

VNA / Visiting Nurse Association

VNA Visiting Nurse Association

VNAReadySeniors.org
Disasters happen. Are you ready?



What we learned from Katrina & Rita:

- In Katrina, 1,698 died in 3 states:
 - Almost half were over 75 years old (average age was 69)
 - 51% were black and 42% were white
 - 40% drowned, 25% died from trauma
 - Most deaths occurred in homes, in hospitals, in nursing homes and in evacuation centers

VNA Visiting Nurse Association

Why were *Seniors* so vulnerable?

- No emergency plan or supplies
- Could not evacuate safely
- No plan for special health needs
- No one was available and prepared to assist them

*Half of Katrina Victims Were Elderly, *The Associated Press*, August 28, 2008



Disasters happen in Ohio:

- 2008 Severe Winds from Hurricane Ike
- 2007 Severe Storms, Flooding, and Tornadoes
- 2006 Severe Storms, Straight Line Winds, and Flooding
- 2006 Severe Storms, Tornadoes, Straight Line Winds, and Flooding
- 2005 Severe Winter Storms, Flooding and Mudslides



How ready are we?

- Only 3 out of every 10 Americans are prepared for an emergency (FEMA, 2006)
- Only 25% of Cities are prepared*
- Northeast Ohio is among the least prepared areas in Ohio for maintaining communication during a disaster (*Plain Dealer*, 2007)

*Department of Homeland Security



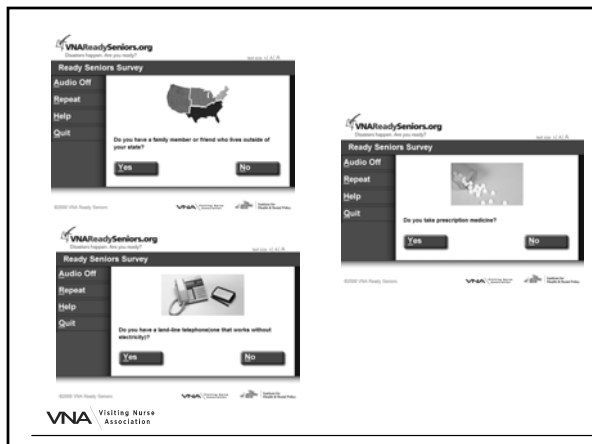
Ready Seniors can help!

An online survey produces a personalized **Ready Seniors Checklist** and then directs seniors to *Fast Facts* that help seniors complete their own individualized plan, including:

- *What to Do*
- *What to Get*
- *What to Know*







Senior Experience

"I am 89 and forget some things, but I liked doing this, a lot of my friends at the center talked afterwards about what they'd do in an emergency, so it made it in the top of our minds."

"It was very interesting. I took it very seriously and made it a point to do all of the points on my list. I feel much more prepared and safe. It's also empowering to have all of this in place-I am alone, so I have to do the best I can for myself"



VNA Visiting Nurse Association

A Doctor's Observation:



One participant reported:

"I was stunned that my doctor said I was the first person to ask for an emergency supply of meds. I thought that I should give her something like the handout . . . [to] pass it out to others."

VNA Visiting Nurse Association

For Seniors - Tell your friends & family:

- Send a personal recommendation to your family and friends to take the survey and to encourage their older relatives to do the same!
- Share **Ready Seniors** with your friends at AARP, book clubs, church groups, Kiwanis Club, Rotary International, Red Hat Society, Elks Lodge, Farm Bureau Council or any other volunteer or hobby group where you are a member.

VNA Visiting Nurse Association

For those who work with Seniors - How to get seniors to Ready Seniors' website

- Put a link to Ready Seniors on your Agency's website
- Put a Ready Seniors icon on the desktop of your computers
- Online Banner Ads
- Pass out Postcards and Bookmarks at events
- Incorporate the Ready Seniors website into local computer training classes



More tips on How to get seniors to Ready Seniors' website

- Put an article about Ready Seniors in newsletters that go out to seniors
- Issue a Press Release which announces in local media that your agency is partnering with Ready Seniors
- Have your local library pass out BOOKMARKS or POSTCARDS as people check out their books
- Send a personal recommendation to your family and friends to take the survey and to encourage their older relatives to do the same
- Encourage local health agencies to pass out postcards at flu clinics



Your Homework Assignment:

- Take the survey and get your personal **Ready Seniors Checklist**.
- Help or encourage at least one older family member or friend to take the survey.
- Begin doing the items on your Checklist so that you will be ready when an emergency happens.



Ready Seniors' Funding Support

Pilot Demonstration Funding

- The Eva L. and Joseph M. Bruening Foundation
- The Cleveland Foundation
- Anthem Blue Cross and Blue Shield Foundation
- The Dominion Foundation

Current Funding

Ready Seniors is administered by the Visiting Nurse Association Healthcare Partners of Ohio and the University of Akron's Institute for Health and Social Policy with a grant made under Amended Substitute House Bill 119, Section 309.50.50.



Ready Seniors Statewide Partners

- The Aging Network
- Ohio Area Agencies on Aging and their Providers
- Cleveland Department of Aging
- Cleveland Public Libraries' Seniors Connect
- Ohio Public Library Information Network
- Northeast Ohio Health Departments
- Ohio Regional Library Systems
- Office of the Ohio Consumer's Council



**Disasters Happen:
Are YOU Ready?**