

**Jefferson County Homeland Security & Emergency Management
Public Awareness, Education & Training Committee
September 12, 2018
Minutes**

The Jefferson County Homeland Security and Emergency Management (JCHSEM) Public Awareness, Education, and Training Committee met at the Jefferson County Emergency Operations Center on Wednesday, September 12, 2018 at 0830 hours. Those present were Steve Allen, JCHSEM; Patricia Davis, CERT Volunteer; Hans Fogle, Jefferson County Board of Education; Michele Goldman, Jefferson County COAD; Kaitlin Lacey, Jefferson County Health Department; Paula Marrone-Reese, Good Shepherd Interfaith Caregivers; and Brandon Vallee, JCHSEM

Ms. Marrone-Reese, Chair, called the meeting to order at 0840 hours. The committee members introduced themselves.

I. Old Business

1. Introduction of new Public Awareness Committee Chair
 - a. Ms. Marrone-Reese formally introduced herself to the committee.

II. New Business

1. Discuss meeting day, frequency, and times.
 - a. Ms. Marrone-Reese inquired with the committee about the preferred date and time of this committee. The committee agreed to continue meeting monthly, on Wednesday's at 0830 hours. Ms. Davis asked if a call in option would be considered. Mr. Allen stated that is a possibility. Ms. Marrone-Reese recommended that the committee be able to skip meetings if they aren't necessary.
2. Goals for reaching groups
 - a. The committee discussed which groups the Public Awareness Committee needs to include in future meetings and the most effective way to give them information. Key stakeholder groups identified by the committee include the faith-based community, schools, Jefferson County Animal Welfare Society, Briggs Animal Adoption Center, media representatives, realtors, and Home Owner Associations. Mr. Vallee recommended that the committee identify the "Community Pillars" to invite to the committee.
 - b. Ms. Davis stated that the committee needs to have a mission statement in order to effectively reach out and gain the interest of these groups.
3. Goals and planning priorities
 - a. The committee discussed the purpose and overall goals of the committee and began developing a mission statement. The committee identified the following as the purpose of the committee:
 - i. Ensure that the public is aware and knowledgeable of the risks and hazards of natural and man-made disasters.

- ii. Locate, identify, provide, and share training and education opportunities for the public. Mr. Vallee pointed to education opportunities such as Disaster Ready Kids or Active Shooter presentations.
 - iii. Coordinate and distribute information to the whole community.
 - b. Once the committee determined its overall goals, the committee began to develop a mission statement. Ms. Goldman recommended using the Jefferson County COAD's mission statement and modifying it to meet the committee's needs. Ms. Marrone-Reese suggested keeping the mission statement short and suggested: "Help organizations and individuals prepare and communicate ways to keep our community safe."
 - c. Ms. Marrone-Reese requested that for the next committee meeting that the committee identify new potential members for the committee, develop a mission statement, and identify new opportunities to reach out to the public.
 - i. Mr. Vallee stated that he will bring the results of the JCHSEM preparedness survey to the next committee meeting in order to discuss the results and how best to implement feedback.
- 4. West Virginia Homeland Security Region 3 - 2018 Exercise Series
 - a. On Saturday, October 27, the "Derecho Super Cell" exercise will continue with a Full Scale Exercise throughout Homeland Security Region 3.
 - b. Mr. Allen stated that the previous exercises tested plans, policies, and procedures for Jefferson Medical Center, Genesis, Hospice of the Eastern Panhandle, JCHSEM including emergency public information, the Emergency Communications Center, and the American Red Cross.
- 5. Social Media Statistics
 - a. Mr. Vallee stated that the JCHSEM Facebook page has 3,655 followers, the JCHSEM Twitter account has 259 followers, and there are 2,352 registered Nixle users. He noted that due to several weather events over the summer, the community has been more engaged online, leading to a substantial increase of followership.
 - b. Mr. Vallee expressed concern regarding the Nixle platform rebroadcasting simplified messages and the National Weather Service sending numerous flooding updates. He noted that there have been several complaints about the quantity of messages being sent out to the public.
- 6. Recommended Independent Study Courses
 - a. Mr. Vallee stated that each year, a list of recommended Independent Study Courses are developed for the JCHSEM Training and Exercise Calendar. The courses that were recommended for February and March are:
 - i. IS-394.a - Protecting Your Home or Small Business From Disaster
 - ii. IS-120.a - Introduction to Exercises
 - b. Mr. Vallee encouraged committee members to check out the Independent Study Courses that FEMA provides. Those courses can be found at:
<https://training.fema.gov/is/>
- 7. Business Preparedness Information on the County Website

- a. Mr. Vallee noted that February was business preparedness month. He noted that business emergency planning materials were added to the Jefferson County Website during the month of February to assist the community with emergency preparedness efforts.
- b. Ms. Goldman inquired if there have been business preparedness courses since the class sponsored by the Jefferson County Chamber of Commerce in 2014. Mr. Vallee reported that following the Harpers Ferry Fire in 2015, two business / financial preparedness courses were offered in partnership with Bank of Charles Town, however, no one attended.

III. Member Sharing Time

1. Ms. Lacey reported that the Jefferson County Health Department is preparing for the full-scale exercise. They will be distributing flu shots at a Point of Distribution at Jefferson High School to test thru put. Ms. Lacey anticipated that there will be a sanitarian assisting in the EOC during the exercise.
2. Mr. Fogle stated that he is currently updating the Jefferson County Board of Education website. Mr. Vallee inquired if Mr. Fogle would be interested in hosting a copy of the JCHSEM Nixle Widget on their website. Mr. Fogle stated that he will inquire about it at a later time.
3. Ms. Marrone-Reese reported that Good Shepherd Interfaith Caregivers received the Excellence Award from the National Volunteer Caregiver Network. She noted that one of her volunteers received the national 20189 Volunteer of Excellence Award. Both awards will be presented at a conference in October. Mr. Marrone-Reese stated that Good Shepherd Interfaith Caregivers received notification that they were being awarded the Award for Excellence by the West Virginia Nonprofit Association, with the award being presented in Canaan Valley in September, 2018.
4. Ms. Goldman reported that the Jefferson County COAD has recently completed its website and requested committee members to check it out and make recommendations. She mentioned that there will be an Active Shooter training in Berkeley County, however date, time, or location has been established. Mr. Vallee requested that once this information is received, if Ms. Goldman could notify him.
5. Mr. Allen said that JCHSEM is looking to bring back Community Emergency Response Team (CERT) training in 2019, once James Sager, JCHSEM Deputy Director, completes the FEMA train the trainer program. Mr. Allen noted that JCHSEM is working with the Jefferson County's Prosecuting Attorney's Office to work through issues of liability and utilizing volunteers for community outreach programs and during disasters.

IV. Adjournment

1. Ms. Marrone-Reese adjourned the meeting at 1026 hours. The next meeting of the Jefferson County Public Awareness, Education, and Training Committee will be on Wednesday, October 10 at 0830 hours at the Jefferson County EOC.