

Oregon Emergency Management

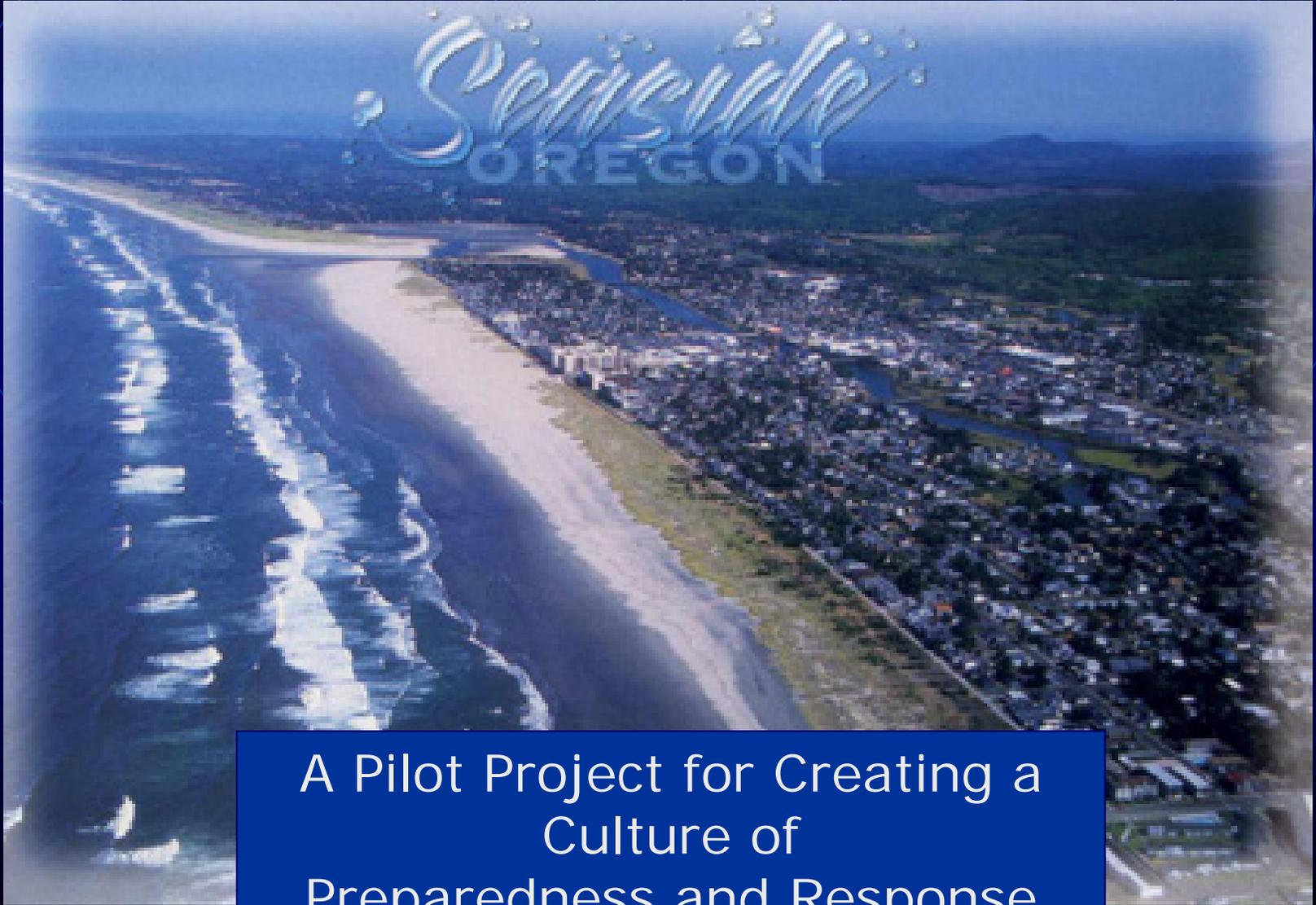


Jay Wilson

Earthquake and Tsunami
Program Coordinator

jmwilson@oem.state.or.us

Seaside Tsunami Outreach Program



A Pilot Project for Creating a
Culture of
Preparedness and Response

Source:
Craig
Tuttle

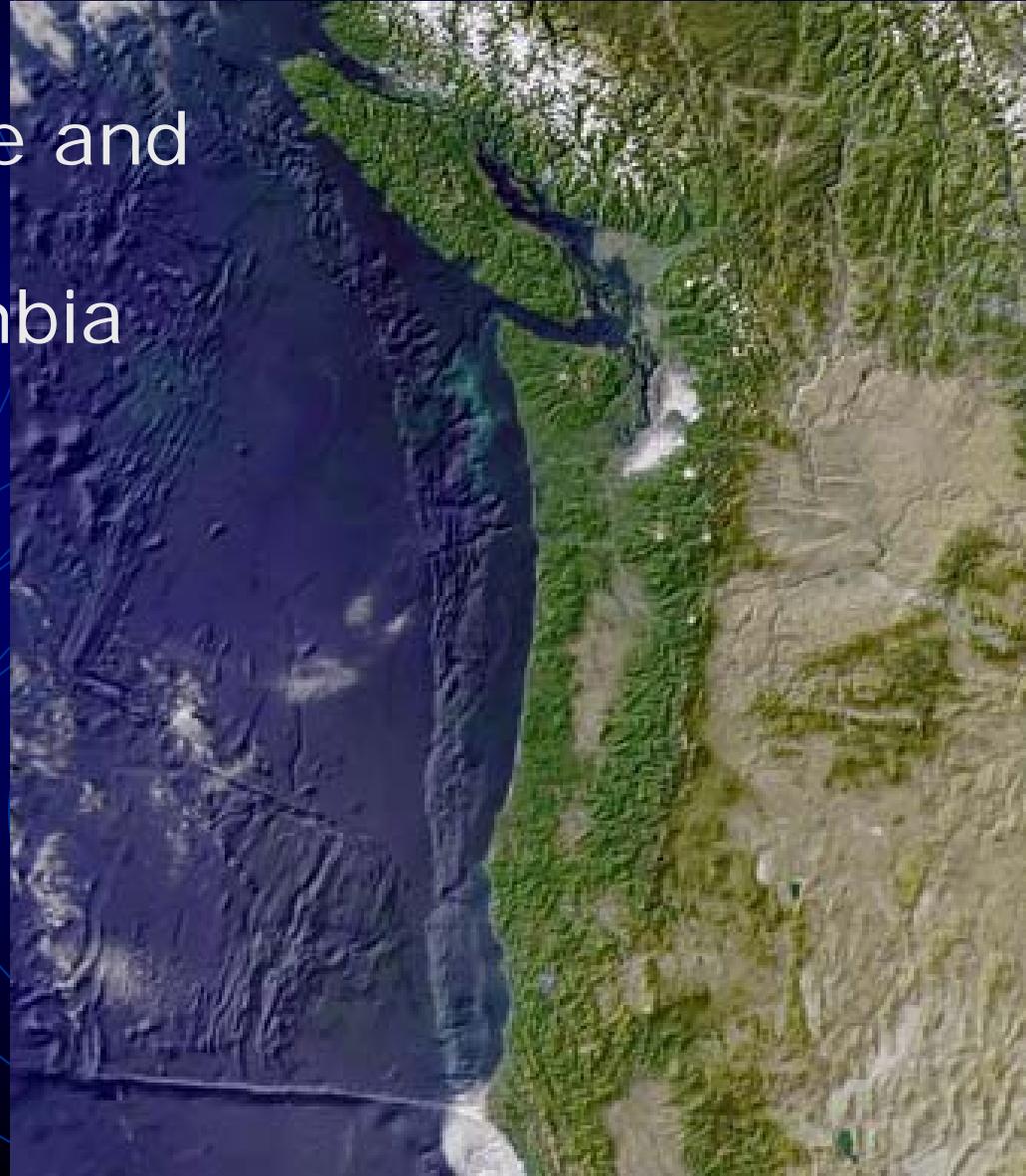
Cascadia Subduction Zone

Local Earthquake and Tsunami

- British Columbia
- Washington
- Oregon
- California

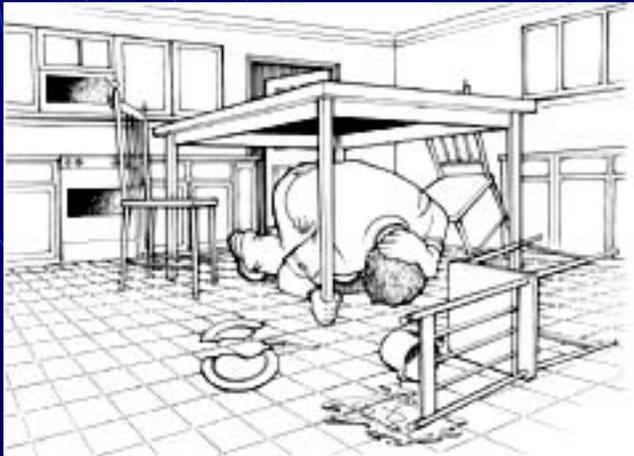
Distant Tsunami

- Hawaii
- Alaska
- Pacific Basin



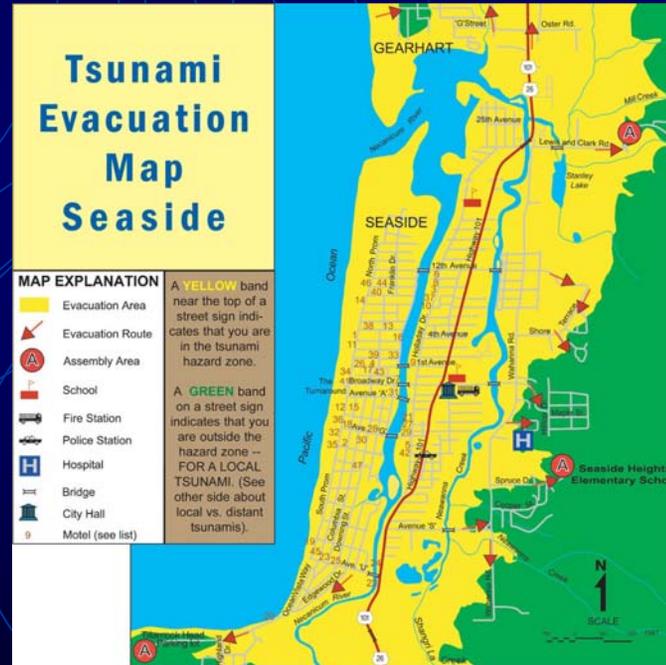
Culture of Preparedness and Response

Earthquake Safety



Drop, Cover, and Hold

Tsunami Safety



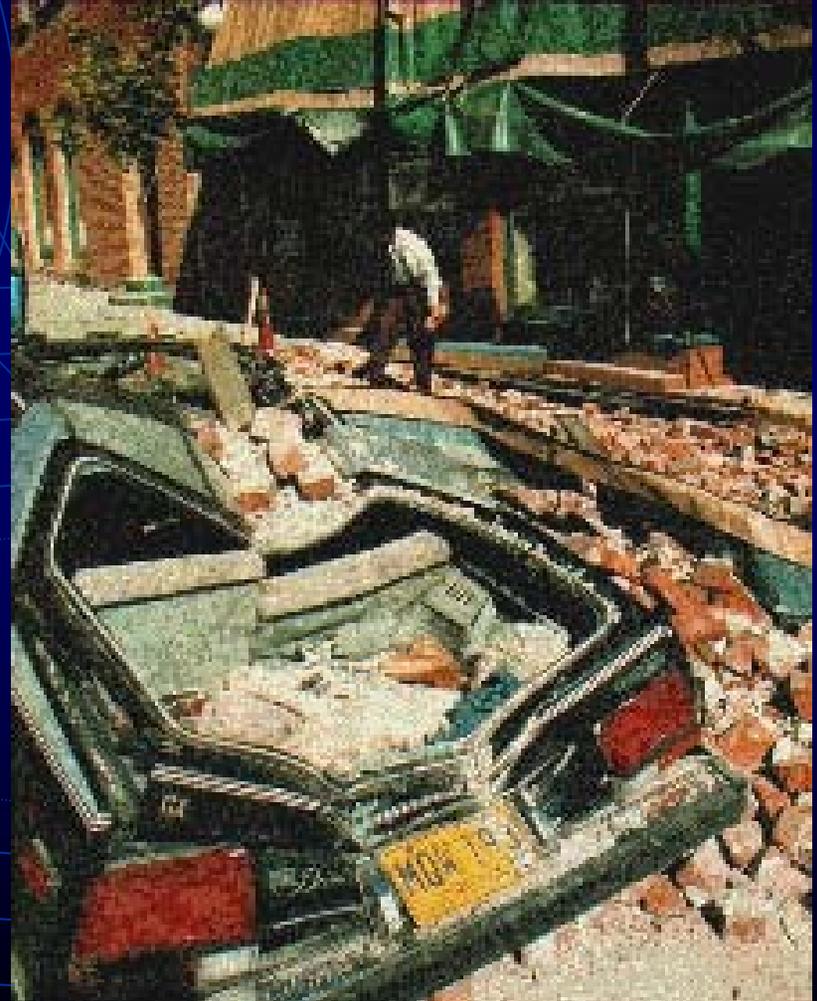
Culture of Preparedness and Response

Hazard

- Earthquake
- Local Tsunami
- Distant Tsunami

Situation

- Home
- Work
- Shopping
- Recreation



Identify a Tsunami Champion



**Seaside Tsunami Outreach Coordinator,
Darci Connor**

- Locally connected
- Passionate about community
- Advocate for safety
- Strong skills:
 - Communications
 - Organizing
 - Volunteers
 - Group facilitation
 - Creative
 - Energetic

Get the Word Out

- Newspaper articles
- Public service announcements
- Post maps and brochures
- Community newsletter
- Library display



Outreach Strategies

- Neighborhood Educator Project
- Business outreach
- Public workshop
- School programs
- City of Seaside Web site
- Tsunami Evacuation Drill



Neighborhood Educator Project

- **Goal:** Reach every household in community
- Group city into 88 blocks w/~40 homes each
- Identify one Neighborhood Educator/ block
- Train educators to go door-to-door
- **Results:** 60 blocks assigned and 2,400 homes contacted



Business Workshop

- **Goal:** How to prepare your business and safeguard resources
- Presentations on tsunami basics and business
- Small group exercise on evacuation planning
- **Results:** 65 business representatives from lodging, merchants, Chamber of Commerce services, etc.



Public Workshop

- **Goal:** Target general public/family preparedness
- Mayor presented tsunami poster contest awards
- Informational presentation, question and answer panel
- Small group mapping exercise
- **Results:** 145 participants



Elementary and Middle School Program

- **Goal:** Provide information targeted for kids
- Classroom exercise vs. general assembly
- Presented by high school student volunteers
- Work on family plan and evacuation routes
- Poster contest
- **Results:** Reached 1,500 students in 3 schools



City of Seaside Tsunami Web Site

Tsunami Info - Microsoft Internet Explorer

Address: http://www.cityofseaside.us/html/tsunami_info.html

EDUCATE AND PREPARE

If a tsunami hits,
will you be ready?

IT WILL SAVE LIVES

Tsunami Awareness Program Information

Darci Connor - Outreach Coordinator
(503) 738-7100 ext. 219

What is a Tsunami?	How Can I Prepare?	Photo Gallery - 1964	Where to get more Info?
Seaside's Tsunami Awareness Program	Seaside's Evacuation Brochure	Tsunami Hazard & Safety Zone Map	
For The Community - Information		For The Businesses - Information	

New Email Address Announced For Tsunami Program Comments & Concerns
Tsunamisafe@cityofseaside.us

Click here for City of Seaside Tsunami Warning Real Siren Sound

A tsunami is:

Caused by an undersea earthquake that is triggered along a Subduction Zone

Caused by an undersea earthquake

Many powerful waves, the first wave may not be the largest

If you feel an earthquake
DROP, COVER, HOLD until the earthquake stops
MOVE IMMEDIATELY to high ground
GO ON FOOT
DO NOT WAIT for an official warning
DO NOT CALL 911
DO NOT PACK or delay evacuation

http://www.cityofseaside.us/tsunami/SeasideTMap.pdf - Microsoft Internet Explorer

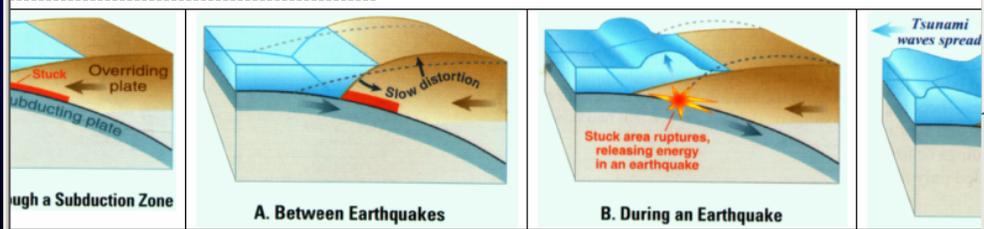
Address: <http://www.cityofseaside.us/tsunami/SeasideTMap.pdf>

Seaside TSUNAMI Evacuation Map

If a TSUNAMI hits, will you be ready?

MAP SYMBOLS

brochure map.ai (1 of 1) 34 x 44 in



Start | KeyPrint | Eudora Pro - [In] | Comcast Messa... | Microsoft

Done | Internet

Tsunami Evacuation Drill

- **Goal:** Promote community-wide participation
- Partnered w/ Fire, Police, Red Cross, ODOT, ARES, schools and local businesses
- Each safety zone staffed w/ greeter and radio operator
- **Results:** 436 participated w/24 businesses & 29 visitors



Outreach Results: Initial Findings

- Having a Tsunami Champion is essential
- Use a variety of educational opportunities
- Create specific programs for businesses and students
- Community prefers small group learning
- High school student volunteers important
- Partner with community groups
- Identify available resources and existing activities

Next Steps

- Present report with results from public opinion polls
- Lessons learned - best practices
- Use results as model for other communities
- Follow up - How will Seaside maintain involvement and integrate tsunami outreach into ongoing activities?

