LISTOS CALIFORNIA

began as a transformative disaster preparedness campaign funded in 2019 by Governor Gavin Newsom and the California legislature and launched by the California Office of Emergency Services (Cal OES). Listos means ready in Spanish.

THE GOAL
Prepare the most vulnerable Californians to become disaster ready and build community resilience:

» Older Californians (65+)
» People with disabilities
» People with language barriers
» People with low incomes

CORE MESSAGE
Disaster readiness requires little time or money, but it’s urgent. Just follow 5 EASY STEPS:

GET ALERTS  MAKE A PLAN  PACK A GO BAG  BUILD A STAY BOX  HELP OTHERS GET READY

STRATEGY
» Power a grassroots field strategy through trusted brokers in 300+ community-based organizations and volunteer and service teams
» Generate bold and creative multimedia, educational and promotional resources

ACHIEVEMENTS
Through April 2021, reached more than 3.8 million Californians with disaster readiness steps

» 49 California counties served
» 16 million reached with COVID-19 safety messages
» 80+ new resources in 20+ languages
» 58 county disaster directories in English and Spanish

PANDEMIC PIVOT
Expanded readiness outreach for natural disasters, such as wildfires, earthquakes and floods, to include coping with a public health emergency.
WHO SURVIVES?

We saw in 2020 that dual disasters of catastrophic wildfires and a deadly pandemic once again took disproportionate tolls on older Californians, Blacks, Latinos, Native Americans, Asian-Pacific Islanders, rural residents, people in poverty and people with disabilities or chronic health conditions.

WHAT WILL IT TAKE TO INCREASE EQUITY IN DISASTER RESILIENCE?

All Californians must be reached with culturally competent educational materials in languages they speak that help them be prepared for, respond to and recover from disasters.

The chances of Californians surviving a disaster or disease should not depend on their age, health, ability, bank balance, zip code, language, race or ethnicity.

We must do all we can to reach those who are isolated, who lack technology, and who are part of disability communities.

Barriers to resiliency and readiness vary widely among California’s diverse communities. It will take all of California’s creativity and commitment to reach all residents, no matter who they are or where they live.

In 2020, California’s wildfires again broke records. Climate change and drought are the new normal. The 2021 fire season arrived early. We don’t have a moment to lose.
Steps to **SHIFT** from an Old Mindset to a New Model of **DISASTER READINESS**

**RETHINK**
*disaster education strategies*
- Audit conventional disaster campaigns
- Reject models with
  - Top-down outreach
  - One-size-fits-all content
  - Too-high readiness standards
  - Use of fear to motivate
- Spot barriers to compliance due to
  - Literacy and language
  - Beliefs and culture
  - Age and disabilities
  - Time and money

**RESEARCH**
*what works and where to go*
- Apply principles of behavior change science
- Do surveys and focus groups
- Identify for different cohorts:
  - The best messages and messengers
  - The best methods and mediums
  - Locations for highest-risk residents

**RECOGNIZE**
*poverty as an everyday disaster*
- Respect people without spare time or money
- Accept lack of headspace for natural disasters
- Understand why it is too hard to plan ahead
- Identify logistical barriers to alerts and evacuations, including
  - No internet
  - No smartphones
  - No transportation

**RECRUIT**
*partners who know their communities*
- Mobilize in high-priority regions
  - Community- and faith-based organizations
  - Volunteer and Service Teams
- Find outreach specialists for
  - Black, Latino and Asian Pacific Californians
  - Native Americans
  - Immigrants and refugees, farmworkers
  - Older adults and people with disabilities
  - Rural residents, children and LGBTQ+

Photo Credit: Alameda County Care Alliance
A New Model of DISASTER READINESS

REFRAME
a new baseline of disaster readiness
» Distill conventional preparedness into simple steps that are
  • Low cost or no cost
  • Inclusive of all abilities
  • Not burdensome or fear-based
  • Achievable and empowering

REINVENT
disaster readiness communications
» Build a universe of outreach with
  • Readability for low literacy
  • Multiple languages
  • ADA-compliant formats
  • Tested messages
  • Relevancy and cultural affinity
  • Multiple points of access

REVAMP
methods and mediums for disaster outreach
» Use diverse delivery vehicles, including
  • Peer-to-peer and social networks
  • In-field events
  • Phone calls and text messages
  • TV/radio ads and programming
  • Earned and social media
  • Art, billboards and bus stop signage
  • Digital ads and an accessible website

REINFORCE
with a drumbeat of repetition
» Sustain awareness by flooding diverse communities with
  • Explainer videos
  • Niche news and advertising
  • TV and radio presence
  • Social media posts and digital ads

Drive-by Event

Spanish PSA on Univision
LISTOSCALIFORNIA.ORG

FOR EQUITY IN DISASTER RESILIENCE

KEY INNOVATIONS

A GRASSROOTS, VOTER ENGAGEMENT MODEL
Listos California puts community-based organizations and leaders out front, not the government. Rather than lecture, it listens and learns from those on the frontlines. It channels the go-go pace and excitement of electoral campaigns and repurposes the voter file and voter tech to reach people one-on-one.

MEETING PEOPLE WHERE THEY LIVE
Listos California recognizes that the hardest-to-reach people will not seek out its support. It has to go to them. Transcending the challenges of social distancing and a vast population, it invests in neighbor-to-neighbor outreach at homes and workplaces; phone calls into homes; texts into phones; greeting Californians in line at grocery stores, food banks, bus stops and consulates; holding town halls by telephone, and more.

MEETING PEOPLE WHERE THEY ARE
Listos California studied why conventional disaster education failed. It identified two spectrums that impact success: a person’s current state of readiness for disasters and their stage of readiness to act. It calibrates its offerings to lower barriers of literacy and language, culture and geography, time and money. It considers capacity, strengths, and influences. It has pioneered a new baseline of achievable goals that encourages everyone, at any stage, to do more.
VIBRANT VEHICLES

Listos California rejects traditional disaster education’s dull or alarmist tone and overwhelming, text-heavy tools. It is committed to creative, multicultural and multimodal outreach through vibrant visual and auditory ads, tools, videos, social media and website assets. Based on research, it draws people toward readiness with joy not fear, motivating through fun and love of family. It incorporates poetry, spoken word, storytelling, original songs, spectacular art and exuberant dancing. Like no preparedness campaign before, it customizes outreach to serve the many diverse cultures of California.

BILINGUAL CAMPAIGN
SONG & DANCE: “I’m Ready”

CULTURAL MESSAGES AND MESSENGERS

At Listos California’s core is a commitment to respecting the languages and cultures of all Californians. Messages have to meet the needs of people who speak languages other than English, who require ADA-accessible information, who have low literacy or distinct cultural norms and traditions. It recruits credible messengers from target communities, not only for translation of messages, but for transadaptation, to assure maximum cultural and linguistic affinity.

LGBTQ+ MARIACHI BAND

¡VACÚNATE YA!
Elements of Listos California’s Transformative Campaign

Creative Tools

Reimagines tools, such as a Disaster Ready Guide that unfolds like a map for kitchen table discussions; radio station frequencies that people without internet or smartphones can monitor for alerts during disasters; and bright Go Bags to assist with evacuations.

Bilingual Video Series

Harnesses California’s Latino star power to amplify vital bilingual messages from public health and safety officials on COVID-19 and wildfires, featuring video conversations with Rita Moreno, Jimmy Smits, Nicholas Gonzalez, Melissa Barrera and many more.

Text and Online Courses

Offers the first-ever, all text-message course, in 7 languages, on the five steps for disaster readiness for those who prefer text communications; and explains the five steps in an easy, 15-minute online course, also in 7 languages.

PBS Family Game Show

Produced “What A Disaster!”, a fun family game show where parents and kids compete and teach viewers what to do in an emergency, filmed remotely with body cameras due to the pandemic.
ELEMENTS OF LISTOS CALIFORNIA’S TRANSFORMATIVE CAMPAIGN

SOCIAL BRIDGING PROJECT - Connects vulnerable people with life-changing and lifesaving resources to survive COVID-19 and economic hardships, and to evacuate safely during wildfires, through 1:1 phone conversations in Spanish, Tagalog and English.

TALKS WITH MOM - Honors the cultural stature of Asian mothers through bilingual video conversations on COVID-19 and disasters with families that speak Tagalog, Chinese, Hindi, Vietnamese and Hmong.

STREET OUTREACH - Provides tools to survive wildfires and the pandemic to Californians living in cars and on the streets, such as COVID-19 PPE, evacuation tips and a fillable, wallet-sized card for people to record their medical conditions and emergency contacts for first responders.

ANIMAL READINESS - Distributes evacuation tips for low-income people with pets at animal shelter vaccination clinics; and collaborates with large animal veterinarians to plan ahead for evacuation of horses, cattle, sheep and other work animals.
ELEMENTS OF LISTOS CALIFORNIA’S TRANSFORMATIVE CAMPAIGN

**IMMIGRANT AND REFUGEE OUTREACH**

Channels disaster tools, along with fresh produce and face masks, through trusted allies; and offers to newcomers unfamiliar with California disasters an educational video on safety practices, in Amharic, Arabic, Dari, Pashto, English, Russian and Tigrinya.

**PRODUCTS FOR PEOPLE WITH DISABILITIES**

Offers a pandemic survival guide for people with intellectual and developmental disabilities; a “health profile” to communicate for those who could not speak during an emergency; disaster tips in American Sign Language; and a Disney-themed trivia night to help autistic children prepare for disasters.

**TRIBAL COMMUNITY OUTREACH**

Provided 20-hour in-person training in community disaster response for 20 tribes; offers an accessible webinar on simple steps for disaster readiness; wrapped two mobile touring trailers with safety messaging; and fills them with emergency readiness equipment tailored for each tribe’s needs.

**FARMWORKER INITIATIVE**

Provided food, vaccines, PPE and survival tips for the pandemic and wildfires, in Spanish, Punjabi and Hmong, at drive-by, walk-up and in-person events, (such as breakfast in the fields); and offers unprecedented audio files in seven dialects of oral languages for monolingual farmworkers or those who do not read.
WHAT’S NEXT?

MORE RESEARCH

» On Alerts: Why don’t three out of four residents of high fire-risk counties get alerts? What could make alerts more accessible and drive Californians toward universal emergency alerts?

» On Barriers: What barriers to readiness are faced by vulnerable subgroups, such as elderly Latinos, hearing-impaired individuals, first-generation Vietnamese, Black parents, nonverbal people with autism, Haitian refugees or children of tribal nations? What could overcome them?

» On Transportation: Many older, infirm, disabled and low-income people, such as farmworkers, have no options to evacuate when told to run for their lives. What kind of emergency conveyance system could track danger and extract people from its path?

MORE ENGAGEMENTS

» Reach more children and teens to foster a lifelong culture of readiness and become vectors for change within households and schools.

» Nurture community networks and build new bridges to highly isolated and vulnerable people, such as those who are undocumented or homebound.

» Empower people in diverse communities to become their own resource for disaster preparedness, response and recovery.

MORE INNOVATIONS

» Relational Organizing: Voter engagement model that deploys influencers, such as matriarchs, teachers or employers, to promote disaster readiness in private social networks.

» Asset Mapping: Builds community resilience by connecting neighbors to determine disaster strengths and needs, such as who has a car or a ladder and who has pets or is a nurse.

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Much has been accomplished. But to narrow the equity gap in disaster resilience, even more is needed. Listos California can lower more barriers and engage with more Californians.