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Resilience Report

Brief insights and the latest innovations in emergency management and health security.

CONSTANT is proud that this week's issue of the Resilience Report marks our 50th issue! Thank you for allowing us to share news and updates in the fields of emergency management and health security. In this issue, we explore how to socialize emergency management efforts through marketing and outreach. We also present the latest on climate change and public health and let you know about National Ice Cream Day and some exciting upcoming sporting events.



Climate Change Impacts

- A [new poll](#) shows that those who have been personally affected by extreme weather events are more likely to perceive climate change as a major problem and/or crisis. And, a climate change communications expert argues that [highlighting personal health implications](#) from climate change can engage the public in the fight for strengthened policies.
- A [study](#) published in the journal Climatic Change demonstrates the disparate monetary impacts from greenhouse gas emissions between nations. Rich nations benefit while poorer nations suffer from carbon pollution.

Public Health Woes

- The CDC continues to monitor the [U.S. monkeypox outbreak](#) while facing [criticism](#) for the agency's early response. In New York City, which accounts for almost a quarter of the country's confirmed cases, a website set up to facilitate appointment scheduling for monkeypox vaccines crashed due to [high demand](#) earlier this week.
- As the [BA.5 variant](#) becomes dominant, officials worry about how COVID-19 metrics currently severely undercount the number of infections, driven by the use of at-home tests. Vaccine doses, once highly sought after, are being [thrown](#)

[away](#). Yet, U.S. officials are working on expanding access to [a second booster](#) shot to all adults.

Emergency Management Round Up

- As we get closer to peak hurricane season, FEMA has published [new resources](#) to help people to protect themselves and their property. FEMA also produced a [Roadmap to Federal Resources for Disaster Recovery](#) designed to help SLTT entities navigate post-disaster challenges.
- A U.S. News & World Report shows that racial and ethnic minority communities in the U.S. face [an increased risk](#) of being impacted by extreme weather events. And while disaster-related deaths are decreasing despite the presence of more severe disasters, officials note that locations with [robust disaster alerts](#) are often the wealthiest, with large gaps in notifications across regions such as Africa and Latin America.



Every issue, we'll dedicate space for a topic that we think is especially important for emergency management professionals to read. With threats from disasters and hazards continuing to grow, the importance of fostering community and individual preparedness cannot be underscored. This week, we provide examples and tips for the development of local engagement and outreach strategies, recognizing that preparedness can be promoted by a number of different means and that it 'takes a village'.

- The New York City Emergency Management Department launched a PSA earlier this week focused on [nuclear preparedness](#). The PSA delineates three key steps that New Yorkers should take in the event of a nuclear event, including getting inside, staying inside, and staying tuned. Though the PSA has elicited some public [controversy](#), emergency management officials provided this resource as another tool to promoting personal preparedness in an evolving threat landscape.
- The State of Texas General Land Office features a natural disaster preparedness PSA titled [Don't Ignore Your Risk](#). This multi-media, multi-platform campaign will continue to run through the [2022 Atlantic Hurricane Season](#) and was recently recognized by the [National Association of Government Communicators](#) as a campaign that is garnering national-level attention.
- In CONSTANT's backyard, the Los Angeles Regional Collaborative and the Los Angeles County Department of Public Health have launched an [extreme heat campaign](#). Campaign materials will continue to become available throughout the month of July as the themed weeks progress. Community partners are asked to sign up to be able to receive and share materials such as graphics.

Tips for developing emergency management-related marketing and outreach campaigns

FEMA's [2021 National Household Survey](#) still shows significant work to be done in fostering a culture of preparedness across the U.S. Below, we provide tips for developing emergency management-related marketing and outreach campaigns, whether developing a targeted campaign or promoting general disaster preparedness.

- **Tip 1: Use the Medium-Moment-Message framework to develop targeted campaigns.** As described in a [Marketing Emergency Management Principles](#) presentation that CONSTANT produced, developing emergency management-related marketing and outreach campaigns requires defining target audiences and the means of reaching them, appropriate timing for message distribution, and understanding what will motivate individuals to take action.
- **Tip 2: Use a multi-faceted model to reach constituents.** Individuals will vary in the sources from which they get their information and who they trust to receive messages from. In addition to developing targeted campaigns, a robust outreach program should engage [representatives across sectors](#) to distribute messages and will utilize multiple mediums to reach constituents.
- **Recommendation 3: Integrate outreach activities into existing community activities.** Though print, radio, social media, television, etc. all provide a medium for transmitting messages, in-person events can also provide an important opportunity for local emergency management to connect with constituents. Linking with already existing community activities (i.e., local fairs, neighborhood council meetings, faith-based groups, etc.) to present or provide materials about disaster preparedness can ensure messages are received and can build trust.



National Ice Cream Month/Day

- While the entire month of July is acknowledged as [National Ice Cream Month](#), Sunday is recognized as National Ice Cream Day. The latest polls say that chocolate, vanilla, and cookies n' cream are America's [top three flavors](#), but you can pick out your favorite at a [retailer near you](#) who is offering free or cheap ice cream to celebrate.

Sports Continue to Heat Up

- As the weather gets hotter, so does the action on the field, the track, and the court. For the first time on U.S. soil, we host the [track and field world](#)

[championships](#) in Eugene, Oregon through next week. The MLB All-Star game will take place on Tuesday with the [final roster](#) solidified. And, the ESPYS will recognize the finest athletes on Wednesday (full list of nominees [here](#)).

The Awards Continue

- In addition to the ESPYS on tap, [Emmy nominations](#) came out this week, with Succession being the most-nominated program of the year. For a full schedule of some of this year's award shows, check out this list [here](#). Some award season dates, are still TBD, however.



We're Here to Support You

If you need help with disaster preparedness, COVID-19 AARs, or anything in between, send us an email at donna@constantassociates.com. We are here to help.

CONSTANT is certified as an 8(a) and Economically Disadvantaged Woman Owned Business (EDWOSB) and as a Great Place To Work. We are an Equal Opportunity Employer.

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