



CITY OF SACRAMENTO COUNTY OF SACRAMENTO



Joint Media Release

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Sacramento Office of Emergency Services Launches Video

Goal is to increase emergency preparedness for populations with special needs

Sacramento, CA – The Sacramento City/County Office of Emergency Services has launched a new 12- minute video to help associations, care facilities and other organizations reach out to their audiences and clients about emergency preparedness. The messages focus on people with access or functional needs such as the hearing or site impaired, non-English speaking and those with other challenges. The video and public service announcements are linked on SacramentoReady.org.

“These tools will help our network of providers reach out to their populations and increase awareness about the importance of planning for emergencies before trouble hits,” said Rick Martinez, Director of the Office of Emergency Services. “It’s important that everyone plan in advance, not only for themselves but for the people they are responsible for, whether it’s family members, clients or employees. These tools are designed to make that process easier.”

The videos were produced **with** federal homeland security funding and **were** completed over a two-year period. A disaster public education- based curriculum for care facilities, advocacy groups, associations (organizations that have access to community members with special needs) was created, followed by the video and PSAs. The information in the videos and curriculum was vetted through community members with special needs, **the** Access and Functional Needs (AFN) associations, American with Disability Act experts, government agencies, and community based organizations to ensure the material was accurate and relevant to the target audiences.

“While these messages focus on those with access and functional needs, it’s important to remember the material can be useful to everyone in the community,” Martinez added.

To stay connected with the latest efforts of the Office of Emergency Services, sign up for their email alerts at http://www.saccounty.net/SAC_SC_DF_EmailUpdates

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