Bridging the Gap: How a Public/Private Partnership Helped Change the Way Seniors in South Carolina Prepare for Disaster

May 29, 2015
AIRS 2015: 37th Annual I&R Training and Education Conference
The Lieutenant Governor’s Office on Aging
(South Carolina State Unit on Aging)

Mission
The mission of the Lieutenant Governor's Office on Aging is to partner with state and local governments, non-profit organizations, and the private sector to enhance the quality of life for seniors and/or vulnerable adults.

Vision
The vision of the Lieutenant Governor's Office on Aging is to be the first resource considered when anyone needs information, service options, and guidance concerning issues related to seniors and vulnerable adults.
The South Carolina Aging Network

What We Do

- The LGOA administers funds received through the Older Americans Act and the State of South Carolina.

- These funds are distributed to 10 regional Area Agencies on Aging (AAAs)/Aging and Disability Resource Centers (ADRCs) who then contract with local providers for services such as:
  - home delivered and group dining meals;
  - transportation;
  - home care services;
  - respite; and
  - disease prevention/health promotion.

Diagram:
- Older Americans Act
  - Federal Mandate for Aging Services
- State Unit on Aging (SUA)
  - The Lieutenant Governor’s Office on Aging (LGOA)
- Area Agencies on Aging (AAAs)/Aging and Disability Resource Centers (ADRCs)
  - 10 Regional Offices
- Providers/Contractors
  - Third Parties Contracted for Service Delivery
Emergency Management Requirements

As mandated by the Older Americans Act (OAA), the State Unit on Aging (LGOA), and the 10 designated regional AAAs/ADRCs must have an area plan that incorporates the development of a long-range emergency preparedness plan and coordinates activities with local and State emergency response agencies, and other organizations alike.

Setbacks
- The OAA has not been reauthorized since 2006, and therefore does not accurately reflect all the needs of our target population.

New Aspects
- Shift in Emergency Management Paradigm – 2005
- Preparation and Planning for Interruption of Services
Emergency Management Coordination (EMC)

Emergency Management Coordination (EMC) is an initiative launched by the LGOA to help define and clarify the emergency management requirements of the Older Americans Act (OAA), and to help guide our AAAs/ADRCs through the interpretation of the emergency management requirements. Our EMC committee is made up of several state and local agencies, i.e., South Carolina Emergency Management Division (SCEMD), South Carolina Department of Health and Environmental Control (SCDHEC), South Carolina Department of Social Services (SCDSS), Salvation Army, the American Red Cross, etc.
So, What’s the Big Deal?

Did You Know?

In South Carolina alone, our senior population is projected to more than double by the year 2030 to **1.8 million**.
Emergency Management Coordination (EMC) Goals

To provide the tools, guidance, knowledge, and opportunities for our AAAs/ADRCs to partner with relevant organizations and become more involved in their community planning.

To help safeguard our targeted population by promoting individual awareness and preparedness through outreach and education.
Establishes a uniform disaster preparedness template via the AAAs/ADRCs Area Plan Update (to include a new emergency preparedness format & emergency contact template)

Identifies Training and Education Opportunities

Promotes Community Involvement (meetings and coalitions)

Heightens Awareness

Develops Public/Private Partnerships
A Development of the Emergency Management Coordination (EMC) Initiative...

SENIOR P.R.E.P. (PLANNING AND RESOURCES FOR EMERGENCY PREPAREDNESS)
What is **SENIOR P.R.E.P.**?

- An initiative designed to raise awareness of the importance of individual emergency preparedness for South Carolina’s senior population.
- A program of the Lieutenant Governor’s Office on Aging in partnership with Walgreens and the South Carolina Emergency Management Division.
- A resource to help safeguard our target population by promoting individual preparedness and awareness.
- A 2015 nominee for the FEMA Individual and Community Preparedness Award.

*Plan Ahead.*

*Stay Ahead.*

*Have you Prepared?*
Essential Partnerships

**Walgreens**
- Distribution of information both in stores and through community outreach efforts.
- Statewide participation of all Walgreens stores (an estimated 111 stores in South Carolina).
- Senior P.R.E.P. information is displayed year-round near the pharmacy in each Walgreens.
- Provision of select emergency starter kit items.
- Offers host site for kick-off event(s) each year.
- Shares responsibility of printing costs.

**SC Emergency Management Division**
- Serves as a founding member of our EMC committee.
- Evaluates and approves the content of the Senior P.R.E.P. brochure.
- Provides seasonal, official state resources (Hurricane, Earthquake, and Winter Weather Guides) to all Walgreens stores.
It’s All In the Details...

**Branding & Slogan**
- Senior P.R.E.P (Planning and Resources for Emergency Preparedness)
- “Plan ahead. Stay ahead. Have you prepared?”

**Senior P.R.E.P. Brochure & Monthly Focus**
- The Senior P.R.E.P. brochure addresses emergency preparedness topics and daily assistance resources relatable to older adults and adults with disabilities.
- Each month Senior P.R.E.P. highlights a specific emergency related topic as a monthly focus.
- Publications from national and state emergency resources are paired with each monthly focus.
Promotional Items...
Emergency Starter Kit Items

- “Important Numbers to Know” Magnet
- Whistle
- First Aid kit
- Jumbo sized playing cards
- LED flashlights (batteries included)
- Weather ponchos
- Portable medication cup
- Water bottle
- Highway Map of SC
- File of Life (emergency medical data cards)
- Flu Kit
Homebound Emergency Starter Kits
Community Outreach Events

- Senior P.R.E.P. Community Outreach Events take place at select Walgreens stores across the state.
- Each of our Emergency Management partners are invited to attend kickoff events to represent their organization and provide information to the public.
- Each event features a theme of jump-starting your emergency kit.
- Events take place on Walgreens monthly “Senior Discount Day,” a day when seniors receive 20% off merchandise.
- Promotional Senior P.R.E.P. t-shirts and starter emergency kits are given out the day of the event.

Initial Senior P.R.E.P. Spring Kick-off
Tuesday, April 1, 2014 Columbia, SC.

2nd Annual Senior P.R.E.P. Spring Kickoff April 7, 2015
Lexington, SC.

Senior P.R.E.P. Fall-Kick Off October 7, 2014 Charleston, SC.
2\textsuperscript{nd} Annual Senior P.R.E.P. Spring Kick-off Event

- 150 Free Emergency Starter Kits
- 150 Free T-Shirts
- Over 150 attendees
- Emergency Response Vehicles
- Preparedness Information
- Press Conference
- Media Coverage

- 9 Participating Public/Private Partners:
  - Walgreens
  - Lieutenant Governor’s Office on Aging
  - SC Emergency Management Division
  - Department of Health and Environmental Control (DHEC)
  - Lexington County Police Department
  - Lexington County Sheriff’s Department
  - American Red Cross
  - The Salvation Army
  - SC Office of State Fire Marshal

- Special Guest:
  - SC Lieutenant Governor, Henry McMaster
  - SC Emergency Management Division Director, Kim Stenson
  - SC Lieutenant Governor’s Office on Aging Agency Director, John Yancey McGill
  - Walgreens District Manager, Brian Keimach
JOIN US TUES APRIL 7TH
OUR SENIOR DAY AND THE
SPRING KICK OFF FOR
SENIOR PREP
EASTER 50% OFF
Questions and Answers
## Contact Information

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