



# IMPACT 2022

Through Extension programs across the nation, Family and Consumer Sciences Extension Educators provide a multitude of Educational opportunities to meet the needs of diverse audiences.

## Disaster Preparedness & Healthy Home Environments

The COVID-19 crisis, highlighted how unprepared Americans are when it comes to food, water, and essentials. Panic buying and supply shortages made everyone more aware of the need to prepare their household for emergencies and disasters. Out of the more than 1,000 people polled, 78 percent of respondents didn't have enough water and/or canned goods at the start of quarantine to adequately meet their needs. Among 18 to 34-year-olds, it was even higher: 88 percent. [www.disasterchecklist.org](http://www.disasterchecklist.org)

**Oregon** – Food boxes were being used as incentives at Health Department vaccination pop-ups. Unfortunately, many people declined the box. Working as a community partner, Extension faculty rebranded the effort. Calling the boxes Food Storage Starter Kits with a publication "Survival Basics: Food" and new label. By providing educational resources, all boxes were distributed the next day.

Taking a positive approach through education to help people understand the importance of getting ready for an emergency was such a success, a health department worker arranged for an additional 50 boxes to be available at the next scheduled clinic.

preparedness resources to Oregonians.

Due to these ads the CSZ project webpage views increased by 14,058, with 1,682 from Spanish resources. Course enrollment increased by 240 attendees. Each supporting publication was either viewed or downloaded by 350 residents. Top Advertisement views:

- **#1** Expect shaking for five to seven minutes. Learn how to make your home safer.
- **#2** Plan to shelter in place for at least two weeks.
- **#3/#1** for Spanish A tsunami will arrive 15-30 minutes after the Cascadia earthquake begins.

**101,632 viewed at least one ad; 26,238 in Spanish**



**Oregon** – A three-week Disaster Preparedness ad campaign utilized 12 Facebook ads. These social media ads created by Oregon State University Extension Communications staff, PACE marketing and the Extension Cascadia Subduction Zone Event project team introduced

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NEW! Free Online Training: Prepare for the Magnitude 8.0 to 9.1 Cascadia earthquake and resulting tsunami. It's time to get ready!

**BE AWARE**

A tsunami will arrive 15 to 30 minutes after the Cascadia\* earthquake begins

EXTENSION.OREGONSTATE.EDU  
Preparing for the Cascadia Subduction Zone Event

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NEW! Free Online Training: Prepare for the Magnitude 8.0 to 9.1 Cascadia earthquake and resulting tsunami. It's time to get ready!

**BE PREPARED**  
for the Big One\*

Expect shaking for 5 to 7 minutes. Learn how to make your home safer.

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