

# PREVENT. PREPARE. RESPOND.



# THE GOAL

Educate older adults, people with disabilities and their caregivers on how to protect themselves in pandemics and public emergencies.



# TARGET AUDIENCES



**GOV'T AGENCIES**



**HEALTH & HUMAN  
SERVICES AGENCIES**



**OLDER ADULTS**



**PEOPLE WITH  
DISABILITIES**



**CAREGIVERS**

**WHAT'S YOUR  
PLAN**

**WHERE'S YOUR  
BAG?**

**WHO'S YOUR  
BUDDY?**



# TYPES OF DISABILITIES

- Visual Impairment
- Deaf & Hearing Loss
- Cognitive
- Mental/Emotional
- Physical
- Medical
- Age-Related

# EMERGENCY CATEGORIES

- General Information
- Pandemic
- Heatwave
- Flood
- Fire
- Earthquake
- Snow & Blizzard
- Terrorism/Shootings



SOLUTION #1

# ROBUST WEBSITE

- Statewide
- Accessible
- Disability-specific language
- Specific emergency information
- English, Spanish
- County information
- County directories
- Mobile-friendly





SOLUTION #2

# SHORT FILMS

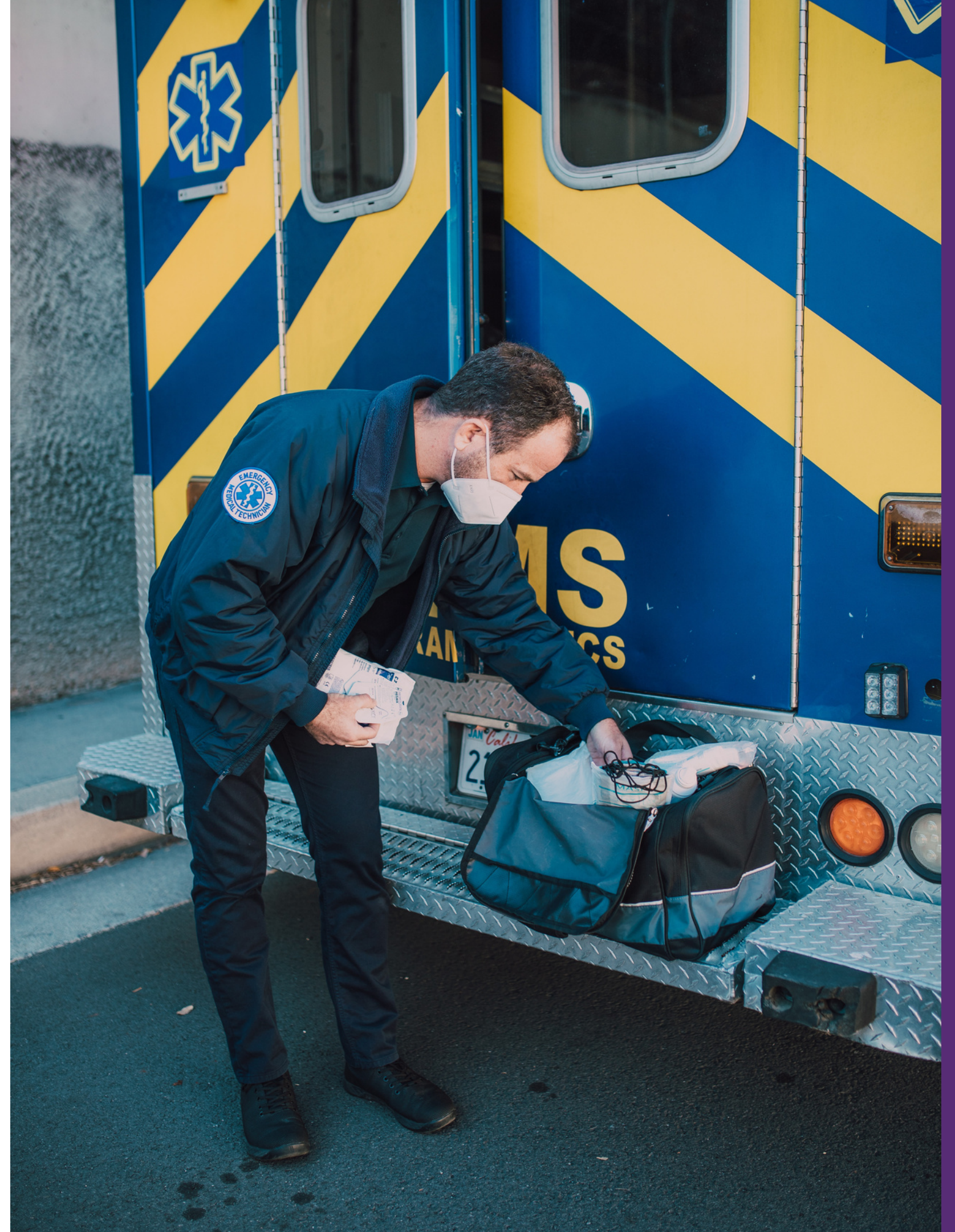
- Interviews with people with disabilities and older adults
- Interviews with first responders
- Demonstrations
- Statewide
- Accessible



SOLUTION #3

# MARKETING & OUTREACH

- Outreach: social services & emergency agencies
- Partner digital tool kits
- Public speaking materials
- Emergency training curriculum
- Public relations
- Partner website pages that link back





**ANY  
QUESTIONS?**