



## 2010 Safe & Sound Fair

Be an everyday hero.

Annual emergency preparedness fair  
activities proposal



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# Overview and History

The purpose of the Safe & Sound Fair is to improve the community's preparedness knowledge, to increase volunteerism in emergency response and preparation organizations, and to inspire residents of Anchorage to take action to prepare themselves and their families for both personal and community-wide emergencies.

Anchorage's first emergency preparedness fair was held in 2008. The Anchorage Office of Emergency Management supported this program and was joined in planning and sponsorship by the Municipality's Loussac Library and the North America Outdoor Institute. With a budget of just \$0, the first preparedness fair was extremely successful with approximately 700 visitors.

The second annual emergency fair built on the prior year's success by establishing a logo and developing relationships with organizations such as State Farm Insurance and KTUU Channel 2 news. Lt Governor Craig Campbell was the guest speaker for the 2009 fair, now titled the 'Safe & Sound Fair', which more than doubled attendance to over 1500. A second fair was added to the Mat-Su Valley and host at the Mat-Su College. This fair's first attempt brought about 500 people to learn about preparedness.

This year the Safe & Sound Fairs are expected to double in attendance with a larger, more consistent promotional campaign and the addition of multiple community participation activities. These interactive events will transform the 2010 Safe & Sound Fair from a series of tables and speakers into a highly anticipated, hands-on family experience.



## 2010 Fair Theme

"I did what anyone would do, and what everyone ought to do." - Wesley Autry, NY saved a man who had fallen onto the subway tracks when he suffered a seizure while 75 other people did nothing.

"We are all potential heroes" – Dr. Philip Zimbardo, Stanford University

Traditionally, when we talk about heroism, we refer to our first responder and military heroes. This year, the Safe & Sound Emergency Preparedness Fair will focus on the rest of our heroes – ordinary folks who are moved to heroic actions in times of need.

Emergencies, both personal and community wide, call on people to be heroes; to act bravely, decisively, and quickly. Every action citizens take to prepare for emergencies builds a personal habit of heroism and gives them the confidence, knowledge and resources to act in the face of disaster. Whether an individual gets certified in CPR and first aid, learns how to use an avalanche beacon, or creates an emergency plan for their family, they are preparing to be a hero – and this year we are going to focus on developing a community of everyday heroes.

The 2010 Safe & Sound Fairs, scheduled for Sept 11 at the Loussac Library and Sept. 18 at the Mat-Su College, will include several community-wide activities beginning as early as August 1. These activities will help residents of all ages develop preparedness skills and knowledge and will encourage volunteerism throughout the emergency preparedness community. Our goal is to inspire residents to resist the urge to rationalize inaction. Experience shows us that attendees of the fair are inspired by what they learn, but once they leave, they are much less likely to act on that inspiration. To counteract this problem, the 2010 fair will include a sign up list at every volunteer organization's booth. Additionally, all volunteer organizations will be encouraged to include a sign up sheet for individuals who wish to volunteer or wish to get more information about volunteering with a particular organization.



Wesley Autry, 2007 Person of the Year

# Planning Committee Members

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**Dawn Brantley - Anchorage**

Public Information Officer and Community Preparedness Coordinator  
Anchorage Office of Emergency Management

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**Bea Adler – Mat-Su**

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**Debra McGhan**

Executive Director  
North America Outdoor Institute (NAOI)

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**Joe Sylvia – Both Fairs**

MAT-SAR (Search and Rescue)  
President

NAOI Instructor

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## Key Activity: Who's Your Hero?

Beginning the first of August (tentatively), Residents can submit stories about their personal heroes, individuals whose actions helped them during an emergency situation. The stories will focus on everyday people taking action not associated with their normal job. Nominees could include anyone from an individual whose backcountry safety knowledge saved others from injury to someone who performed CPR to save a life.

These Community Heroes will be honored at the Fairs by either an honored guest or by the person who they helped.

### Timeline:

June	Seek sponsors for contest
July	Develop partnerships with media outlets
August	Contest begins August 1 and ends August 22 Judging and notification of winners Press releases of winners
September	Recognize Community Heroes at the Safe & Sound Fair Present awards to Community Heroes

### Rules

- Any person may submit a nomination. Resident must live in the community for the fair they are entering (i.e. Anchorage nominee must be a resident of Anchorage. Mat-Su nominee must be a Mat-Su resident.)
- Heroic acts can not have been part of the nominee's job (i.e., Fireman, Police Officer, EMT).
- Nominations must be submitted in writing via email, through the online form submission, or by postal mail. No nominations will be taken over the phone.
- Judges' family members may not be nominated.
- Nominations submitted after midnight on the last day of the contest will not be considered.
- Nominations missing information will not be considered.
- All nominators will be given the opportunity to present the award to their hero but it is entirely optional.
- All entries must include:
  - Nominee's first and last name
  - Nominee's contact information
  - Nominator's first and last name
  - Nominator's contact information
  - Date or approximate date of the event
  - Location of event (does not have to have been in Alaska)
  - Details of the event and actions taken to help

Submit Anchorage nominees to: Dawn Brantley - [BrantleyD@ci.anchorage.ak.us](mailto:BrantleyD@ci.anchorage.ak.us) 1305 E. Street, Anchorage, AK 99501

Submit Mat-Su nominees to: Bea Adler - [badler@matsugov.us](mailto:badler@matsugov.us) 680 N. Seward Meridian, Wasilla, AK 99654.

## Key Activity: Poster Contest

The Office of Emergency Management [OEM] and Mat-Su Dept. of Emergency Services (DES) will host an elementary school emergency preparedness poster contest. During the contest period, OEM, DES and NAOI will offer emergency preparedness education to any public or private school by request. Children will create a poster depicting an element of emergency preparedness (Drop/Cover/Hold, emergency supplies, etc).

The posters will be judged for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place and all participants will receive a participation certificate. Winners will be notified on September 5 & 6 and pictures will be taken on September 7. The winning 3 posters will be displayed at the respective fair and the 1<sup>st</sup> place winner's poster will be printed and handed out at the fair. First, second and third place prizes will (tentatively) be presented at the opening of the fair.

### Timeline:

May	Send participation invitation to public and private schools
August	Contest begins August 18 and ends September 1 Emergency preparedness classroom presentations offered
September	Judging and notification of winners Press releases of winners Recognize and present awards at the Safe & Sound Fair Winning poster printed and distributed at the Safe & Sound Fair

### Rules

- Any child in elementary school or homeschooled children between the ages of 5 and 12 are eligible to participate.
- Posters will be judged according to grade level.
- Posters may be delivered to the Office of Emergency Management, Mat-Su Dept of Emergency Services or to the individual's school.
- Judges' family members are not eligible to participate.
- Posters will be picked up by the (OEM on September 2<sup>nd</sup>) or (DES Sept. 6); no entries will be accepted after these dates.
- All posters must include:
  - First and last name
  - Age
  - Grade level
  - School
  - Contact information

# Key Activity: Hero Course

This year's fair will include an obstacle course of emergency response/preparedness activities. Anyone can participate in this family-friendly event and everyone who completes it will receive recognition (TBD) at the end of the obstacle course.

Potential obstacles:

- Gear grab (call out an "emergency" and participant runs to pick top 3 items)  
Fire, earthquake, flood, car in ditch, Etc.
- Putting out a fire with the extinguisher apparatus
- Shutting off gas
- Perform CPR on a dummy
- Build a box crib (have an example for contestant to use as guide)
- Locate an avalanche victim using a transceiver
- Help an injured person to safety (blanket drag small person)
- Administer basic first aid (bandage a cut)
- Puzzle ( memory type puzzle - pictures of gear 10 - 20 pics)
- Fire start (one match, flint & steel etc.)
- Smoke detector battery test and change (have several only one with bad Battery)
- Compass navigation(optional)
- Name five relatives or friends and their phone number without using any technology device. (Must be done from memory.)

## Timeline

May	Identify vendors for course obstacles
June	Obstacle Course vendor planning meeting
July	Locate sponsor(s) for the course Solicit volunteers
August	Final Course vendor meeting

## Rules

- Anyone may participate.
- Anyone completing each obstacle correctly receives a hero recognition.
- Children must be supervised by an adult or an older child over the age of 13.
- An individual may run the course more than once.
- Hero recognitions are only presented the first time an individual completes the course.
- Team competitions are encouraged

## **Key Activity: Be a hero – Volunteer! Sign up sheets**

Each organization or agency that works with volunteers will be encouraged to provide a sign up sheet at their table so that fair participants are able to request more information about volunteering or can register to become a volunteer. The Office of Emergency Management, for example, would have a sheet for people who are interested in starting or joining an Emergency Watch Neighborhood Program.

People who attend the fair typically become excited about all the information they are given, ask questions about volunteering, and many even make personal commitments to volunteer with NAOI or start an Emergency Watch neighborhood program; however, once they get home, their busy lives distract them and most do not follow through. Enabling visitors to sign up when they are excited about a volunteer opportunity allows that organization to take the lead in recruiting the volunteer instead of hoping to hear from them later. A resilient community needs prepared volunteers. Prepared volunteers all start out as individuals who are interested in and concerned about emergency preparedness. These sign up sheets will enable organizations to help interested citizens take the next step toward volunteering and helping to build a resilient community.

# **MEDIA COVERAGE**

KEY SPONSORS TO DATE

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KTUU CHANNEL 2 TELEVISION

CLEAR CHANNEL RADIO (6) ANCHORAGE STATIONS

MAT-SU FRONTIERSMAN NEWSPAPER

KMBQ 99.7

COUNTRY LEGENDS 100.9

STATE FARM INSURANCE

MAT VALLEY FEDERAL CREDIT UNION

ALASKA MINING AND DIVING SUPPLY

MAT-SU WATER

CARRS/SAFEWAY

SPORTSMANS WAREHOUSE

HOME DEPOT

ALASKA SAFETY

WALGREENS

CHIMO GUNS

ANIMAL FOOD WAREHOUSE

THREE BEARS

SPENARD BUILDERS SUPPLY

ALL SEASONS CLOTHING SUPPLY