



South Carolina Lieutenant Governor's Office on Aging

Senior P.R.E.P.

Planning and Resources for Emergency Preparedness

a development of

The Emergency Management Coordination (EMC) Initiative

Emergency Management Coordination (EMC) Initiative

Overview

The SC Lieutenant Governor's Office on Aging (LGOA) is striving to be more proactive in promoting, bringing awareness to, and supporting emergency management related issues on a local level within our AAAs/ADRCs by reaching out to prospective agencies and organizations of which we believe our AAAs/ADRCs would benefit from establishing a partnership. To fulfill our role as the South Carolina State Unit on Aging (SUA) as mandated by the Older Americans Act (OAA) and efficiently participate as an involved state government in the Presidential Policy Directive 8: National Preparedness (PPD:8), as implemented by the Department of Homeland Security(DHS)/ Federal emergency Management Agency(FEMA), the LGOA is enhancing the programmatic overview of the logistics for emergency functions in our local AAAs/ADRCs to undertake our responsibility of providing safety and security for our targeted population in the event of an emergency.

Objective

The SCLGOA is currently working on a strategic development plan to promote emergency management and disaster preparedness in each of our 10 regional AAAs/ADRCs, serving older adults and adults with disabilities. The main goal of our strategic development plan for our emergency management coordination for our AAAs/ADRCs is to provide the tools, guidance, knowledge, and opportunities for them to partner with relevant organizations and become more involved in their community planning.

Purpose

The Emergency Management coordination plan is being designed to aide each of our 10 regional AAAs/ ADRCs in the process of developing a structured preparedness plan for our target population, establishing pertinent partnerships in the event of an emergency, and identifying an ongoing planning process based on the new locally driven paradigm for emergency planning as a result of hurricane Katrina in 2005.

Main Goals of the EMC Initiative

1. To provide the tools, guidance, knowledge, and opportunities for our AAAs/ADRCs to partner with relevant organizations and become more involved in their community planning.
2. To help safeguard our targeted population by promoting individual awareness and preparedness through outreach and education.

Major Developments of the EMC Initiative

- * Established a uniform disaster preparedness template via the AAAs/ADRCs Area Plan Update (to include a new emergency preparedness format & emergency contact template)
- * Heightening Awareness (Senior P.R.E.P.)
- * Promoting Community Involvement (meetings and coalitions)
- * Identifying Training and Education Opportunities
- * Developing Public/Private Partnerships (Walgreens)

What is Senior P.R.E.P.?

- * Senior P.R.E.P. is a program designed to raise awareness of the importance of individual emergency preparedness for South Carolina's senior population.
- * Senior P.R.E.P. provides planning resources to aid our senior population in their emergency planning process, and allows them to continue to live as independently as possible, despite the circumstances.



SENIOR P.R.E.P.

Planning and Resources for Emergency Preparedness

Details of Senior P.R.E.P.

Branding & Slogan

- * Our branding for this project is “Senior P.R.E.P (Planning and Resources for Emergency Preparedness).”
- * The Senior P.R.E.P. slogan is as follow, “Plan ahead. Stay ahead. Have you prepared?”

Senior P.R.E.P. Brochure & Monthly Focuses

- * The SCLGOA has compiled basic information (the Senior P.R.E.P. brochure) addressing emergency preparedness and daily assistance for continuous distribution, and will rotate a different area of focus each month with supporting literature.

Launch Event Details

- * The initial launch event took place on Tuesday, April 1, 2014 in Columbia, SC. A second Senior P.R.E.P. focused event took place October 7, 2014 in John’s Island, SC.
- * The launch event featured a theme of jump starting ones emergency kit. The SCLGOA is partnering with Walgreens to provide emergency kit starter bags, to include, magnets to record important emergency numbers on, whistles to signal for help, first aid kits, jumbo sized playing cards, and LED flashlights (batteries included). Items will be available only at the specified location.
- * Senior P.R.E.P. t-shirts were given out on the day of the event while supplies last (only at the TBD specified location).

Senior P.R.E.P. Starter Kit Items



Public/Private Partnership

- * Walgreens has agreed to partner with the SCLGOA on promoting individual preparedness for our seniors through distribution of information both in their stores, and through their outreach efforts (each store is required to do two senior focused events a month).
- * Each of the Walgreens across the state of South Carolina (an estimated **110 stores**) participate in this project.
- * The information will be displayed year-round near the pharmacy in each Walgreens. This individual preparedness initiative will take place for at least 12 months.
- * The SCLGOA is partnering with the SC Emergency Management Division, in addition to several different agencies.

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