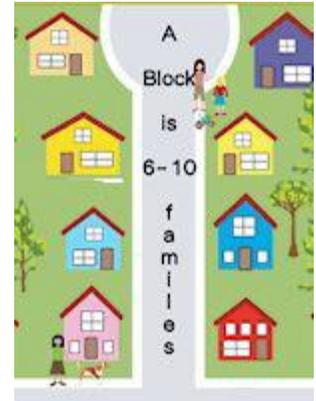


# You Are Part of An Orem City Emergency Response Block!

One of the **key things** that you can do to improve your chances of surviving a devastating emergency situation is to **get to know your neighbors** and to talk about emergency response and prepare to respond together. In a Harvard University study it was found that **those who responded to an emergency together in a group** and pooled their efforts and resources **were more likely to survive**.

That's why Orem City has organized its emergency response plan in units: Areas, Neighborhoods and Blocks. The smallest unit, the Block (ideally, 6 to 12 dwellings or households that are geographically close to each other) is where the most initial emergency response action is going to take place, and, therefore, where the most "saving of lives" in wide spread emergencies can occur. Your Block is designed to be your first "respond together" group during an emergency.



Every resident in Orem should **participate in their assigned neighborhood Block get-togethers**. Block leaders chosen from among Block members should organize two, fun Block socials each year where Block members can come to know and trust each other. These Block socials have as a main goal just getting to know and care about each other. Later, they can include emergency drills (going to the Staging Area where neighbors come to be able to coordinate and help each other after an emergency). They can also include discussions on topics such "Earthquake Preparedness", "CERT", "First Aid", "Likely Emergency Scenarios Review", "Home Production and Storage".

Please give your Block Leader(s) a filled out **Household Survey Sheet** for your family and let your Block Leader know (in the future) whenever your information changes. Blank survey sheets can be downloaded from [www.HillcrestReady.org](http://www.HillcrestReady.org) – look for it under the Menu Tab – Together.

In addition to participating in your Block, we recommend that Block members connect up with their larger Neighborhood and Area groups in any of the following ways that are appropriate for you:

1. **Subscribe to the HillcrestReady E-newsletter** by going to [www.HillcrestReady.org](http://www.HillcrestReady.org) and click on **Subscribe to E-Newsletter** underneath Quick Links. Once you do that, you will receive periodic newsletters regarding drills, activities and information related to Orem Hillcrest Emergency Preparedness.
2. **Like and follow the HillcrestReady Facebook Page** by going to [www.Facebook.com](http://www.Facebook.com) and searching for HillcrestReady and clicking Like and then Follow.
3. **Subscribe to the HillcrestReady YouTube Channel** by going to [www.Youtube.com](http://www.Youtube.com) and searching for HillcrestReady and subscribing.
4. **Sign up with the Orem City Alert system** to be notified of emergency situations in Orem. You can register multiple addresses and multiple communication devices. To sign up, go to [www.HillcrestReady.org](http://www.HillcrestReady.org) and click on the **Sign up** link underneath Quick Links.

Your Block Leader is: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Your Block staging area is (where Block members go after an emergency to report they are safe or to get help):  
\_\_\_\_\_

If you would like to be a Block Leader or assistant leader, please let us know at [info@hillcrestready.org](mailto:info@hillcrestready.org).

# Why Think About Emergency Response?

Answer: So that we and our loved ones can live through the difficult times that are coming. **Thinking about emergency response is the great antidote to normalcy bias.** Normalcy bias (which is one's mind thinking that the future will always be much the same as it is now) is very dangerous, so dangerous that many, if not most people, fail to recognize signs of problems ahead, and are not preparing.

We have to overcome normalcy bias in ourselves or else we endanger ourselves and our loved ones. Most of us are or will be a parent, grand-parent, or spouse, or in some way have influence on people. Therefore, what we do, or don't do, preconditions others to make similar choices. Our lack of action in preparing for potential emergencies sets up our loved ones to be caught unaware and unprepared, and to suffer, along with ourselves.

**“A prudent person foresees danger and takes precautions. The simpleton goes blindly on and suffers the consequences.” –Proverbs 27:12**

Normalcy bias is stronger than ever before in human history due to pervasive technology, life-saving medicine, modern commerce and the rule of law. What we mean is that our modern society largely is able to control danger with good paved roads, well-constructed homes, buildings and cities that are all built to ever improving safety standards. We are assured of constant food supplies because of transportation, commerce, dams, irrigation, etc. Trauma and infection have largely been eliminated as causes of death. Police and courts minimize criminal activity. Nations seek political dialogue rather than armed conflict. These things weren't common in past centuries, which is why **people in past ages anticipated and prepared for many types of dangers.**

Today, we expect the grocery store, the power grid, credit cards and commerce to continue working always. We believe, if they were to somehow fail, the government would quickly fix everything, and thus we fool ourselves into thinking that life will always be safe and predictable.

**We are utterly dependent on the infrastructure** that modern technology affords. Our modern world is full of tightly integrated systems, and “just in time” movement of goods from production to consumption. When one part of that system fails, the other parts, like dominoes, will fail, too. Strategists have been repeatedly saying that if the power grid were to fail, 90% of Americans would die, because we are utterly dependent on electricity for water, sewage, food, transportation, medical care, communication and manufacturing of goods.

What this means is that **we are in danger! We need to get rid of normalcy bias.**

The trajectory of weather and earthquake incidents shows a likelihood that devastating natural disasters are ahead. Social unrest, technologically advanced weapons in the hands of terrorists and the escalating rhetoric of war by countries and groups unfriendly to the U.S. indicate that acts of bioterrorism and nuclear attack ARE INEVITABLE. On a smaller scale, fires (either wildfires or individual home or business fires) can easily create a localized emergency for a family or neighborhood. Not preparing is simply burying one's head in the sand.

Some people think, “What's the use of preparing for something so devastating that no one will survive. But the reason to prepare is that **we won't all die initially when a calamity occurs!** But, without preparation and the increased power to survive that comes by belonging to a group, many will suffer or die needlessly, afterwards.

**Group response is the key to survival!**

Emergency Preparedness is about **protecting ourselves and our loved ones** from normalcy bias, adopting a group survival attitude, and knowing that we can accomplish more by working together. We will not only survive, but thrive by working together.