

# Who Depends On You? A Public “Education” ...no, no wait... a Motivation Campaign

## Moving People From Awareness through Intention... To Action



Presented by  
Mary Schoenfeldt

ATTENTION.. WE INTERRUPT  
THIS EMERGENCY BREAKING  
NEWS BULLETIN WITH AN  
EVEN SCARIER EMERGENCY  
BREAKING NEWS BULLETIN..

MIKE  
PETERS

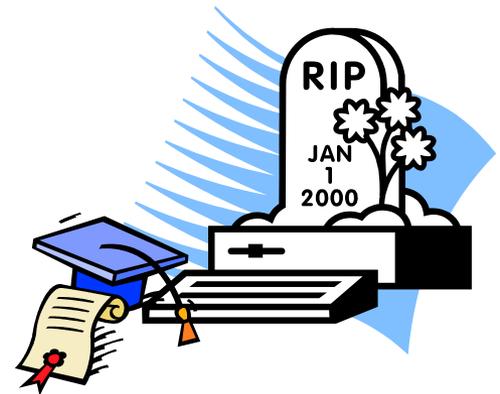


# Motivation vs. Education

- ▶ Motivation –incentive, stimulus, spur, inspire, drive
- ▶ Education – teach, learn, instruction, tutor, inform, train, instruct

# To join voice with Dennis Milleti...

- ▶ If we only give information but don't move people from AWARENESS to INTENTION to ACTION....
- ▶ when the big one hits, we'll have a lot of every educated dead people.



# If Knowledge Were Enough...

- ▶ We'd all eat vegetables, cut down on salt, stay away from fatty foods, get enough sleep, exercise regularly, drive the speed limit, not work too much, take our vacations, stay home when we're sick and wash our hands frequently.
  
- ▶ Hummm... now on to Motivation...

# Why Did You Get Up This Morning?

- ▶ Alarm went off and you jumped out of bed with excitement... yelling...

“YIPPEE....”



I can't wait for another day of listening to a webinar on a set of speakers that crackle and try to pay attention to my computer screen when I have a long list of other things to do ... listening to someone speak about something I already know something about ....and might even be able to do a better job of presenting so I hope it is at best interesting and but know that at worse it might be very boring.”

# If that's the case....



Mary Scriberfeldt 2012

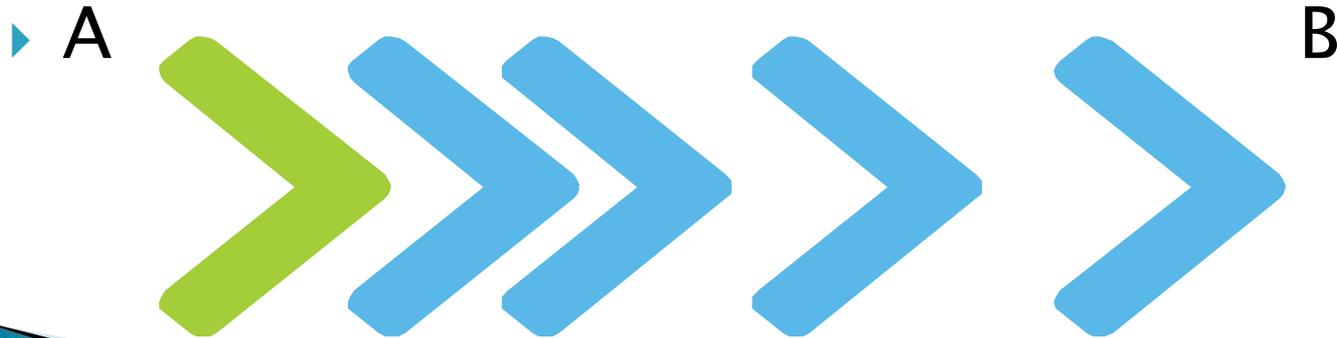
# So Why Did You Join Us Today?

- ▶ What motivated you to be here?
- ▶ Responsibility to self
- ▶ Responsibility to others
- ▶ Guilt
- ▶ Accountability
- ▶ Responsibility
- ▶ Anticipation of good outcome



# Motivation... what is it?

- ▶ What gets your attention?
- ▶ What moves you from good intentions to action?



# Successful Industries

- ▶ Insurance
- ▶ Dental Hygiene
- ▶ Preventive Medicine
- ▶ Car Maintenance
- ▶ Skil Corporation
- ▶ H1N1 Hand Washing

# Motivators for H1N1

- ▶ Peer Pressure... everyone one else is doing it and if I don't, people will notice
- ▶ Frequent Media Reminders... Stories and PSA's
- ▶ Signs in Public Places specifically ASKING you to use Hand Sanitizer, Wash, Cover Your Cough
- ▶ Education of the risk
- ▶ Messaging was simple and visual



Convincing People to Do  
Something To PREVENT Something  
That They Believe Might Not Ever  
Happen is tough.



# Persuasive Motivators

- ▶ Image
- ▶ Peer Pressure
- ▶ Responsibility



# WHO DEPENDS ON YOU ?

## Are You Prepared For A Disaster?



**Make sure you are prepared so you can take care of them.**  
**THEY NEED YOU**

# Who Depends On You?

- ▶ Engages the audience in a questioning process
- ▶ Allows discussion about dependency (not an easy subject)
- ▶ Plays out the scenario with many settings: elderly, pets, children, professionals, others

# Design

- ▶ Target Markets
- ▶ “Branding”
- ▶ Frame all Public Ed Messaging
- ▶ Designed to get attention ... “Why” ... then the What message comes later.

# Public Education Theory

- ▶ Hazards Communication Research – Dennis Milleti
- ▶ Hebert Research
- ▶ Wisdom of Petra Fuzzbucket

# My Process

I only have myself to be concerned about

I can take care of myself

My kids will take care of my grandkids

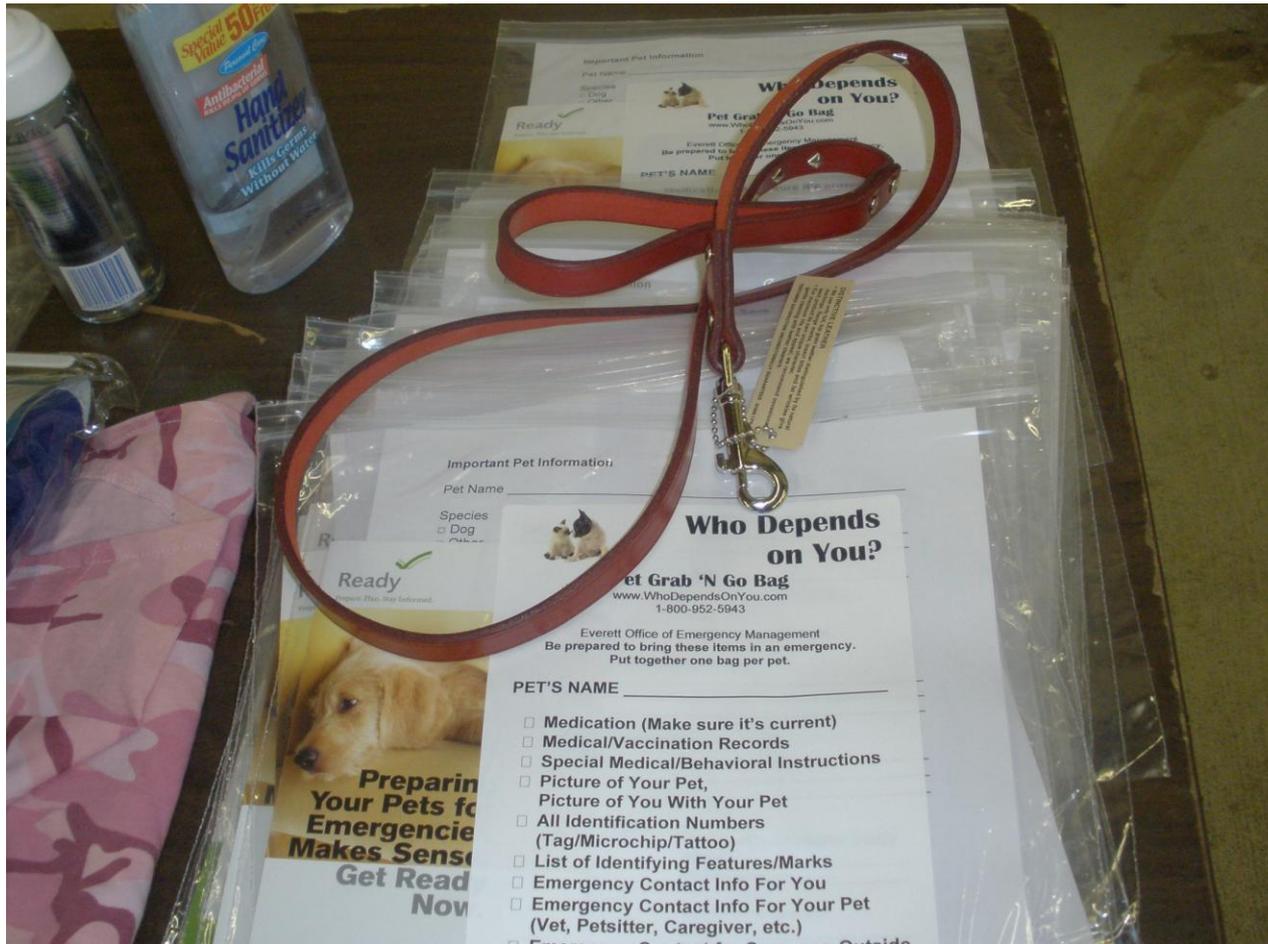
I'll do it later



# Target Marketing

- ▶ What groups do we want to reach?
  - Families with Young Children
  - Pet Owners
  - Young Professional/College Age
  - Rural Families
  - Non English Speaking
  - ?

# Pets Owners...



# Target Marketing

- ▶ Key Questions to answer...
- ▶ What matters to them? *Key concerns, key vulnerabilities, what are they afraid of*
- ▶ How do they get information?
- ▶ What images are most/least appealing?
- ▶ What do we want to avoid with this group?

# Outcomes

- ▶ Buses, Billboards, City Employee Training
- ▶ Handouts, Brochures
- ▶ Bridge to talk to Vets, Nursing Homes, Day Cares, Assisted Living, Business
- ▶ Posters In
  - Costco, Petsmart, Boeing, Community College, Senior Center, Library,
  -
- ▶ Presentations



CLEAR CHANNEL

Who depends  
on **YOU?**



Are **YOU** prepared  
for a disaster?

[WhoDependsOnYou.com](http://WhoDependsOnYou.com)

03311



# Who depends on YOU?

Are YOU prepared  
for a disaster?

[www.WhoDependsOnYou.com](http://www.WhoDependsOnYou.com)

1-800-952-5943

Call Today!



TT TRANSIT

Who depends  
on YOU?



Are YOU prepared  
for a disaster?

WhoDependsOnYou.com



# Billboards, Bus Ads

Who depends  
on YOU



Are **YOU** prepared  
for a disaster?

[WhoDependsOnYou.com](http://WhoDependsOnYou.com)

A Game.....

*Let's Play*

***HOW PREPARED  
ARE YOU?***



# Who Depends On You?

**A. Family**

**B. Co Workers**

**C. Pets**

**D. All of The Above**

**D. Maybe All Of The  
Above**

Each person should be prepared for how many days of an emergency?

**A. 7**

**B. 13**

**C. 1**

**D. 3**

**D. 3**

# Which item DOES NOT belong in your Emergency Kit?

**A. Flashlight**

**B. Dust Bunnies**

**C. Can opener**

**D. First Aid  
supplies**

**B. Dust  
Bunnies**

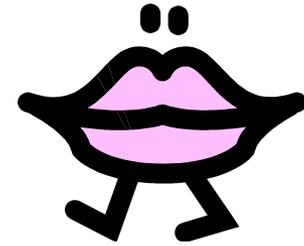
True or False....

It is safe to store water in any empty bottle

**A.True**

**B. False**

**B.False**



- ▶ Blah, Blah, Blah, *Prepare*, Blah, Blah, Blah, *Disaster*, Blah, Blah, Blah, *Water*, Blah, Blah, Blah, *Food*, Blah, Blah, Blah, *Medication*, Blah, Blah, Blah, *CERT*, Blah, Blah, Blah, *Family Plan*, Blah, Blah, Blah, *Kit*, Blah, Blah, Blah, *Documents*, Blah, Blah, Blah, *Pets*, Blah, Blah, Blah,

# To End of Game

# The Final Questions



# Who Depends On You?

**A. Family**

**B. Co Workers**

**C. Pets**

**D. Students**

**D. Only You Can  
Answer**

# What Can You Do Today?

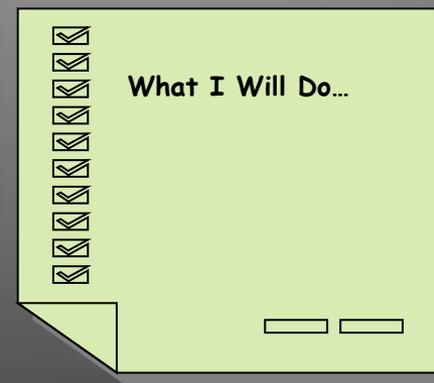
**A. Put ICE in Cell Phone**

**B. Fill Out Contact Card**

**C. Talk to Family**

**D. Add Item To Kit**

**D. You Decide**

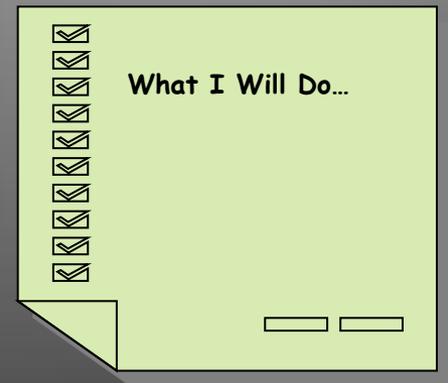


# Will You Do That For Me?

**A. Yes I will**

**B. Yes I will**

**A/B. Yes I Will**



# Another Motivator... Accountability

- ▶ “Will you do that for me?”
- ▶ Research shows that this one simple question greatly increases the number of people who will follow through... move from the position of INTENTION to actual ACTION.
- ▶ (Once again... responsible to someone else)

# Give Aways and Do Dads...

- ▶ Pens, Shopping Bags, Hand Sanitizer, Coin Pouch, Cell Phone Pads, Water Bottles, Coffee Sleeves
- ▶ Presentations... all framed in **Who Depends On You? Are You Prepared For A Disaster?**
- ▶ Game, Newsletter, Challenges

# Message Sharing...

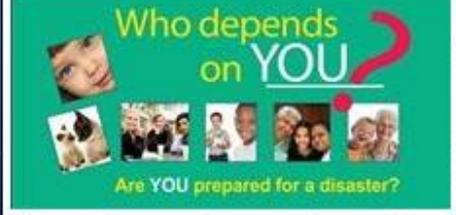
- ▶ Washington State Public Educators through EMD
- ▶ Whatcom County, Thurston County, Chelan County, Tribal Communities, etc
- ▶ Boeing, Fred Meyer Corporation – employee programs
- ▶ Wal Mart
- ▶ WWU Research Project



# Sustainable Messages

- ▶ Grocery Bag
- ▶ Coffee Sleeves
- ▶ Pens – questions not phrases
- ▶ Website... [www.WhoDependsOnYou.com](http://www.WhoDependsOnYou.com)





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SEARCH

- CONTENT
- City Information
    - Administration
    - WDOY Downloads

National Community Preparedness News

Help Craft Our Nation's Preparedness Messaging  
Jun 12, 2012

Our nation's resilience depends on you and your neighbors preparing for potential hazards in your communities. To facilitate ...

National Community Preparedness News

- Help Craft Our Nation's Preparedness Messaging Webinar June 19th - Citizen Corps Funding: Structuring Your Program for Sustainability
- Apply for the 2012 Individual and Community Preparedness Awards today!
- Conducting CERT Drills and Exercises Just Got Easier!

Translate this page

Spanish

Microsoft® Translator

## Who Depends on You? Are you prepared for disaster?

How prepared are you and your family? Do you know how much extra food and water to have on hand in case of a disaster? Does your family have a communications plan?

[Click here to Start Preparing Today.](#)

Check out the [What To Do To Make It Through](#) website for a step-by-step guide to make a plan, a kit, and help each other to get prepared!

Who are you preparing for?

Yourself and your Family

Kids

Older Americans or People with Specific Needs

Pets

Business

WEATHER

Everett, WA

44°F Scattered Clouds

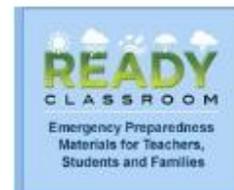
wunderground.com

SITES OF INTEREST

Want more information? Contact: Mary Schoenfeldt, City of Everett Office of Emergency Management, Public Education Coordinator. Phone (425) 257-7965 or e-mail [mschoenfeldt@everettwa.gov](mailto:mschoenfeldt@everettwa.gov)

**Click on the + below to see the links.**

- [Click here to Prepare](#)



organizations, Citizen Corps Councils and programs working to make our

### National Community Preparedness News

- Help Craft Our Nation's Preparedness Messaging
- Webinar June 19th - Citizen Corps Funding: Structuring Your Program for Sustainability
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Who are you preparing for?

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Kids

Older Americans or People with Specific Needs

Pets

Business

More Preparedness Information

Get Involved

Preparedness Puzzles, Activities and Games

Preparedness Videos



### FEATURES

#### Download This: Who Depends On You?

View these seven brochures and posters on various topics that you can download and imprint with your office contact information.

#### Are You Prepared for a Disaster?

Disaster preparedness isn't just about whether or not you can take care of yourself. Most of us can. Disaster preparedness is also about who is looking to you to make sure they are alright too, your family, your workplace, your friends, your neighbors, your pets? Get prepared for any emergency or disaster by taking simple steps. See which Emergency Management Office is in your area and contact them today. When asked "are the people who depend on you prepared?" Say yes!

#### Snohomish County Department of Emergency Management

For cities, towns and unincorporated Snohomish County not covered below: Prepare today contact 425-388-5060.

### links.

- [Click here to Prepare](#)



For additional information on disaster preparedness please call 1-800-952-5943. E-mail: [mschoenfeldt@everettwa.gov](mailto:mschoenfeldt@everettwa.gov).



- ▶ Who Depends On You .... is the WHY you got up this morning when the alarm went off... it's the *motivation*
  
- ▶ WHAT you do now that you are up ...is the specific information like  
[www.makeitthrough.org](http://www.makeitthrough.org), R U Ready? 3 days 3 ways, etc  
... It's the *education*

# So.... Who Depends On You? And what are you going to do to be better prepared?

*You won't do anything if you stay in bed all day!*

[www.whodependsonyou.com](http://www.whodependsonyou.com)

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