

Listos California Community Resilience Campaign

Preliminary Guidance for Defining and Tracking Engagements v.2022-08-22

DEFINING EMERGENCY PREPAREDNESS, RESPONSE, AND RECOVERY ENGAGEMENTS

The Listos California Community Resilience Campaign is committed to engaging vulnerable and historically underserved Californians through meaningful encounters. The goal is not merely to share information, but to deliver information that triggers action from the audience. Therefore, Listos California grantees must target strategies to interactive steps that provide the audience with information and tools that allow and inspire them to act.

This guidance document is issued to provide grantees with direction, by way of providing examples of the level of interaction required to qualify an encounter as an engagement. At its heart, the campaign wants to avoid passive communication that provides no verifiable way to determine if an individual has or has not digested or acted on the information provided. While activities such as billboards, mass-media advertisements, and news interviews will reach targeted audiences, they should be used to drive the audiences to other interactive opportunities, and not as stand-alone efforts.

The following descriptions are offered to provide direction. Creativity in reaching audiences is encouraged, so this does not reflect an exhaustive list of possibilities. If you implement strategies that do not appear below, or that are not analogous to the examples below, please contact Valley Vision's Technical Assistance Manager at Listos@caloes.ca.gov to discuss your strategy and determine if it constitutes an engagement.

What Constitutes an Emergency Preparedness, Response, or Recovery Engagements

DELIVERY METHOD	MINIMUM STANDARD	WHAT TO COUNT
In person delivery		
Emergency preparedness, response, or recovery information integrated into direct service delivery For example, information shared during a counseling session, a food distribution, a medical appointment, a tax preparation session, at check-out from the pharmacy, etc.	Must include: (1) verbal exchange between you / the provider and the consumer that emphasizes importance of emergency preparedness, response, or recovery and draws attention to written materials <u>AND</u> (2) distribution of written material approved by Listos California	# of unique individuals receiving the information (i.e. if it is a recurring service delivery, the same person cannot be counted twice)
Online delivery		
Online live training For example, a webinar or virtual meeting using WebEx, GoToMeeting,	Must include: (1) discussion of the key aspects of emergency preparedness, response, or recovery <u>and</u>	# of participants who attended the virtual meeting

Facebook Live, Zoom, Google Meet, Microsoft Teams, etc.	(2) distribution of or sharing of links to material approved by Listos California	
Online recorded training For example, a recorded video posted on your website, YouTube, etc.	Must include: (1) discussion of the key aspects of emergency preparedness, response, or recovery <u>and</u> (2) distribution of or sharing of links to material approved by Listos California	# of views/downloads
Website/ Online self-guided training For example, a click-through slide show available on your website, a quiz, posting the Disaster Ready Guide on your website, etc.	Must include: (1) explanation of the key aspects of emergency preparedness, response, or recovery <u>and</u> (2) sharing of links to material approved by Listos California	# of completed training sessions or # of completed quizzes or # of downloads of the published asset
E-Blast/Newsletter For example, including information or links to materials in your organization's e-newsletter, etc.	Must include: (1) explanation of the key aspects of emergency preparedness, response, or recovery <u>and</u> (2) sharing of links to material approved by Listos California	# of click-throughs to links connecting readers to materials approved by Listos California
Social media delivery		
Posting on social media For example, posts on Facebook, Instagram, Twitter, What's App, Next Door, etc.	On its own, does not count as an engagement. If using social media strategies, information shared should direct audience to another engagement mechanisms so that the audience can take steps to confirm an active engagement (such as directing audience to a site where they can download a copy of the Disaster Ready Guide, watch a training video, or take a quiz; providing a phone number for the audience to call for more information; or another step that would constitute a direct engagement).	
Broadcast media activities		
Such as TV, radio, or newspaper interviews or advertisements, etc.	On its own, does not count as an engagement. If using broadcast media strategies, information shared should direct audience to another engagement mechanisms so that the audience can take steps to confirm an active engagement (such as directing audience to a site where they can download a copy of the Disaster Ready Guide, watch a training video, or take a quiz; providing a phone number for the audience to call for more information; or another step that would constitute a direct engagement).	
Mass delivery activities		
Such as mailers, door hangers, posters, inserts in food bags, etc.	On its own, does not count as an engagement. If using mass delivery strategies, the written communication should direct audience to one of the other engagement	

	mechanisms so that the audience can take steps to confirm an active engagement (such as directing audience to a site where they can download a copy of the Disaster Ready Guide, watch a training video, or take a quiz; providing a phone number for the audience to call for more information; or another step that would constitute a direct engagement).	
Phone-based activities		
Outbound phone calls For example, phone banks, client check in calls, etc.	Must include: (1) explanation of the key aspects of emergency preparedness, response, or recovery <u>and</u> (2) sharing of links to material approved by Listos California or offering to mail or email materials.	# of individuals (live people, not voicemails) reached <u>and</u> information was shared verbally
Inbound phone calls For example, a hotline for people to call to get information on emergency preparedness, offering information to calls coming into your (or a partners') organization for other reasons, etc.	Must include: (1) explanation of the key aspects of emergency preparedness, response, or recovery <u>and</u> (2) sharing of links to material approved by Listos California or offering to mail or email materials.	# of callers with whom information was shared verbally.
Texts For example, an organized text campaign to share information and distribute links to target audiences, etc.	Must include: (1) reference to the key aspects of emergency preparedness, response, or recovery or (2) sharing of links to material approved by Listos California	# of replies to text message requesting more information or # of replies to text message confirming that they downloaded/ accessed the promoted materials

Non-Duplicative Counts

Partners must make every effort to prevent duplicate counts when using the methods outlined above. Many of the strategies may cross-over with one another. For instance, you might post the Disaster Ready Guide on your website and share that in an E-blast. You should not count both the number of people clicking through to the document from the E-blast and the number of people who have downloaded the Guide from your website. You should only count one or the other. It is up to your organization to decide how you will collect your counts in a way that best prevents the possibility of duplication.

RECORDING AND REPORTING EMERGENCY PREPAREDNESS, RESPONSE, AND RECOVERY ENGAGEMENTS

The Listos California Community Resilience Campaign is developing a data reporting system and will train all grantees on its use, once available. In the interim, grantees are asked to track their

engagements using the [linked spreadsheet](#). The Campaign will collect your organization's spreadsheet and import all collected data into the data reporting system once available.

CONTACT

Questions about activities or how they should be tracked or reported should be directed to Valley Vision's Technical Assistance Manager, Jessica Lara, at Listos@caloes.ca.gov.