



Engaging Communities Before A Disaster

An American Red Cross Study

February 2014

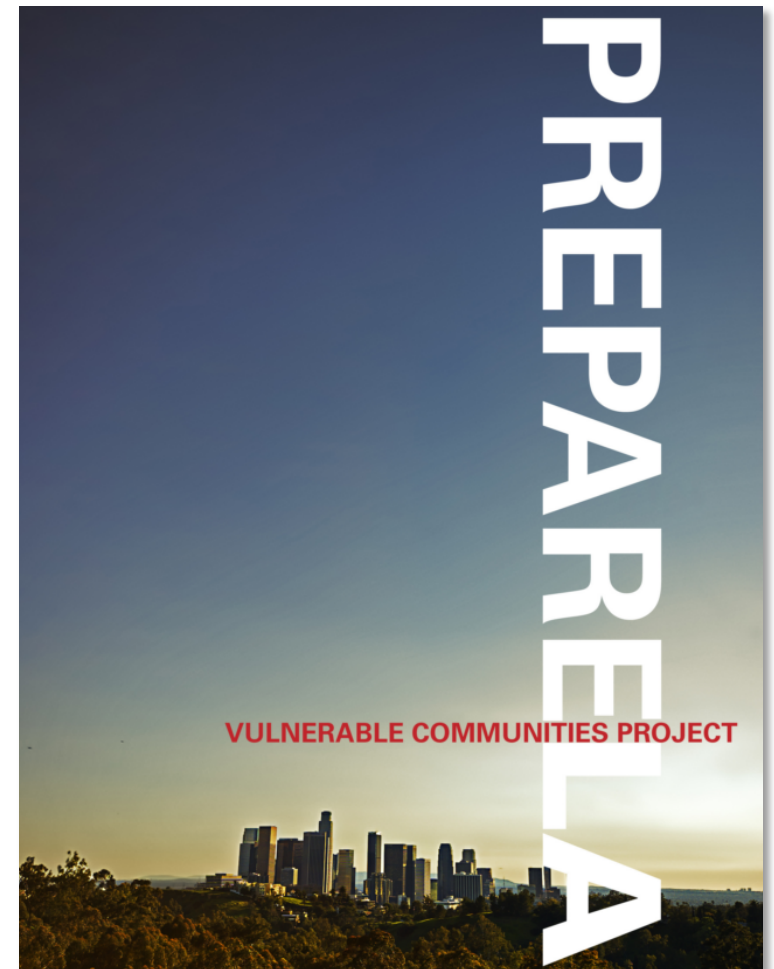
American Red Cross

Los Angeles Region

“The Study”

Objectives

- Identify and select **disaster vulnerability indicators**
- Identify the **top ten most vulnerable communities** that will be in need of Red Cross Services following a disaster.



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Indicators of Social Vulnerability

- | | |
|------------------------------------|------------------------------|
| 1- Race/Ethnicity and Poverty | 5- Car-Less Households |
| 2- Single Parent Head of Household | 6- Age Dependency Ratio |
| 3- Education | 7- Population Density |
| 4- English Proficiency | 8- Access & Functional Needs |

10 Most Socially Vulnerable Communities in L.A. County

- | | |
|--------------------------|-----------------|
| • Westlake | • Florence |
| • Historic South-Central | • Watts |
| • South Park | • Cudahy |
| • Central – Alameda | • Boyle Heights |
| • Pico Union | • Koreatown |

The Findings



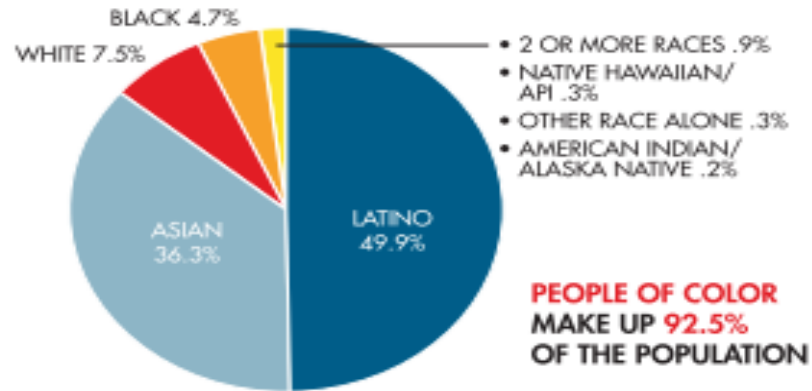
TOTAL POPULATION
108,363 PEOPLE

57.5%

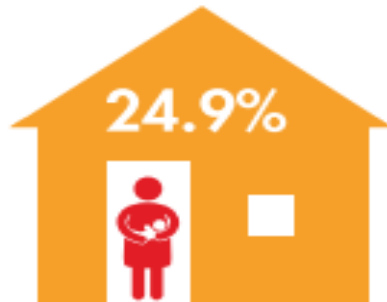
**BELOW 200%
OF THE FEDERAL
POVERTY LINE**



RACE & ETHNICITY



SINGLE-HEADED HOUSEHOLDS



POPULATION WITH HIGH SCHOOL DIPLOMA OR HIGHER



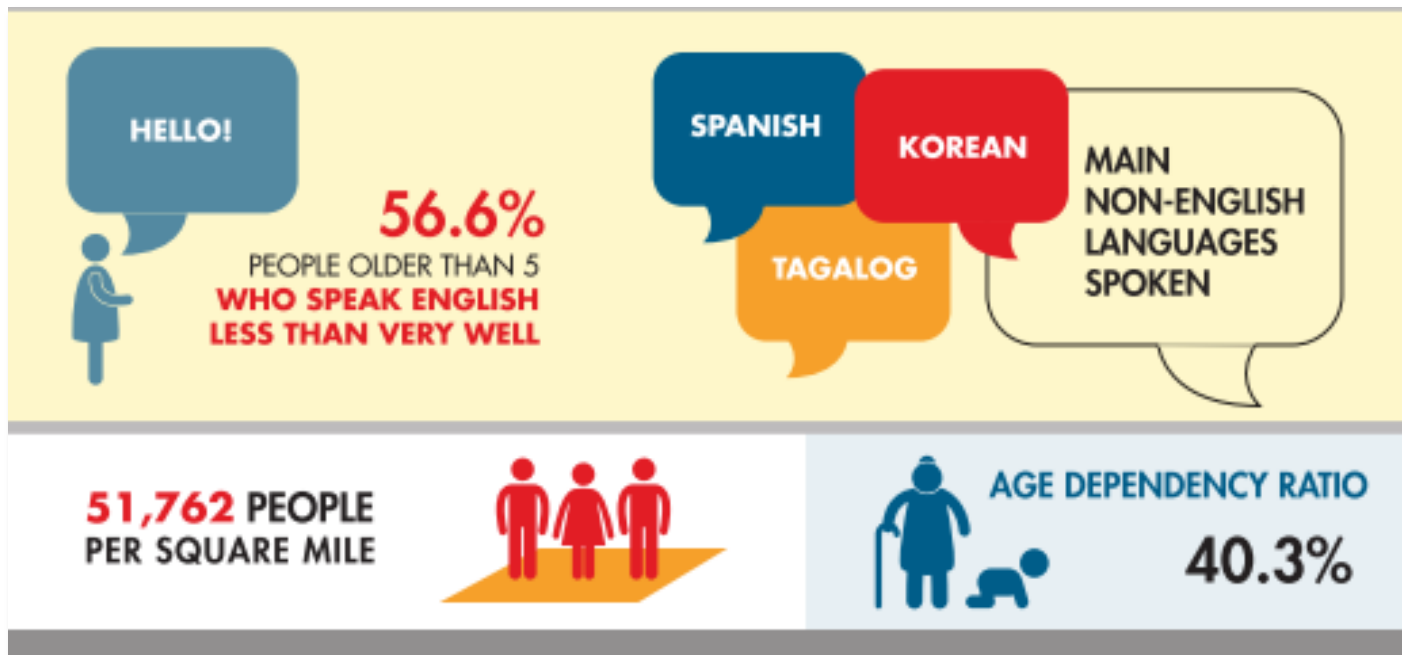
27.4%
**HOUSEHOLDS
WITHOUT A CAR**



The Findings

PrepareLA – Community Profile

KOREATOWN



How the Red Cross Plugs In



How The Red Cross Plugs In
American Red Cross Los Angeles Region



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More Plug Ins

- Community Advocates / Ambassadors
 - *Look for invested representatives who live, play, work in the community*
- Faith Based
 - *Find major faith based organizations in the community; small FBs too!*
- Teens
 - *What about the youth? What opportunities exist to evangelize / promote a culture of preparedness? e.g., Teen CERT*
- Outreach to Communities
 - *Face time in the community*



There's an App for That!

DOWNLOAD RED CROSS APPS

Use your smart phone to scan QR Codes below.*



Available for iPhone & Android

First Aid



Earthquake



Wildfire



Shelter View



Only iPhone

Tornado



Hurricane



**QR code reader app required (www.qrscanner.com)*



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What You Need To Consider...

Ask...

Convener/Leader

Assessment

- What are we dealing with in our community

Assets

- People, places, things

Assistance

- What do you bring to the table to assist in engagement

The What

List your community? Palmdale, Ladera Heights, etc.

What ONE WORD describes your community?

<input type="checkbox"/> Hillside / Mountainous	<input type="checkbox"/> Urban
<input type="checkbox"/> Rural	<input type="checkbox"/> Coastal
<input type="checkbox"/> Suburban	<input type="checkbox"/> Beachfront

Select the vulnerabilities of your community? (select all that apply)

<input type="checkbox"/> Wildfire	<input type="checkbox"/> Tsunami
<input type="checkbox"/> Power Lines / Poles	<input type="checkbox"/> Power / Chemical Plant / Refinery
<input type="checkbox"/> Land/Mud Slides	<input type="checkbox"/> Fault Line
<input type="checkbox"/> Flooding	<input type="checkbox"/> Other:
<input type="checkbox"/> Airport / Landing Strip	

What neighborhood clubs, groups, committees, and associations are in your community?

<input type="checkbox"/> Lions / Rotary / Elks	<input type="checkbox"/> Neighborhood Councils
<input type="checkbox"/> Block Clubs	<input type="checkbox"/> Chamber of Commerce
	<input type="checkbox"/> Other:

The Who

What is the name of your Mayor*?
*Not all communities will have a Mayor.

Who are your local Councilmembers?

Name the influential leaders in your community?



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