



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

9 June 2014

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS, REQUESTS, DONATIONS

We can do no great things -- only small things with great love. --Mother Teresa

"You make a living by what you get, but you make a life by what you give". -- Winston Churchill

CLOTHES DRIVE

S.S. Dixon Primary will be hosting a back-to-school gentle used clothes drive. S.S. Dixon Primary will accept clothing up until July 7th. They will be collecting clothes until July 7th. Any family from Santa Rosa County will then be able to shop on July 23rd. We thank you all for your help and willingness to help others that are in need of assistance for Back-to-School clothes. If you have any questions please call S.S. Dixon Primary School at 995-3660.

BRIDGES OUT OF POVERTY

GETTING AHEAD SUPPORTERS!!!!

Just a quick reminder we are having our THIRD Getting Ahead class beginning June 12th and are looking for people/groups to sponsor meals. Current dates available are:

June 19th and 26th; July 3, 10, 24, and 31st; August 7, 14, 21, and 28th; September 4, 11, 18, and 25th

Please let me know if you or your organization are willing to provide a meal for the upcoming Getting Ahead Class as soon as possible. Meals are typically planned for around 30 people (which includes the investigators, their children, and the volunteers). This class is being held at Ferris Hill Baptist Church and begin at 6 p.m. We will have someone there by 5:30 p.m. to let anyone who donates a meal into the building for set up. If you have any questions, please let me know! Dawn Stone stonedn@mail.santarosa.k12.fl.us 850-983-5237

FOR THE CHILDREN

For the Children is a new homeless shelter in Santa Rosa County. We are in the process of repairing the home with hopes of taking in children by the end of the year. Our mission is to provide not only shelter, food and clothing to the homeless children in our community but a stable and healthy environment fostered with love that will promote a stronger functioning generation for the years to come

I would like to introduce our organization to you. "For the Children" has over 6000 square feet of living space with 12 bedrooms and 8 bathrooms with over 6 acres for potential expansion.

Alyssa's Antique Depot has donated a large green egg grill with the table and charcoal for a \$10 donation to For the Children. Drawing will be on June 14th and you do not need to be present to win. Tickets can be purchased at Alyssa's or All Risk Insurance at 4887 Glover Lane, Milton

For more information please contact
Liz Gibson at 850-776-0185, or
email me at lgibson@allriskins.com

or visit our Face Book page at <https://www.facebook.com/ahome.for.the.children>

Current needs:

We are currently in need of a handyman to do a few skilled jobs. All monetary donations, labor, repairs, supplies or household items would greatly be appreciated and of course are tax deductible



Raffle Ticket.pdf



Brochure for needs.pdf

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

SAFER PREPAREDNESS EXPO

Will be held June 14th at the Gulf Breeze Recreation Center from 10am – 2pm. There will be vendors ready to assist you with mitigation and preparedness. We would like to thank some of our sponsors and vendors:



GUATEMALA CONSULATE

“The Guatemala Consulate will be at Mision Casa Church-FBC of Gulf Breeze on Saturday June 7 and Sunday June 8 from 8am until 4pm providing services to Guatemalan citizens such as passports, birth certificates, Guatemala IDs and more. It will be first come, first serve basis. Address: 555 Fairpoint Dr Gulf Breeze Fl 32563. More Info, please call 850.261.2358.”

Thank you so much.

Pastor Gabriel Vargas Mision Casa @ FBC Gulf Breeze

HCA SERVICES FLYERS FOR FLORIDA



HCA Services -
Florida - May 2014 - (



HCA Services -
Florida - May 2014 - (

Contact me for copies

SBA (SMALL BUSINESS ADMINISTRATION) DISASTER ASSISTANCE

The SBA (Small Business Administration) can assist homeowners, renters, businesses of all sizes, and private non-profit organizations recover from damage caused by the storms and

flooding occurring from April 28 to May 6, 2014. The SBA offers low interest loans to repair or replace damaged real estate and personal property including vehicles. Rates are as low as 2.188% for homeowners and renters, and 2.625% for non-profits with up to 30 years to repay. The SBA also offers Economic Injury Disaster Loans (EIDLs) to help small businesses and most private non-profit organizations to meet their ordinary and necessary working capital obligations that can't be met as a direct result of the disaster, regardless of physical damage.

Attached is the SBA Disaster Loan Fact Sheet and Press Release The SBA can provide a webpage image for visitors to click on to reach the SBA website. Our address is www.sba.gov/disaster and our toll free phone number is (800) 659-2955. Applicants can apply in person at a Disaster Recovery Center, online using the Electronic Loan Application (ELA) via SBA's secure Web site at <https://disasterloan.sba.gov/ela/> or by returning a completed application by mail.



FL 13971 Fact Sheet May 23 14-244 FL
5.21.14.pdf 13971 Over \$7 Millio

**CFO JEFF ATWATER AND REP. DOUG BROXSON SPONSOR BE SCAM SMART
WORKSHOPS FOR
SENIORS IN SANTA ROSA AND OKALOOSA COUNTIES**

MIDWAY - Chief Financial Officer (CFO) Jeff Atwater and Representative Doug Broxson (R-Midway) are sponsoring Be Scam Smart Workshops for Seniors. The workshops, which are being held statewide as part of the CFO's Operation S.A.F.E. (Stop Adult Financial Exploitation) initiative, provide information to seniors, their family and caregivers to help inform, empower, and protect them from financial scams and fraud.

"These workshops are a great opportunity for seniors to learn how to protect themselves from frauds and scams," said CFO Atwater. "We want to empower seniors, their families and caregivers to fight frauds and scams by knowing what to look for and how to fight back."

The workshops will be held Tuesday, June 3, at 10:00 a.m. at the Santa Rosa County Auditorium, at 4530 Spikes Way in Milton, Florida and on Wednesday, June 4, at 10:00 a.m. at Warriors Hall, at 201 Stillwell Boulevard in Crestview, Florida.

The Be Scam Smart Workshops will teach seniors what to look for if a scam is suspected, as well as how the scams work and what steps to take if scammed. Operation S.A.F.E. is part of CFO Atwater's On Guard for Seniors initiative, which arms seniors with the necessary information to avoid becoming victims of these crimes that can have far-reaching impacts on lives.

"While we want to believe the best in people, we do have some bad actors that prey on the elderly, but Operation S.A.F.E. can provide our seniors with information they need to stay protected. I would encourage our seniors, as well as their family and caregivers to attend this important event," stated Representative Doug Broxson.

The Operation S.A.F.E. workshops are being provided by the Department of Financial Services, which CFO Atwater oversees, along with the Santa Rosa County Sheriff's Office, the Milton Police Department, the Okaloosa County Sheriff's Office and the Crestview Police Department.

To see a calendar of workshops, register for a workshop, or share a flyer with friends and family, visit www.MyFloridaCFO.com/SAFE or call the CFO's Consumer Helpline at 1-877-MY-FL-CFO (1-877-693-5236).



NEW SYSTEM TO SPEED EMERGENCY NOTIFICATION -RESIDENTS ASKED TO REGISTER PHONE NUMBERS-

Santa Rosa County Division of Emergency Management has a new emergency warning tool that provides rapid phone notifications to residents when public safety may be at risk. In the event of an emergency, GeoCast®Web will be utilized to make rapid emergency telephone notifications to residents and businesses in an impacted area. Citizens can register and manage their account including updating or deleting phone numbers online at <https://santarosa.onthealert.com>.

Used during time sensitive emergencies like chemical spills, hazardous materials incidents, flooding and evacuations the new GeoCast®Web phone notification system utilizes highly advanced digital mapping technologies and phone databases to automatically call registered phone numbers in a target location with a recorded message on what steps residents should take to keep their family safe. The system will also be utilized for less time sensitive but important messages, including those provided by the sheriff's office to notify residents of crimes impacting a particular area.

Individuals may register for notifications via the county's website, www.santarosa.fl.gov/emergency, or directly through the system's self-registration web portal located at <https://santarosa.onthealert.com>. All information provided by residents will be used for emergency notifications only. While Santa Rosa County offers this emergency notification service free of charge, minutes may be deducted from individual cell phone plans. Calls will typically be less than two minutes.

All listed landline phone numbers in the county will be ported into the new system. However, unlisted numbers, cell phones and some VoIP phones are not, and registration is required to receive notifications. For this reason all residents and business owners are asked to register even if their phone number may already be in the system. By doing so, a personal account is created and residents can manage their information including updating phone numbers or even deleting accounts when relocating out of the area. Citizens without home Internet access are encouraged to use the public computer resources available at one of the five county libraries.

"Ensuring timely and adequate warning to the public during times of potential or imminent danger is one of the more important jobs we have as emergency managers," said Brad Baker, emergency management director. "We are always looking for ways to improve risk communications to county residents and businesses."

Baker continued, "Even though we have the new emergency phone notification system, we still want to remind everyone that no single tool will provide enough warning to all people in all situations. While this new system may give us emergency officials greater capabilities, it is only one component of the overall public safety communications strategy. During emergencies, people should always seek out information on the county website at www.santarosa.fl.gov, Twitter account [@SRCBOCC](https://twitter.com/SRCBOCC), and from our local media."

The new emergency phone notification system is replacing the previous system called REVERSE 911®. The old system used 24 phone lines and could make approximately 1,240 calls per hour. The GeoCast®Web system is web based and offers enhanced warning capability with up to 6,000 calls per hour. The messages can be received by landline, cell and VoIP phones. As the system is web based, staff can send messages wherever they have an Internet connection.

More information about the emergency notification system, including an informational flyer and frequently asked questions, are available at www.santarosa.fl.gov/emergency.

SAFE COMMUNITY LOGO

The following is from the National Safety Council:

For each of our communities, we develop a personalized logo. Attached is the logo, with your community name, to be used widely by your coalition. Below are a few recommendations on how you can use the logo, but this is not an exhaustive list. Be creative and use this logo in ways to that will benefit your work and show off your community.

- Website, social media (Facebook, LinkedIn, Twitter).
- Community communications – emails, email signatures, letterhead, envelope/return addresses, newsletters, event promotion or communication, etc.
- Street signs, road signs, community welcome signs, banners.
- Promotional materials – t-shirts, pens, calendars, stickers.

What we ask from you is to share with us, how you will or have used the logo. There will be some time during our networking conference in September, to share. And, please encourage all your coalition members and city/town representatives to use this logo as well. You are all part of this network and we hope this logo will help you display your accomplishments.



For copies contact Daniel at Danielh@santarosa.fl.gov

VETERAN CRISIS HOTLINE INFORMATION

1-800-273-8255 and press 1
VeteransCrisisLine.net/Chat for online chat
Or text 838255 to receive support

HOMELESS RESOURCES FOR VETERANS

The links below contain helpful information and often funding opportunities for those of you that serve veterans. Important Links

[VA National Call Center for Homeless Veterans](#)

[VA Center on Homelessness Among Veterans](#)

[DOL Homeless Veteran Reintegration Program](#)

[United States Interagency Council on Homelessness Veterans Page](#)

[Substance Abuse and Mental Health Services Administration Military Families Pages](#)

John Johnson, Executive Director, EscaRosa Coalition on the Homeless, Inc. 850.439.3009

GET PREPARED

<http://do1thing.com/>

This web page is an awesome way to incrementally get your family and business ready for any disaster.

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-). We are up to **1501** people! Invite friends. *Let's keep growing this communications venue. Invite other Santa Rosans to participate.* Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer

SOCIAL MEDIA FOR NATURAL DISASTER RESPONSE AND RECOVERY

Registration for the Social Media for Natural Disaster Response and Recovery is now available on the State of Florida SERT training calendar. The class will be at the Santa Rosa County EOC on Wednesday, June 18 from 8 a.m. to 5 p.m. Please feel free to forward the class information on to others who may like to attend.

Here's the link:

<http://trac.floridadisaster.org/trac/EventDetailPublic.aspx?ID=1291&mode=ModeEdit&LookupName=eventsearchpublic>.

If you are new to the training calendar, you will have to create an account.

Once you have applied, you'll get a response back saying "Approval by your supervisor or Emergency Management program is required and additional emails have been sent for this approval."

I've also attached the flier the UH created. We have computers, so it is not necessary to bring your laptop as stated on the flier, but you are welcome to do so as it may be just a bit easier accessing your personal social media accounts.

BRACE FOR THE STORM WORKSHOP – SANTA ROSA COUNTY

BRACE for the Storm Workshop – Santa Rosa County



Florida's [Division of Emergency Management](#), in partnership with [Volunteer Florida](#) and the [Be Ready Alliance Coordinating for Emergencies](#) presents the **BRACE for the Storm Workshop** for Santa Rosa County.

The registration page for the above internet based workshop can be accessed

below:

June 23 – 6:00PM CT	Santa Rosa County	Registration Information
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A complete listing of BRACE for the Storm Workshops being conducted throughout Florida can be accessed below:

Florida BRACE for the Storm Workshops	Statewide Calendar
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The **FREE** internet based **BRACE for the Storm Workshop** is designed to provide information to homeowners on disaster mitigation techniques that can reduce damage to their homes from hurricanes and other disasters that threaten Floridians.

In addition, homeowners will learn how they can **save money** on the windstorm portion of their homeowner's insurance premium.

For information on the Be Ready Florida initiative visit:

www.BeReadyFlorida.org

Help others prepare their home for the 2014 Hurricane Season by sharing this e-mail with your friends, neighbors and co-workers

JUST IN TIME DISASTER TRAINING VIDEO LIBRARY - NEW SUBJECT - HOME CLEAN-UP AND RE-CONSTRUCTION FOLLOWING A DISASTER



**Just In Time Disaster Training
Video Library
New Subject – Home Clean-Up and
Re-Construction Following a Disaster**

A new subject has been added to the Just In Time Disaster Training Video Library.

Home Clean-Up and Re-Construction Following a Disaster

Now with 1,072 disaster mitigation, preparedness, response and recovery training videos the library is the most comprehensive, easy to search, **FREE** internet based source for training curriculum for today's emergency responders.

The library can be accessed at the following web site:

www.JustInTimeDisasterTraining.org

Share access to this unique disaster training resource with others by linking your web site to the library today.

Join the Just In Time Disaster Training Library's [Twitter](#).

DISASTER LONG-TERM RECOVERY WEBINAR SET FOR JUNE 10-11

June 10-11, 2014, beginning at 2 p.m. Eastern Time both days, CWS will present a webinar on Disaster Long-Term Recovery Basics.

Led by CWS Emergency Response Specialist Ku'ulei Funn, the two-day webinar will cover a wide range of topics designed to help communities rebuild and recover after a disaster. It will be useful for clergy and lay leaders in disaster-affected communities, the staff of organizations who may provide disaster case management, people concerned about those affected by recent disasters, and anyone planning to mitigate the hazards in their community before a disaster strikes.

Denominations and communions, congregations and ecumenical organizations are essential partners in long-term recovery work following disasters.

The June 10 and 11 presentations are the latest in CWS's free monthly webinars on various aspects of U.S. disaster response. Each day's session will run from 2 p.m. to approximately 5:30 p.m., with a 15-minute break mid-session.

Click here to register for this two-day webinar:
<https://www2.gotomeeting.com/register/920881234>

Got questions? Contact Ku'ulei Funn at kfunn@cwsglobal.org

BUILDING A FLU EMERGENCY SUPPLIES KIT

Today's training video can be found at the following web site:

www.JustInTimeDisasterTraining.org

Join the Just In Time Disaster Training Library's [Twitter](#).

BRIDGES TRAINERS - GET RECERTIFIED ONLINE!

Is your Bridges Out of Poverty trainer certification more than two years old? Do you need to recertify but don't have a lot in your travel budget?

There are several upcoming opportunities to recertify online with Phil DeVol:
Nov 20, 2014 11:00 a.m. - 2:00 p.m. (CDT)

You can also convert to [Lifetime Certification](#) at this time.

What are the benefits of having a Lifetime Certification?

- Monthly trainer tips
- Newsletters
- Online support
- **Attend biennial online recertification sessions for free!**

This not only saves money; it also saves you time out of your office.

Register today!

For more information, email us at questions@bridgesoutofpoverty.com, or call us at (800) 424-9484. We look forward to working with you! The Bridges Out of Poverty Team

BUILDING RESILIENT COMMUNITIES: AN ONLINE TRAINING

The RAND Corporation developed a free emergency preparedness [online training](#) outlining how organizations and communities can better prepare for emergencies and strengthen their resilience. Resilience means:

- mitigating and withstanding the stress of manmade and natural disasters.
- recovering in a way that restores normal functioning.
- applying lessons learned from past responses to better withstand future incidents.

The training is intended for a diverse range of organizations, including businesses; faith-based organizations; hospitals, health clinics, and other health agencies; mental health providers;

schools and universities; civic and volunteer groups; first responders; local government agencies; public health departments; and nonprofit agencies.

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

How Much Can (and Should) Government Protect People from Natural Disaster?

<http://www.governing.com/columns/potomac-chronicle/gov-insurer-of-last-resort.html>

New Data Add Dimension to Flood Risk Assessment in Florida

<http://www.emergencymgmt.com/disaster/Data-Dimension-Flood-Risk-Assessment-Florida.html>

National Council on Disability, Effective Communications for People with Disabilities: Before, During, and After Emergencies Report

<http://www.ncd.gov/publications/2014/05272014/>

Deaf-Hearing Communication Centre Emergency Preparedness Videos

<http://dhcc.org/dhcc-outreach/emergency/>

CDC Blog, Neighbors Helping Neighbors

<http://blogs.cdc.gov/publichealthmatters/2014/05/neighbors-helping-neighbors/>

FLASH, Find your Evacuation Zone

<http://flash.org/hurricane-season/evacuation-zones/find-your-evacuation-zones.pdf>

Controlling Rumors on Social Media Crucial During a Disaster, Terrorist Attack

<http://www.hstoday.us/industry-news/general/single-article/controlling-rumors-on-social-media-crucial-during-a-disaster-terrorist-attack/d5c5b86c2bcfcacc424de4b9d7d9166f.html>

Emergency Management: There's an App for That

<http://www.emergencymgmt.com/training/Emergency-Management-App.html>

Social Media Changes Emergency Operations, Adds Immediacy

<http://www.govtech.com/internet/Social-Media-Changes-Emergency-Operations-Adds-Immediacy.html>

You Are Subsidizing a Fancy Beach House That'll Be Destroyed in a Flood

<http://www.theatlanticcities.com/politics/2014/02/you-are-subsidizing-fancy-beach-house-will-be-destroyed-flood/8427/>

Pandemic Potential Seen in Gene Changes of Bird Flu

<http://www.bloomberg.com/news/2014-02-13/pandemic-potential-seen-in-gene-changes-of-bird-flu.html>

Nine ways to make your cell phone last the whole storm even if the power goes out

http://qz.com/21032/nine-ways-to-make-your-cell-phone-last-the-whole-storm-even-if-the-power-goes-out/?utm_content=buffer0548c&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Zombies invade social media! NFPA Journal writer offers lessons from an effective emergency preparedness campaign

<http://safety.blog.nfpa.org/2014/02/zombies-invade-social-media-nfpa-journal-writer-offers-lessons-from-an-effective-emergency-preparedness-campaign.html>

5 Trends for Emergency Management and Public Safety for 2014 and Beyond

<http://www.emergencymgmt.com/disaster/5-Trends-Emergency-Management-2014.html>

Cyberattack: The Possibilities Emergency Managers Need to Consider
<http://www.emergencymgmt.com/safety/Cyberattack-Emergency-Managers.html>

ASPR Blog, Prepared to Serve: Medical Reserve Corps
<http://www.phe.gov/ASPRBlog/Lists/Posts/Post.aspx?ID=79>

What Makes a City Resilient?
<http://www.emergencymgmt.com/disaster/Resilient-Cities-Challenge.html>

Disaster Psychiatry Emerges as DOD Field of Study
http://www.defense.gov/news/newsarticle.aspx?id=121515&goback=%2Egde_95355_member_5830330991536807940#%21

Crisis counseling after a disaster: Does anything really help?
<http://www.nbcnews.com/health/crisis-counseling-after-disaster-does-anything-really-help-2D11741673>

Psychosocial activities for children relieve anxiety, aid recovery
<http://reliefweb.int/report/philippines/psychosocial-activities-children-relieve-anxiety-aid-recovery>

Business and disaster preparedness: helping communities prepare for effective response
http://www.preventionweb.net/english/professional/publications/v.php?id=35643&a=email&utm_source=pw_email

A year after Sandy, businesses unprepared for disaster
<http://www.nbcnews.com/business/year-after-sandy-businesses-unprepared-disaster-8C11439138>

Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs-Video
<http://www.youtube.com/watch?v=ZLLMDOScE4g&feature=youtu.be>

Building Resilient Communities: An Online Training
http://www.rand.org/pubs/tools/TL109.html?goback=%2Egde_95355_member_271477566#%21

When disaster and disability converge
<http://www.ipsnews.net/2013/08/when-disaster-and-disability-converge-part-one/>

New Hope for Older People in a Disaster
<http://blog.aarp.org/2013/08/12/hope-for-older-persons-in-a-disaster/>

Decision-making in a crisis: Understanding the brain
http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-brain/?goback=%2Egmp_3876618%2Egde_3876618_member_257800797

Strong leaders act before disaster strikes
<http://www.winnipegfreepress.com/local/strong-leaders-act-before-disaster-strikes-214249751.html>

OFB-EZ – a new, free business continuity tool
http://www.disastersafety.org/disastersafety/open-for-business-ez/?utm_medium=email&utm_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID_29d5712ad3cfda67821107234642c451&utm_source=Email%20marketing%20

[software&utm_term=dedicated%20OFB-EZ%20web%20page&qoback=%2Egmp_3876618%2Egde_3876618_member_249997713](#)

5 Things You Don't Know About Disasters

[http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-20130625?cm_ven=Facebook&cm_cat=fb_article_rec&fb_ref=story_share](#)

The Risks You Don't Think of: A Plea to Pack a 'Go Bag'

[http://www.wired.com/wiredscience/2013/06/the-risks-you-dont-think-of-a-plea-to-pack-a-go-bag/](#)

Emerging Technology for Family Emergency Preparedness

[http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f_b_3420895.html](#)

How Social Media Is Changing Disaster Response

[http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response](#)

Is Your Business Continuity Plan Ready for the Summer Vacation Season?

[http://www.disastersafety.org/disastersafety/business-continuity/](#)

10 Worst Things to Donate After a Disaster

[http://money.howstuffworks.com/10-worst-things-donate-after-disaster.htm](#)

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach

[http://freeresources.luciocanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html](#)

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary

[http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html](#)

Why Aren't Americans Listening to Disaster Preparedness Messages?

[http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html](#)