



Disaster Preparedness

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* Population OF CITY OF NORWOOD

- Population as of 2021: 18,790
- Gender: female= 48.1%
- White= 84.8%, black/African American= 10.7%, Hispanic and Asian= below 6%
- Median household income: \$45, 541
- High school graduate or higher: 87.9%
- Disability status under the age of 65: 7.9%
- Population under 18: 16.6%
- Population over 65: 12.1%



Purpose

To better educate the public to enable them to make better informed decisions regarding disaster preparedness.





Program Needs Assessment from Norwood Communications

- NorCom's Challenges:
 - To find an efficient and effective way to send health and disaster-related information to all Norwood citizens in a timely manner
 - Disseminate national, trusted data to their population





* Interprofessional team members



Nursing Student: Luke;
Psychology Student:
Sean

- Luke Community project ties to local health services
- Sean Mental health perspective and connected the solutions to social determinants of health

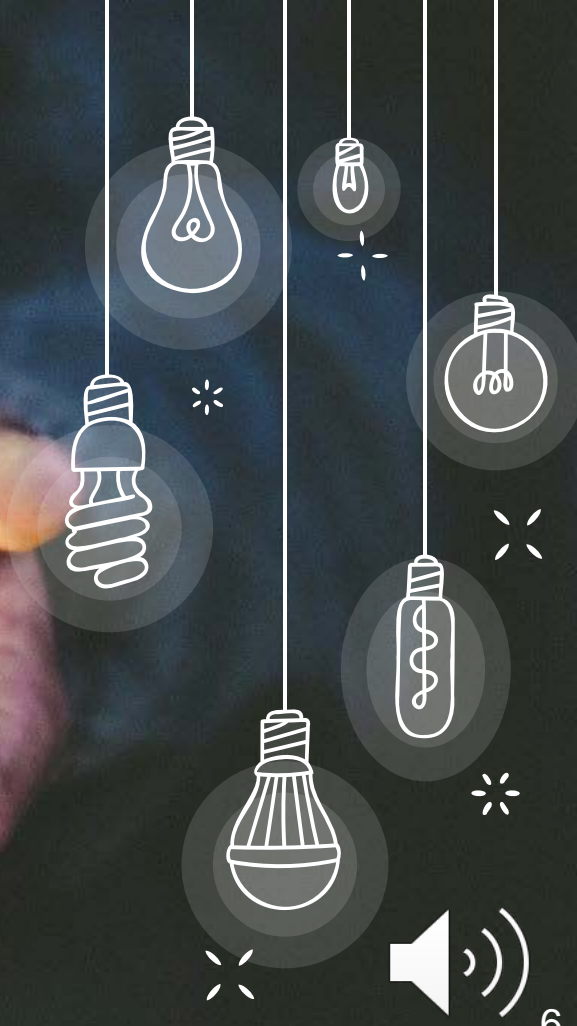
NorCo Member: Kyle & Jerry
The Health Collaborative:
Nicole & Jessica
Members of NorCo with the role of informing the public Nonprofit organization with trusted public health data are members who connected ideas of public health research and resources to Cincinnati citizens

Occupational Therapy Doctorate Students: Chandler & Lilly

Occupational therapy lens and perspective. Experience in marketing, prevention, and promotion through our scope of practice. Familiar with analyzing evidence based practice and ensuring validity and reliability to inform the public



Collaborative Process





* Suggestions discussed

1

Develop Needs Assessment

A NEEDS ASSESSMENT FOR THE CITY OF NORWOOD WOULD INFORM NORCOM LEADERS, HELPING THEM MAKE INFORMED DECISIONS FOR THE PUBLIC AND RECRUIT ADDITIONAL COMMUNITY LEADERS TO PARTICIPATE IN THE CREATION OF EFFICIENT SYSTEMS TO EDUCATE NORWOOD CITIZENS.

2

INCENTIVE PROGRAM IN COLLABORATION

CREATE A MUTUALLY BENEFICIAL RELATIONSHIP IN WHICH NORWOOD CITIZENS GET DISCOUNTS AT LOCAL BUSINESSES WHEN SIGNING UP FOR NORCOM INFORMATION AND ALERTS. THIS WILL ALLOW NORCOM TO REACH MORE CITIZENS AND LOCAL BUSINESSES TO INCREASE THEIR CLIENTELE.





* Suggestions discussed

3 Use Community Ties

Connection to water and electric companies allow NorCom to reach a broad audience of Norwood citizens. This may allow increased communication within the community and community leaders.

4 Student Internship

A student interning will allow the NorCom leaders to meet a number of their diverse goals by offering skills such as marketing, public health, nursing, communications, occupational therapy, and social work.





- Needs Assessment
- Use Community Ties
- Student Internship





OUTCOMES AND CHANGES

- Needs Assessment Outcomes
- Community Ties Outcomes
- Student Internship Outcomes





Program Evaluation Methods

Needs Assessment:

- Survey
- Located at the top of water/electric bills
- Survey determine information about population's home environment/time spent in the community, preference for accessing resources and information, education level, etc.

Community Ties:

- Tracking increases in citizen usage of the website and the alert system
- Tracked on a monthly basis

Student Internship:

- Quality Outcome Measure Survey post student internship
- Used to determine effective student collaboration with NorComembers and community needs

Policy/Social Systems Change:

- Potential Policy Change make receiving health alerts (such as NorCom alerts) mandatory for all Norwood citizens to improve the overall health of the Norwood population
- Implemented Social Systems increase the dissemination of understandable health information to Norwood citizens





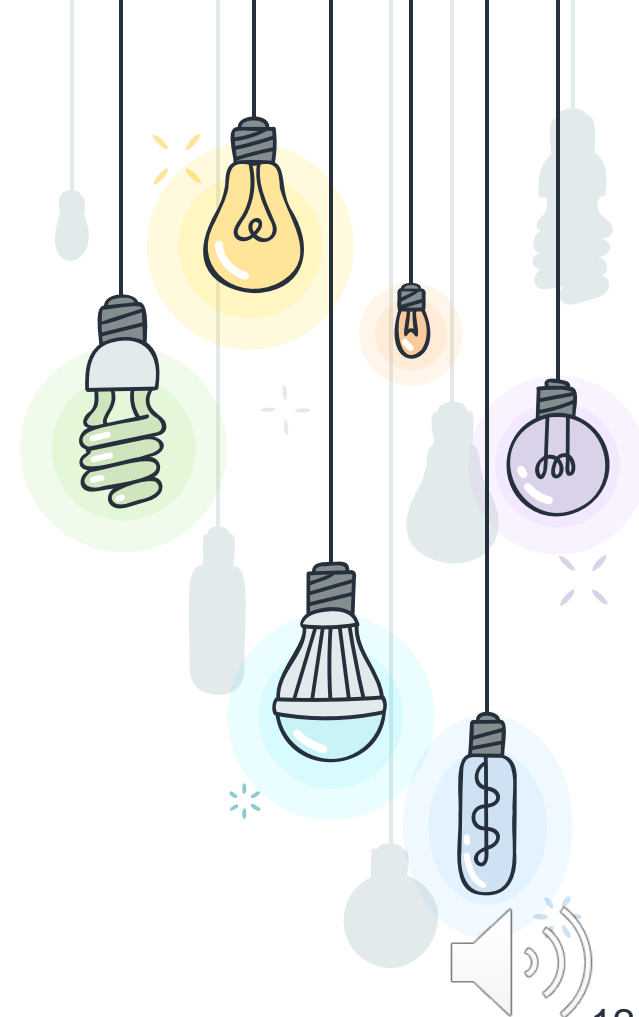
* References

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Thanks!

Any questions?

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