



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2021.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Arlington County

Program Title: Curso Básico del Equipo Comunitario de Respuesta a Emergencias (CERT) - Hispanic Outreach

Program Category: Community & Economic Development

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Mark J. Schwartz

Title: County Manager

Signature: *Mark J. Schwartz*



2021 VACo Achievement Award

Arlington County Department of Public Safety
Communications and Emergency Management

Curso Básico del Equipo Comunitario de Respuesta ante
Emergencias (CERT)
Hispanic Outreach

ARLINGTON VIRGINIA



June - 2021





Program Overview

To ensure a more equitable, culturally competent response to the COVID-19 pandemic and other emergencies, the Department of Public Safety Communications and Emergency Management (DPSCEM) and Arlington Community Emergency Response Team (CERT) launched the Spanish language CERT volunteer training.

The free, virtual seven-week “Curso Básico del Equipo Comunitario de Respuesta ante Emergencias” is conducted entirely in Spanish to best engage members of the Latino community in emergency preparedness and response. The cohort attends once-a-week evening classes led by professional responders to learn how to care for themselves and others before, during and after an emergency.

The program attracted international observers from the government of Mexico’s Centro Nacional de Prevención de Desastres and the CERT founder for Chile, Mexico and Haiti with plans to expand CERT programming in Latin America and the Caribbean. Additionally, representatives from Arlington and Fairfax County CERTs, the Federal Emergency Management Agency (FEMA), the National Park Service and other partners, have mobilized to help build awareness and provide the skills necessary to Hispanics to respond to crisis through this course.

The program sets a model for other emergency management teams who are currently working on its diversity and inclusion goals. For a brief overview of the Arlington CERT Program please view our website.



emergency.arlingtonva.us/cert

WhatsApp: 571-572-9383

Twitter.com/readyarlington

@ready.arlington | @arlingtonvacert

Background

DPSCEM sponsored CERT, established in 2002, is a volunteer program of Arlington community members trained to save lives and reduce injuries in Arlington in a major disaster when activated by the County. To join the CERT program, volunteers must complete the CERT Basic Training and two baseline courses of the FEMA’s Incident Command System (ICS-100 and IS-700). After completing the trainings, graduated volunteers can participate in advanced training, meetings and, ultimately in emergency response.

The widely recognized Arlington CERT program historically focused recruiting efforts in the Anglo community, became determined to create opportunities to build a more equitable emergency response to the community.

In 2020, Arlington County DPSCEM sponsored the Spanish language training program to tackle the need to create a trained force of Spanish-speaking volunteers, who can assist in responding to emergencies and disasters, such as the COVID-19 pandemic. Offering a volunteer training program in Spanish-language is vital to ensure and amplify a culturally competent emergency response.



The Spanish Language training “Curso Básico del Equipo Comunitario de Respuesta ante Emergencias” (Curso Básico CERT) seeks to prepare grassroots volunteers to deploy, as integral members of the Arlington CERT, during emergency situations to provide more equitable, and culturally and linguistically accessible help to the community.

The Challenge

The challenge was to build a larger trained and reliable task force of Spanish speakers to assist non-English-speaking native Spanish speakers during times of disasters.

DPSCEM volunteer demographics for the past three years show that 15% of the volunteers speak Spanish but many are not enrolling in aid.

During and after a major emergency, communication is critical. Therefore, it’s important to train volunteers that can help first responders to recognize, respond to, and recover from a disaster situation, and to become a resource in cases where gaps in information, miscommunication, misconceptions or rumors may prevent people from accessing critical emergency assistance.

According to Dr. Aaron Miller, Director of DPSCEM, “COVID-19 has emphasized the fact that people of color are more likely to be negatively impacted by disasters and emergencies” adding that, “This is often exacerbated because emergency responders and policymakers do not typically come from these communities. Those perspectives, those voices: they matter. They’re essential to building community resilience. Programs like Spanish language CERT are important first steps in making those voices heard and in providing culturally accessible, appropriate information and resources to all of our residents.”

The County is confident that volunteers can help design and deliver in-language information and resources to Spanish-speaking residents to help reduce impact of the disasters on this community.

Innovation, Partnering and Model for Other Localities

In the face of lockdowns and social distancing, the program mobilized twelve volunteer instructors to begin preparing a virtual course demonstrating innovation and adaptability. Arlington County DPSCEM, Arlington CERT, counterparts from Fairfax County CERT, FEMA, the National Park Service, and other experts collaborated to develop a successful training strategy.

The existing in-person classwork packed with information and exercises needed to be adapted to an online format, conveying the importance of resiliency building for emergency response.

The CERT Basic Training is taught by local emergency response personnel. Each virtual class is three hours and reading assignments are given at the end of each class. Practical, table-top and team-building exercises are also included in the virtual classes. The syllabus includes:

- Disaster Threats in Arlington County
- Personal and Family Preparation and Safety
- Recognizing and Treating Life-Threatening and Non-Life-Threatening Emergencies
- Triage and Treatment Area Management
- Incident Command System
- Disaster Psychology
- Fire Safety Techniques
- Light Search and Rescue Operations

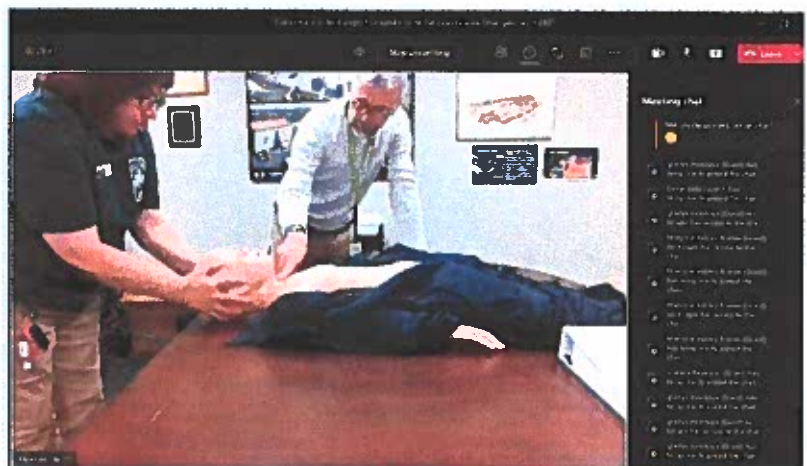


Figure 1. Screenshot of Virtual Curso Básico CERT.

The final session includes a practical exam comprised of a set of disaster simulations to give trainees the ability to apply their newly acquired skills in a semi-realistic environment.

Trainees become full CERT members after completing all class sessions and a drill/practical exam, including completing their ICS certifications.

The complexity of planning remotely, establishing how to carry out the exercises to demonstrate knowledge checks and how to present the material in a virtual environment represented great uncertainty, but implementation has shown the team’s innovative abilities. Arlington DPSCEM is confident that the Curso Básico CERT provides a model to other localities to become more inclusive and to focus in preparing the Hispanic community for their emergency response.

Implementation

The class enrollment goal was defined by a minimum of 15 students, and the graduation rate to 10 or more alumni per course.

The targeted audience was 18-year-old or older adults that are Spanish speakers that live, work, study or volunteer in Arlington County (14 – 17-year-old with joint parent/guardian participation).

The schedule was carefully established: a seven-week course. The cohort will attend once-a-week evening classes. Free registration.

The virtual setting needed to make volunteers feeling welcome. Transitioning the class from in-person to a virtual setting constituted a canvas to become creative in order to obtain the level of engagement necessary to keep the audience interested and committed to completing the course.

The online classes invite diverse speakers, include didactic charts and media, and builds time in for Q&A, small -group discussions, and breaks. During the Light Search and Rescue lesson, instructors grouped three to four students in breakout rooms session for team assignments, that students had to report back. After the engagement through the class comes to end at the end of the lessons, the program is planning to come back to them later to inquiry about what action has been taken since they completed the training, and to suggest community engagement opportunities. The program also follows up via an anonymous survey.

For future virtual classes, the curricula will be carefully reviewed to aloe more time for community members to get to know one another in addition to getting to know the course content. Making time for participants - that are also neighbors --to get to know one another should be an important goal in itself.

The program aims to maintain social connections and keep the community prepared to respond to emergency situations to be able to virtually review essential concepts such as disaster preparedness, fire safety, light search and rescue, disaster medical operations, terrorism awareness, team organization, communications, disaster psychology, and more.

Graduates will be able to volunteer to assist the County in emergency response, including staffing pandemic response events like COVID-19 testing and vaccination clinics.



Figure 2. Screenshot of Virtual Curso Básico CERT Participants



With the goal to engage a larger Hispanic audience, we connected different outreach channels such as, the County website, DPSCEM Facebook page ads, Hispanic media, Arlington Public Schools, volunteers' networks, and fliers shared with local partners, local officials, and the local businesses community. Targeted ads, the launch of a WhatsApp platform that enables two-way communications, and a detailed social calendar boosted applicants.

According to Pew Research Center survey of U.S. adults, roughly seven-in-ten Americans say they ever use any kind of social media site. While YouTube and Facebook are the most-widely used online platforms, there's an important share of Hispanic Americans (46%) using WhatsApp. Hispanics stand out for its high usage of this messenger service.

Washington Hispanic

METRO NACIONAL INTERNACIONAL ESPECIALES ESPECTACULOS CULTURA GENTE TECNOLOGIA DEPORTE CONTACT US

Últimas Noticias | Se meten más al gobierno federal a no respetar la libertad de expresión

Dejar de ver anuncio

¿Sabes qué hacer ante una emergencia?

Ready Arlington se compromete a enseñar a los participantes a prepararse para el día de mañana para el Equipo Comunitario de Respuesta a las Emergencias (CERT) de Arlington County.

Aprende más sobre el programa y los beneficios de prepararte ante desastres, emergencias médicas, incendios y otros tipos de situaciones de emergencia de respuesta en situaciones donde la seguridad de la vida de las personas y el ambiente pueden estar en juego.

Dada la necesidad de un sistema de respuesta rápida y eficaz para el COVID-19, así como la necesidad de contar con un sistema de respuesta comunitario para responder a cualquier tipo de crisis a sus colaboradores y personas interesadas como parte de un programa gratuito en español.

Ready Arlington es un orgullo de ser parte de la Asociación de Comandantes de Seguridad Pública y Fire Chiefs de Emergencias del Condado (CERT) con sus cursos en inglés es un programa nacional para entrenar a voluntarios en preparación para una emergencia.

Dejar de ver anuncio

Edición Impresa

Washington Hispanic

"Lotería Vacuna" en MD

Ediciones Año 2021

- La Misión de la Guardia Nacional
- La Misión de la Guardia Nacional
- La Misión de la Guardia Nacional
- La Misión de la Guardia Nacional

¿Acuerdo de Carri? ¿Reservado? Planning - software

Buen responde al llamado de sus ho de

Se popularizan las cámaras de galeas de

Eden Ferra hoy paquete de rescate

SEU bajo gobierno de Biden ya no más

Dinero para empleados estatales de

Ya no es necesaria la mascarilla... si este

IRS dice que runs ronda de pagos de

Empres - Cien Acabos

Se puede tomar alcohol después de

Figure 4. Curso Básico CERT Hispanic Media Advertising



Week of	Post Date (Suggested)	Facebook	Twitter
Week of Jan 31	Thursday, February 4, 2021	<p>Curso en español: Equipo Comunitario de Respuesta ante Emergencias "CERT" de Arlington. Inscripción: emergency.arlingtonva.us/cert (dic. Translate selección Spanish) o al WhatsApp: 571-572-9383.</p> <p>Aprende técnicas de respuestas ante desastres. Socorre emergencias médicas. Prévié y extingue incendios. Salva vidas en situaciones donde la seguridad, las personas y el ambiente están en peligro. #ArlCERT #preparete #emergencias #voluntarios</p>	<p>Curso: Equipo Comunitario de Respuesta ante Emergencias "CERT" de Arlington. Técnicas de respuestas ante desastres. Emergencias médicas. Extinción de incendios. 21 abril al 2 de junio. Gratis. Clases en español. emergency.arlingtonva.us/cert</p> <p>#ArlCERT #preparete #emergencias</p>
Week of Feb 14	Sunday, February 14, 2021	<p>GRATIS. Patrocinado por @ready.arlington y @arlingtonvcert un programa del Dpto. de Comunicaciones de Seguridad Pública y Manejo de Emergencias (PSCEM).</p> <p>¿SABES QUÉ HACER ANTE UNA EMERGENCIA? @ReadyArlington anuncia capacitación gratuita en español. Aprende técnicas de respuestas ante emergencias médicas, extinción de incendios, desastres y operaciones de rescate. Insístrate ya en: emergency.arlingtonva.us/cert (dic. Translate selección Spanish) ¡Especies limitadas! #ArlCERT #ayuda #comunidad</p> <p>Arlington County anuncia el curso: Entrenamiento Básico para integrar el Equipo Comunitario de Respuesta ante Emergencias "CERT". Un programa de @ReadyArlington y @arlingtonvcert. ¿Para quiénes? Comunidad en general. ¿Cuándo? 21 abril al 2 de junio. ¿Dónde? Virtual. ¿Qué días? Los miércoles. ¿A qué hora? 7pm a 10 pm. ¿Cuánto cuesta? Gratis. ¿Dónde me inscribo? = emergency.arlingtonva.us/cert o al WhatsApp: 571-572-9383. #ArlCERT #ayuda #comunidad #cursogratis</p>	<p>¿SABES QUÉ HACER ANTE UNA EMERGENCIA? @ReadyArlington anuncia capacitación gratis en español. Aprende cómo actuar ante emergencias médicas, incendios, desastres y rescates. ¡Especies limitadas! Inicia clases. 21 abril emergency.arlingtonva.us/cert. WhatsApp: 571-572-9383. #CERT #comunidad</p> <p>Inscríbete en el Entrenamiento Básico del Equipo Comunitario de Respuesta ante Emergencias CERT. de @ReadyArlington y @arlingtonvcert. Gratis. ¿Para quién? Comunidad en general. ¿Cuándo? 21 abril - 2 jun. Los miércoles. ¿Dónde? Virtual. ¿Hora? 7pm. emergency.arlingtonva.us/cert. WhatsApp: 571-572-9383</p>
Week of Feb 28	Tuesday, March 2, 2021	<p>¿Qué días? Los miércoles. ¿A qué hora? 7pm a 10 pm. ¿Cuánto cuesta? Gratis. ¿Dónde me inscribo? = emergency.arlingtonva.us/cert o al WhatsApp: 571-572-9383. #ArlCERT #ayuda #comunidad #cursogratis</p>	

Figure 5. Curso Básico CERT County Social Media Calendar Partial Snapshot



Figure 6. WhatsApp Inquiry about Curso Básico CERT

Budget

The cost of the program is estimated at \$5,000 which is mainly determined by in-kind hours from CERT volunteers, the County's Fire Department staff, and the County emergency management time and resources invested in the planning and implementation of the program. It also considers expenses such as promotion and advertising, backpacks with response



equipment issued to volunteers upon successful completion of training and the use of technology platforms.

Results

The enrollment for the first Curso Básico CERT was 25 students, graduating students, 10. It's worth mentioning that a group of around eight students from outstate that registered vacated the Arlington training with the intention to pursue similar training at their own localities.

The Curso Básico del Equipo Comunitario de Respuesta ante Emergencias will be offered once a year. The course has triggered interest not only at the local or regional level but has also attracted international representatives from the government of Mexico's National Disaster Prevention Center and the CERT founder for Chile, Mexico and Haiti. Both participants are exploring similar programs in their home countries, with additional plans to expand CERT programming in Latin America and the Caribbean. Within the County, the collaboration and the support of the Fire Department and the County Manager's Office communication team have been essential to the success and grounding of the program.

DPSCEM and CERT believe that initiatives like this and the partnerships formed to engage and empower skilled Hispanics addresses limited English proficiency challenges, underserved group's needs, and perhaps exceeds the criteria of the Virginia Association of Counties Achievement with its innovation, adaptability, inclusion and human-orientated competences. This Arlington County program positively contributes to better serve the people of Arlington and Virginia.