



**Umatilla Chemical Stockpile
Emergency Preparedness Program Community
Public Outreach Survey
June 16-21, 2003
Executive Summary**

The Umatilla Chemical Stockpile Emergency Preparedness Program uses telephone surveys to measure the effectiveness of public outreach efforts. A survey was conducted in the community June 16–21, 2003. A total of 822 residents living within the Umatilla emergency planning zones responded to the survey. Of the total sample, 792 residents were from Oregon and 30 were from Washington. The Umatilla community has conducted telephone surveys semiannually since June 2000. In order to continue to track trends over time, the survey methodology has remained the same (i.e., $\pm 3.4\%$ margin of error at the 95% confidence level). However, after each survey is conducted, the results have been carefully reviewed and changes or additions to existing questions have been made when necessary.

During the past three years, significant improvements in residents' knowledge of emergency protective actions have been demonstrated and tracked. Specific demographics are being identified for targeted outreach, and areas of improvement are noted in survey reports. This document is a summary of the results of the survey conducted in June 2003.

The Umatilla Chemical Stockpile Emergency Preparedness Program community continues to have a very high awareness that chemicals are stored at the Depot. As shown in Table 1, when respondents were asked "Are you aware of the chemical agents at the Umatilla Chemical Depot," 95% of residents in the Umatilla emergency planning zones indicated that they were aware.

Table 1: Responses to Question 1

Response	June 2003	Oct. 2002	May 2002
Yes	95%	92%	96%
No	5%	8%	4%

The June 2003 survey questionnaire was designed to determine specific levels of protective action knowledge. **According to the survey results, residents are becoming more decisive about their protective actions. Some examples include:**

- Of those surveyed, 48% of residents say they would shelter in place in the event of a chemical incident; this percentage has increased slightly since October 2002 (46%). However, there was a dramatic increase from May 2002 (29%) to October 2002, and this increase has been maintained.



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- Fewer residents would wait for instructions from local officials before taking actions to protect themselves. Only 5% of residents say they would await instructions in the event of a chemical incident. This has been decreasing over time. In June 2000, 38% of residents said they would await instructions, and in October 2002, the rate was down to 15%. Now only 5% of residents say they will await instructions.

One area of significant improvement is in the public's knowledge of how residents will be notified of a chemical accident. Some specific areas worth noting include:

- 78% of residents say they are confident they would be notified quickly of a chemical incident, compared to 67% in October 2002 (an increase of 11%).
- 71% of residents think they would be notified of a chemical emergency by hearing sirens. This percentage has increased 25% since the October 2002 survey (46%).
- 67% of residents know the difference between the two different siren sounds, compared to 48% in October 2002 (an increase of 19%) and 30% in May 2002.
- 63% of residents indicate they would be notified of a chemical incident from a tone alert radio compared to 49% in October 2002 (an increase of 14%).

Additional indications of gains in community preparedness include:

- 85% of residents agree (59% strongly agree) they know what to do in the event of a chemical incident. This has steadily increased over time from 73% in June 2000.
- 72% of residents are confident (42% very confident) they know how to shelter in place. This has increased 8% since October 2002 (64%).
- 49% of residents report that they have a family emergency plan. This percentage has increased 12% since October 2002 (37%). However, this percentage has fluctuated over time.
- 38% of parents are likely (31% very likely) to pick up their children from school in the event of a chemical incident. This percentage has decreased from 56% in June 2000.
- 16% indicate they would use a shelter-in-place kit, if instructed to shelter in place. This has increased 12% since October 2002 when only 4% said they would use a shelter-in-place kit.

The Umatilla Chemical Stockpile Emergency Preparedness Program community has made significant gains in raising the overall awareness of emergency protective actions. The community uses a variety of outreach efforts, including paid advertising, to inform residents. Careful evaluation of survey results will identify specific demographics where outreach can be targeted.

Representatives from Innovative Emergency Management, Inc., and the Umatilla community will continue to meet to discuss the survey results and specific survey areas that will require



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special analyses. The Umatilla Chemical Stockpile Emergency Preparedness Program community public affairs officers are integral to a National Chemical Stockpile Emergency Preparedness Program Public Affairs Integrated Process Team that shares best practices and routinely works on improving outreach tactics. As the pilot site for extensive outreach initiatives, the Umatilla Chemical Stockpile Emergency Preparedness Program community continues to offer lessons learned and to serve as a model for other sites currently planning new outreach strategies.