a small organizational team/leadership.

How to involve younger families with kids---Keep contact with them by email. Even if no one responds to your email, neighbors who don't have time to participate may appreciate your efforts.

Ask neighbors to donate funds or items for neighborhood supplies (example--donate an extra tool to the cache)—gets people to think about contributing to the cache.

Poll neighbors about what to include in the cache (limited list)—gets them thinking and helps them feel connected.

Share organization of the cache with the rest of the neighborhood.

Raise money through a yard sale.

Use Nextdoor to post neighborhood news.

Use pop up tent for neighborhood events—it's a team building exercise to raise the darned thing!

Put out the need—give people a chance to be involved.

BDPNN Jan 2017 Quarterly Meeting

Neighborhood Groups Challenges and Solutions

Reviving a Dormant Group Challenge

Neighbors assuming that someone else will take care of prep for the neighborhood.

Solutions:

Recruit new blood especially for leadership position.

Realize that sometimes the best you can do is to keep relations open with neighbors.

Surmount the intimidation factor through humor—disaster prep subject matter can be depressing, so bring levity to a meeting.

If ICS (Incident Command Structure—a CERT organizational tool) doesn't work for you, try another structure. ICS can be intimidating.

Host a walk around of neighborhood and seeing people's personal caches to inspire each other.

Call in firefighters to have them show you how to use cache.

Using Technology to connect

Solutions:

- Custom website
- Facebook group
- Google Groups
- Yahoo Groups
- Email list
- Text/Phone lists/trees
- Slack or IM'ing
- Google Drive for sharing and editing documents
- Video conferencing such as Skype, Google Hangouts, or Zoom.us