

Preparedness

(Continued from Page 1)
for flashlights and radios. In addition, the guide advises personal hygiene items, disinfectant and buckets with tight fitting lids. These items are to be kept together in, for example, a trash can that is water resistant or sealed for protection.

Last week, every household in the county was mailed a brochure, according to district officials.

Some of the public's comments questioned the timing for the campaign and its relation to the recent Katrina disaster.

Dave Tonelli, spokesperson for the CCHD said, "It's been in the works for several months." He said the campaign includes print ads, television, radio, mailers to every address in Clark County and a downloadable brochure available at www.cchd.org from the district's main website.

Acknowledging the national tragedy underway in the Gulf is an unfortunate and sad event, he said that the public can be served through education on how to improve chances of survival in most emergencies through preparedness.

"I think having a campaign like this come out at a point when the lens is focused on emergency preparedness is very, very good. That's not bad timing at all," he said. He added that the program is funded through a "Federal Cities Readiness Initiative Grant."

Tonelli explained why the first direction to the public from the district and other emergency preparedness organizations is to have a "three-day supply" of water, food and other provisions.

"These are the few days we want people to be cov-

ered... [Just as we saw in New Orleans], it might take [up to a few days in a sudden event] for the emergency process of the county, state and federal agencies to [setup shelter sites and other mass aid]," he explained.

Although the Gulf area disaster involved some conditions of a magnitude not likely in this area, Tonelli said that there are other kinds of emergencies that might require homes and businesses to be quarantined or have people sheltered for unusually long periods.

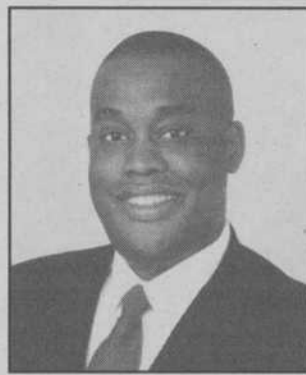
"The large scale emergencies are certainly part of our focus," Tonelli continued. "This [Can It] kit can serve a person in smaller emergencies — power outages, a localized fire, a utility problem... and we had some floods that occurred recently [the northwest area at Gowan Road]..."

As for events that would require mass evacuations, Tonelli declined to speak on those procedures from a Health District position, but called attention to other agencies:

"With [specific] types of emergencies... a different agency would take the lead. [In the event of] an earthquake evacuation, it would be the Clark County Office of Emergency Management."

No matter if the probability is high or low, the disaster area wide or localized, or if the event involves a health crisis or other type of emergency, precaution is the best defense, and having a three-day plan is recommended — the point of the Can It campaign Tonelli summarized.

"Before we did this campaign, we did a phone survey to see what [Clark County respondents] knew about



"We have to think about the unthinkable, because, unfortunately, it happens."

—Cedric Crear
Board Chairman Southern Nevada American Red Cross

emergency preparedness and how prepared they thought they were. ...We asked a series of questions. ...Many said they realized they weren't as prepared as they thought," Tonelli said.

Clark County Emergency Management

One of the primary area agencies with advice and tips on preparation and involved in relief and emergency assistance is Clark County Emergency Management, which serves as the "central point of contact," according to agency Director Jim O'Brien.

He said the agency does not provide direct services, but in an emergency serves a role "like a conductor in an orchestra" to bring together direct service agencies, technology and communication resources effectively. He said that they drill often and create many mock disasters in order to plan better.

O'Brien said that the overall preparedness program for the County emphasizes home and workplace readiness and said he agrees with the plan the Health District details, adding extra tips. One that he immediately offered was "eyeglasses." Always keep an extra pair.

He said he keeps old pairs with his previous prescription as part of an emergency kit.

agency Administrator Giles Vanderhoof, is among the participants in National Preparedness Month and has received more calls recently. Perhaps most associated with action aimed at terrorism, Deputy Homeland Security Administrator Gwendolyn Hadd spoke about the state agency's role in emergencies of any type and gave advice on preparedness to ease some fears.

"I'm concerned about the number of people who are calling here, scared. I think that if people are prepared, they won't need to be as fearful. So I tell them [to be prepared]... It helps get them focused on doing something," Hadd said.

"Think about being in your home or at work, and you have no power, no gas, no outside resources, no water. What are you going to do? ...What do you need to survive for three days?"

Hadd said that the agency agrees that individuals should be proactive and inform themselves. She suggests visiting the Homeland Security national website at www.dhs.gov and following the list called "30 Tips for Emergency Preparedness."

In recognition of September's preparedness theme, there is also a calendar on www.ready.gov with a valuable tip of the day.

One often overlooked part of the plan is knowledge about home devices and, when possible, knowing how to work them without normal power.

"You need to know how those things at work," Hadd said, using the example of how to raise a garage door manually when the electric switch won't work.

She suggests keeping emergency devices on hand, the kind that do not rely on power other than hand cranking, or solar power. For example, she said there are radios and lights that can be turned by hand to generate power.

She added, "Think about the places you spend most of your time, like at work." Hadd said it's vital to keep emergency supplies there as well.

As for fears and frequent calls about emergencies due to a terrorist attack, Hadd explained that Homeland Security is aggressively involved in helping making the (See Preparedness, Page 3)

CLIP IT. BUY IT. CAN IT.

- | | | |
|---|--|--|
| <input type="checkbox"/> Non-perishable food | <input type="checkbox"/> Battery-operated radio | <input type="checkbox"/> Medium-sized bucket with lid |
| <input type="checkbox"/> Bottled water | <input type="checkbox"/> Medicine | <input type="checkbox"/> Area map |
| <input type="checkbox"/> First aid kit | <input type="checkbox"/> Specialty items for the elderly or disabled | <input type="checkbox"/> Cash |
| <input type="checkbox"/> Change of clothing | <input type="checkbox"/> Flashlight with extra batteries | <input type="checkbox"/> Pet food |
| <input type="checkbox"/> Blankets/sleeping bags | <input type="checkbox"/> Garbage bags | <input type="checkbox"/> Hygiene items |
| <input type="checkbox"/> Baby food and supplies | <input type="checkbox"/> Disinfectant | <input type="checkbox"/> Plastic garbage can to keep it all together |



EMERGENCY PREPAREDNESS. IT'S IN THE CAN.



BUILD YOUR EMERGENCY PREPAREDNESS KIT IN A STANDARD GARBAGE CAN.

The Clark County Health District wants you to be prepared for any widespread public health emergency, including a bioterrorism event. Although natural or man-made disasters are unpredictable, there are things we can do to prepare for them — beginning with putting essentials like non-perishable food, bottled water and clothing in a new, plastic garbage can with a sealable lid and then storing it in your garage or utility closet.



GO TO WWW.CCHD.ORG FOR YOUR DOWNLOADABLE READINESS GUIDE, OR CALL 759-1000 TO FIND OUT HOW TO PICK ONE UP.

CLARK COUNTY HEALTH DISTRICT

CLARK COUNTY HEALTH DISTRICT IS READY. WE WANT YOU TO BE, TOO.



Sentinel-Voice photo by Ramon Savoy

COMMUNITY UNITY

Attendants at the second annual Victory Missionary Baptist Church "V" Community Jubilee line up for some food. Saturday's event included free health screenings for diabetes, glaucoma and HIV. There were also commercial vendor and youth activities.