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

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.

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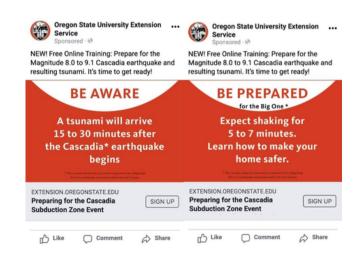
Taking a positive approach through education to help people understand the importance of getting ready for an emergency was such a success, a health department worker arranged for an additional 50 boxes to be available at the next scheduled clinic.



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 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

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Minnesota - As disasters become more common, Extension helps participants build confidence in their finances in the event of a disaster. The five-lesson series was taught to 288 residents from four communities.

Ninety-five percent of those responding to the follow-up webinar evaluation indicated they were more prepared for a disaster.

"I am organized already, but like the to go bag info. Best tip was to have cash in small bills! Would not have thought of that. Thanks!"



Community-dwelling older adults, HUD-subsidized housing residents, childcare providers, foster parents, community health workers, and families participated in **Mississippi** Extension webinars, classes, and trainings to increase the knowledge they needed to keep their indoor environments safe and healthy.

Overall, 4,686 residents engaged through radio, newsletters and social media.

"I will send the recording and the handouts to family members!"

In **Kentucky**, Disaster Preparedness was encouraged through Extension Program To Go packets and media efforts. Information covered financial considerations, personal and food safety and what to do after an emergency. The recent tornadoes, which demolished parts of Kentucky and other states, was a sobering reminder of the importance of preparing for potential disasters. Wildfires in the urban interface spread toxic air widely. **Oregon** State University Extension described serious smoke problems and low-cost improvements for indoor air quality in web page educational article. "Protecting indoor air quality from wildfire smoke" was promoted to news reporters and through social media. One network affiliate produced a fun educational news segment, *Smoke Hacks*, demonstrating and addressing viewers top DIY projects. Extension faculty debunked unsafe attempts to improve indoor air quality and affirmed safe practices through a virtual interview.

Thank you so much! I added some of [the indoor air improvement] information at the end of the "Smoke Hacks" segment. Take care and stay out of the smoke! ~television journalist



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Raising kids, Eating right, Spending smart



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