



# NEWS RELEASE

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## Orange County Launches ListoOC to Encourage Emergency Preparedness Among the Latino Community

*Spanish-language Website Launch Features Important Information to Educate Latino Community to Be Aware and Prepare for Man-made and Natural Disasters*

ANAHEIM and SANTA ANA, Calif. (January 23, 2007) – The Cities of Anaheim and Santa Ana, the Orange County Sheriff's Department and 18 Orange County government agencies and cities announced today the launch of the ListoOC Emergency Preparedness Campaign for the Latino community. ListoOC is the Spanish-language equivalent of ReadyOC – the County's largest public education initiative that launched in July to raise awareness for the need to be ready for any type of emergency – whether a natural disaster, health epidemic or man-made threat. The campaign also launched today its Spanish-language website, [www.ListoOC.org](http://www.ListoOC.org), which mirrors the ReadyOC campaign's official website.

Funded through the U.S. Department of Homeland Security – Anaheim/Santa Ana Urban Area Security Initiative, ListoOC will reach out to Orange County's Spanish-speaking community through a multi-pronged approach, including: participation in community events; a business program that encourages local employers to disseminate materials and educate their employees; and a youth outreach program that teaches students how to prepare their schools and families.

"As we saw with the aftermath of Katrina, disasters can impact all corners of our community," said Carlos Rojas, Commander of Santa Ana's Homeland Security Division. "The launch of ListoOC is an effort to educate Orange County's Spanish-speaking population that may not be reachable through the English-language campaign. This is just the first step in addressing the need to prepare Orange County residents that speak English as a second language."

This month ReadyOC Business was launched during the *ReadyOC & American Red Cross Business Disaster Preparedness Breakfast sponsored by Disneyland Resort and Kaiser Permanente* to raise awareness of the need for the county's businesses to be prepared. A children's campaign will also be launched in the coming months.

On [www.ListoOC.org](http://www.ListoOC.org), residents and businesses can find information in Spanish on how to create a communications plan and a checklist of the most important items needed for an emergency supply kit. In addition, the site is home to the most up-to-date information on the types of emergencies Orange County may face, ListoOC campaign updates, the latest news headlines, and ways residents and business can help prepare Orange County for emergencies. Site visitors can also download and print various materials, including "ListoOC: Prepararse tiene sentido. Este listo ahora." brochure and sign up for the ListoOC newsletter and campaign activities.

The ListoOC website will have links to other Spanish-language resources through the cities of Anaheim and Santa Ana, the Orange County Sheriff's Department and the U.S. Department of Homeland Security's Listo.gov Spanish-language website.

### **About ReadyOC**

The ReadyOC campaign ([www.readyoc.org](http://www.readyoc.org)) is a county-wide educational campaign funded by the U.S. Department of Homeland Security Urban Area Security Initiative that informs residents and businesses about the importance of preparing for any kind of natural, health or man-made threat. Working together, everyone can make a difference in creating awareness, motivating preparedness and encouraging involvement. Be prepared. Be aware. Be Involved.

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