



ACTION

Develop and implement an emergency preparedness communication campaign

Develop an emergency preparedness campaign that leverages preexisting communication channels, ensures web accessibility, and includes low-tech strategies to maximize reach to all populations.



CHAMPION(S)

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PLANNING CONSIDERATIONS

IMPLEMENTATION STEPS	TIMEFRAME	KEY PARTNERS	FUNDING RESOURCES
<p>1 Create an online and print emergency preparedness resource center to include:</p> <ul style="list-style-type: none"> • Links to alert and communications systems like Reverse 911 and Mass #211 • A place to sign up to be on the list of individuals to be checked on during emergency events • Preparedness tips and resources (i.e. FEMA, MEMA) • Provide translated resources 	<p>1-2 months</p>	<ul style="list-style-type: none"> • Board of Health • Neighboring Towns • Police/Fire • CERT • Schools 	<ul style="list-style-type: none"> ✓ Staff time ✓ Hazard Mitigation Fund Grant ✓ Fund for Wellesley (Foundation for MetroWest)
<p>2 Create a plan to increase emergency management coordination (i.e. evacuation plans) among City departments, community groups, institutional facilities, and residents</p>	<p>1 year</p>	<ul style="list-style-type: none"> • Board of Health • Housing Authority • Council on Aging • Library • Fire/Police • Colleges • Schools • Local organizations • Places of worship • CERT • MBTA 	<ul style="list-style-type: none"> ✓ Staff time ✓ Hazard Mitigation Fund Grant ✓ Fund for Wellesley (Foundation for MetroWest)
<p>3 Assess existing outreach at the neighborhood scale. Leverage PTOs at elementary schools, the neighborhood leads on the Next Door app, and other neighborhood leaders to form a "Neighborhood Liaisons" program that can help set up alert systems and share resources</p>	<p>1 year</p>	<ul style="list-style-type: none"> • Housing Authority • CERT • Elementary School PTOs • Friends of [Neighborhoods] 	<ul style="list-style-type: none"> ✓ Staff time ✓ Hazard Mitigation Fund Grant ✓ Fund for Wellesley (Foundation for MetroWest)
<p>4 Leverage existing town communications systems to expand the reach of emergency preparedness education:</p> <ul style="list-style-type: none"> • Newsletters, social media, and mailings from existing organizations • Low tech solutions for those without phones or computers (utility bills, flyers) • Partner with local organizations to host workshops • Tabling at community events • Collaboration with neighboring towns 	<p>1 year</p>	<ul style="list-style-type: none"> • Board of Health • Housing Authority • Council on Aging • Library • Fire/Police • Colleges • Schools • Local organizations • Places of worship • CERT • Merchants Association • Neighboring towns 	<ul style="list-style-type: none"> ✓ Staff time ✓ Hazard Mitigation Fund Grant ✓ Fund for Wellesley (Foundation for MetroWest)



LINKS TO OTHER PLANS & ACTIONS

How does this action connect to the Unified Plan Goals/Actions and other MVP actions?

SUPPORTED UNIFIED PLAN GOALS/ACTIONS:

- ✓ Work through the Council on Aging to develop a plan for aging in place
- ✓ Wellesley fosters formal and informal connections among neighbors and peers to strengthen social capital and intergenerational ties.

OTHER SUPPORTED MVP PROPOSED ACTIONS:

- ✓ Create and distribute preparedness kits
- ✓ Promote CERT



EQUITY CONSIDERATIONS

How can the community incorporate equity into the implementation of this action?

- ✓ Provide translations for essential resources and communications
- ✓ Prioritize neighborhood liaisons and check in program in areas with especially vulnerable populations



MEASURING SUCCESS

How can we measure the progress and success of this action?

OUTPUTS:

- ✦ Number of residents signed up for Reverse 911
- ✦ Percent of residents reached through communications

OUTCOMES:

- ↑ Increased safety during and after extreme weather events and other emergencies
- ✓ Complete town-wide emergency preparedness plan
- ✓ Ensure communication systems are redundant and resilient to address impacts



ENGAGING THE COMMUNITY

How can we engage the populations that benefit from implementing this action?

- ✓ Partnering with the groups listed in Step 4 to maximize reach and utilize preexisting communication channels
- ✓ Work with schools to reach parents
- ✓ Outreach to seniors and medically vulnerable to encourage sign ups to be checked on after an emergency
- ✓ Pull additional best practices from counterparts in neighboring towns