



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** August 31, 2010  
**To:** Honorable Mayor & City Council  
**From:** Pamela Mottice-Muller, Director of Emergency Management *pm*  
**Subject:** National Preparedness Month  
**Attachments:** None

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### INTRODUCTION

National Preparedness Month is a nationwide campaign held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. Throughout September, the City of Beverly Hills will focus on the importance of emergency preparedness and promote disaster mitigation throughout the community. With emergency preparedness being a high priority of the City Council and building upon previous years' efforts, a variety of outreach efforts designed to reach all segments of the community are planned for September.

### DISCUSSION

"Creating a Culture of Preparedness" is the overriding theme for all of the City's emergency outreach initiatives. The goal is to raise public awareness and inspire a "call to action" by community members to take the necessary steps to protect the life, property and safety of themselves, family members, neighbors and co-workers. Planning and preparing before a disaster occurs can greatly reduce the devastating impact of a large-scale event as well as the rate of recovery from the incident. This includes being self-sufficient for five to seven days and storing water for up to fourteen days, as a major disaster could overwhelm emergency and government service resources, delaying attention to those in need for several days.

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To get these important messages out to the community, a wide range of educational information is being offered throughout the month as follows:

- “Make A Kit. Make A Plan. Be Informed” banners displayed on City streets, at City facilities and Beverly Hills public schools,
- postcards provided to Beverly Hills residents through a variety of methods,
- children’s emergency preparedness themed book display,
- public service announcement to air on the City’s cable channel and website,
- radio messages delivered by Health and Safety Commissioners on the City’s 1500 AM station,
- information on City website,
- information on school district website,
- press release to local press,
- information booth at Senior Health Fair—September 13, 10am to 2pm at Roxbury Park,
- a variety of presentations to the business community.

City Council members are asked to refer Community members to the above places for information, or they may call the Office of Emergency Management at 310-285-1025.

### **FISCAL IMPACT**

Costs of banner installation are covered through the budget of the Office of Emergency Management. Materials and other information distributed have no cost.

Pamela Mottice-Muller *pm*

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