**Don’t be Scared, Be Prepared!**

Promoting Hurricane Preparedness through

Educational Outreach Partnerships in the City of Galveston, TX

A Project Proposal

by

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Hurricane Preparedness

The City of Galveston has seen its share of devastation from the infamous Storm of 1900 to the most recent Hurricane Ike. I chose this particular topic because I personally have gone through several hurricanes including Alicia, Katrina and Ike and have lost everything. With the resources available to me, I was able to find housing, food and financing before, during and post evacuation. Working with the City of Galveston, I would like to implement an educational program through Rosenberg Library that promotes hurricane preparedness through education and technology that targets the vulnerable population including the homeless, children and the elderly.

Needs Assessment Proposal

The goal of “Don’t be Scared, Be Prepared!” is to promote community hurricane preparedness by creating partnerships with other community establishments to educate our vulnerable populations. Galveston’s own Rosenberg library and staff will spearhead the project and serve as the educators. Included in this project will be the use of technology to enhance the learning process and to promote community resilience. In order to create the interactive, educational program, a community assessment is necessary to determine what educational tools will be effective for the target audience and identify the greatest needs of the target population.

Methodology

The methodology that will be utilized for this project’s needs assessments will be the gap in services model which measures ideal services against what is being offered, or against user evaluation of what the user perceives as being offered (Dudden, 2007). In order to determine what the needs are for this particular project, a survey will be conducted to determine: 1)
assessment of hurricane resource knowledge of library customers and library staff, 2) a general survey of what methods of education are most effective when communicating with the underserved population, 3) the appropriate education tools and levels to successfully teach the target population, 4) an assessment of what existing programs related to hurricane preparedness for the vulnerable populations and 5) an interview and assessment of needs with several community establishments including the Salvation Army, Galveston county Social Services, St. Vincent’s Clinic (UTMB), the Jesse Tree and Christus Our Daily Bread. These establishments service many of the homeless, poor and disabled populations in the City of Galveston.

The questions to be answered include the following:

- What are the gaps that exist between education and hurricane preparedness?
- What are actual or perceived barriers that exist within the target population that create the most anxiety when preparing for an impending hurricane?
- Are individuals within the target population aware of the resources available to prepare for hurricane season? If not, why not?
- What partnerships already exist in the City of Galveston for hurricane preparedness?
- What single technological tool is the most effective for the target population to prepare them for an impending hurricane?

Other questions to consider include:

- What resources do members of target population have in relation to hurricane preparedness?
- What public assistance programs are available immediately following mandatory evacuation?
- What are the priorities of the target population in the event of mandatory evacuation?
• What are the priorities of the target population in the event they “shelter-in-place?”
• What areas of Galveston City are highly populated with the target population?

**Major Tasks for the Project**

The tasks will be to organize a group or team that will be responsible for conducting the assessment, identifying the vulnerable populations in Galveston community, collecting relevant plans, studies, reports and technical information including state and local emergency management officers, departments of health and/or social services agencies, local knowledge from residents, nonprofits organizations and faith based groups, internet searches and U.S. Census. Next will be to identify and rank hazards directly related to hurricanes including the storm surge, wind gusts, flooding. Following this will be creating a task force responsible for mapping areas of the city that contain the highest percentage of the target population and then sending out the crews to perform surveys and give out questionnaires. In order to answer these questions, a 2-5 man survey team will approach the public library customers and community members of pre-determined mapped areas of the City of Galveston using a questionnaire with no less than 20 questions related to hurricane preparedness. The answers will be prioritized accordingly then those results will be used to create the educational program. Other effective data collecting methods that may be used include: interviews, focus groups and working groups (McCawley, 2004).

For community leaders such as the mayor, heads of academic and medical facilities, city managers, Fire and Police Chiefs of the City of Galveston, interviews and/or focus groups would be appropriate for the needs assessment method (McCawley, 2004).
Stakeholders of the Project

The stakeholders of this project will be the project team, the Rosenberg staff, the City of Galveston, Galveston Community leaders including the mayor and City Manager, public outreach program directors which includes those listed above, the community members including the homeless, disabled and the elderly.

Proposed Budget

Budget Proposal for Don’t be Scared, Be Prepared!

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<th>Hurricane Preparedness 2013</th>
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<tr>
<td><strong>Category</strong></td>
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<td>Personnel</td>
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<td>Nurse Practitioner</td>
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<td>Tech Assistant</td>
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<td>Interns</td>
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<td>Projector</td>
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<td>Other Resources</td>
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Personnel – will consist of E. Hethcox, NP and a tech assistant to handle computer/creation of website.

The remaining members of the group will be library and computer technology interns who will be utilizing this time as their required program hours.
Equipment will include the projector for the presentations to the different groups and the 2 main computers which will be used to generate the brochures, presentations, etc. and to send out emails and create FB, Twitter and other accounts to reach the community. Creation of website and use of the latest Microsoft office will only be 210. Creation of a call list with names and numbers and/or contact information for all attendees of the educational seminars with excel program.

Webhosting – to create a website and facebook account to promote awareness for those with access to computers.

Mobile app creation to reach those with smart phones.

Supplies will consist of paper, brochures, tape, scissors and other office supplies necessary to carry out successful educational seminars and meetings with community entities.

Other resources include incidentals and other unforeseen expenses – renting rooms from library or other facilities.

**Publicity and Continuation Planning**

For publicity, advertisement using flyers at the different community centers and public service buildings, mass emails, word of mouth, facebook and other public networking sites as well as ads in the local community newspapers.

This program will continue to add value to the community by educating our community and its members about the resources available for hurricane readiness. If successful, it will be a yearly program that the Rosenberg library will host to keep the City of Galveston prepared for hurricane season through partnerships alive with other public assistant and service programs.
Evaluation of Effectiveness

After identification of this gap that exists in these populations related to hurricane preparedness, the goal is to create an educational outreach program through Galveston Rosenberg library that will serve as an informational resource for the community. After several workshops and educational sessions hosted by Rosenberg Library are executed, a repeat needs assessment can be performed in the future to see if that gap is smaller. This can be achieved by a repeat questionnaire surveying those who have been to the educational seminars.
References


