

# AMBASSADOR TOOLKIT

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*We've created this Ambassador Toolkit to help you recruit, inspire, and organize people in Berkeley to get disaster ready. And to help you help others to do the same.*

*Here you'll find concise talking points to help you convince and energize people who are interested in emergency preparedness. Each talking points page includes suggested resources that may be helpful to anyone that falls within that category. These Resource Kit suggestions are meant as a helpful place to start; not everyone will need every listed resource, and the list of resources may not address every need.*

*This Toolkit is a work in progress. Make it your own, add talking points that you find effective, and share what you've learned with others.*

## Talking Points

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[Talking Points: Motivating Individuals](#)- Tips for motivating individuals to get disaster ready. Plus, additional talking points for motivating individuals by demographic focus, including families, renters, students.

[Talking Points: Responses to Common Challenge Points](#)- Responses to many of the most common reasons people use about why they can't get disaster ready.

[Talking Points: Empowering Potential Leaders](#)- Tips for talking to people who want to organize their neighborhoods.

[Talking Points: Motivating a New Neighborhood Group](#)- Tips to give to organizers who are attempting to organize their neighborhoods for the first time (or after a long lapse and lots of turnover).

[Talking Points: Revitalizing Organized Neighborhoods](#)- Tips to give to organizers of established groups where participation may be waning.

## Resources for Kits

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### Individual and Family Preparedness

[Prepare for Emergencies Now: Information to Get Ready](#): Includes item suggestions for a basic emergency kit and tips on how to make emergency plans and family communication plans. A great first-step resource for people just starting to think about emergency preparedness, and a good refresher for people who want to refresh their emergency plan.

[Earthquake Safety Checklist](#): This easy-to-use FEMA guide (you can order a paper version online if you prefer) gives you a good high-level overview of key steps to take to prepare for an earthquake. Includes suggestions of supplies, a home hazard hunt, family earthquake drill instructions, and more.

[Your Family Disaster Supplies & Preparedness Calendar](#): A month-by-month breakdown of activities and purchases to help you plan and budget for a disaster supply kit then purchase items during routine trips to the grocery and hardware store.

[Easy and Affordable Preparedness: Ten Actions for \\$10](#): Suggestions for easy and quick things you can do to prepare yourself, your family, and your home for an earthquake. Includes kid-friendly activities like making emergency communications cards and putting a pair of shoes and a flashlight next to each bed.

[Basic Go Kit](#): A suggested inventory list of things to put in a go-kit, a backpack you keep in your room in case you need to evacuate your home quickly.

[5 Critical Steps to Disaster Preparedness](#): A quick overview of the five key parts of becoming earthquake ready.

[Post-Earthquake Checklist](#): A step-by-step guide to staying safe after an earthquake, starting from the time of the earthquake. A great resource to keep in your go-kit, as it can help you remember to do things like check for gas leaks and text out-of-area contacts.

## Preparedness for Individuals with Special Concerns

[Renters' Rights for Disasters Q&A](#): Includes answers to questions about bracing furniture in rental units, who is responsible for bracing water heaters, and soft-story tenant rights. Also includes sample letters for [requesting permission to brace furniture](#) and [requesting hot water heater strapping](#).

[Preparing Makes Sense for Older Americans](#): Get Ready Now: A resource focused on preparation for the post-disaster needs and challenges of older people. Also available as a [video](#) from FEMA.

[Prepare for Emergencies Now: Information for People with Disabilities](#): A resource focused on preparation for the post-disaster needs and challenges of people with disabilities.

[Preparing Your Pets for Emergencies Makes Sense: Get Ready Now](#): A resource focused on preparation for the post-disaster needs of pets, including what pet owners should include in their emergency kits.

[Every Business Should Have a Plan](#): This FEMA guide takes business owners through the steps to creating a business continuity plan in the event of an earthquake or other emergency.

## Neighborhood Preparedness

[Map Your Neighborhood](#): This all-in-one resource walks you through what to do immediately following a disaster, how to organize with your neighborhood before and after an earthquake, and how to map hazards in your neighborhood and create a neighborhood directory. It also includes large-print OK and HELP signs that you can put in your window after a disaster.

[Organize Your Neighborhood Start Up Kit](#): This in-depth guide from BDPNN is a great and thorough resource for anyone looking to organize a new neighborhood disaster group. Based on a three-phase approach, this kit includes flyer templates, handouts, a directory template, and more.

[Organizing a Neighborhood Outreach Letter Template](#): Customize this template for your own neighborhood as a first step to getting your neighborhood organized for emergency preparedness.

[Tips for Being a Successful Neighborhood Group](#): Eight tips for building a neighborhood group from Berkeley's own BDPNN group. Includes suggestions for activities, neighborhood group size, challenges to watch out for, and how to keep groups interested and organized.

[How to Get a Disaster Preparedness Group Started in Your Neighborhood](#): This one-pager from BDPNN outlines eight steps for building a new neighborhood group.

[Emergency Preparation Month Email Template](#): A guide for engaging your neighborhood email group in emergency preparedness by sending out a different email each week for a month.

[Activity Ideas for Organized Neighborhoods](#): Keep your organized neighborhood engaged and learning new skills with this list of skill-building exercises and community-focused meetings.

## Activity Guides

[Emergency Communications Activity Guide](#): A guide to help your family and neighborhood practice emergency communications. Divided into 5-minute activities, 30-minute activities, and 2-hour activities.

[Neighborhood Damage Assessment Activity Guide](#): Ideas and activities for practicing how to assess damage in your house and neighborhood after a major earthquake. Divided into 5-minute activities, 30-minute activities, and 2-hour activities including how to check your own home and how to survey a neighborhood.

[Preparing the Home Activity Guide](#): This guide walks you through home-preparation activities that take 5 minutes, 30 minutes, and two hours. Activities include testing smoke detectors, performing a home earthquake hazard hunt, and strapping a water heater.

[Renters and Apartment Dwellers Activity Guide](#): Like the Preparing the Home Activity Guide, this guide is divided into 5-minute activities, 30-minute activities, and two-hour activities. Activities include finding evacuation routes and finding building utility shut-offs. (also [en Espanol](#))

## Berkeley City Programs

[Dumpster program](#): Information about how to get a free once-a-year dumpster for your neighborhood.

[Automatic Gas Shutoff Valve Program](#): Information about how to get a free automatic gas shutoff valve.

[Community Emergency Response Team \(CERT\) Training](#): Information on free training classes offered by the City of Berkeley for people who live and/or work in Berkeley.

[Community Emergency Supply Program](#) (Caches): Information on the program that grants qualifying organized neighborhoods with emergency supplies.

[Community Resilience Centers Program](#): Information on centers around the city that will serve as hubs for assistance and information after a disaster.

[Seismic Safety Information and Programs](#): Information about subsidies and assistance programs to help homeowners seismically retrofit their dwellings.