

# Animal Emergency Preparedness & Resource Network



# Background

Animal Emergency Preparedness (AEP) started in 2003 to:

- Provide public with links to animal emergency preparedness and response services; and
- Assist county Offices of Emergency Management to create federally required Animal Emergency Plans
- Effort faded due to lack of resources



# Communication Need

No communication/coordination between animal-related organizations, agencies, groups, businesses within counties.

- Resources already exist – no need to recreate
- Network existing groups within counties
- Need easy way to communicate needs and resources
- Keep it simple



# Fieldwork

<b>Amy</b> County Emergency Manager (S) Alpaca Farmer (I)	<b>Rebecca</b> Small Pet Owner (S)
<b>Sara</b> Animal Shelter Manager (S) Farm Owner (S)	<b>Travis</b> Small Pet Owner (S)

- We wanted to narrow down our prototype design to one specific user group
- Identified **Small Pet Owner** as the largest potential user group, largest data set available



# Pet Owner Survey

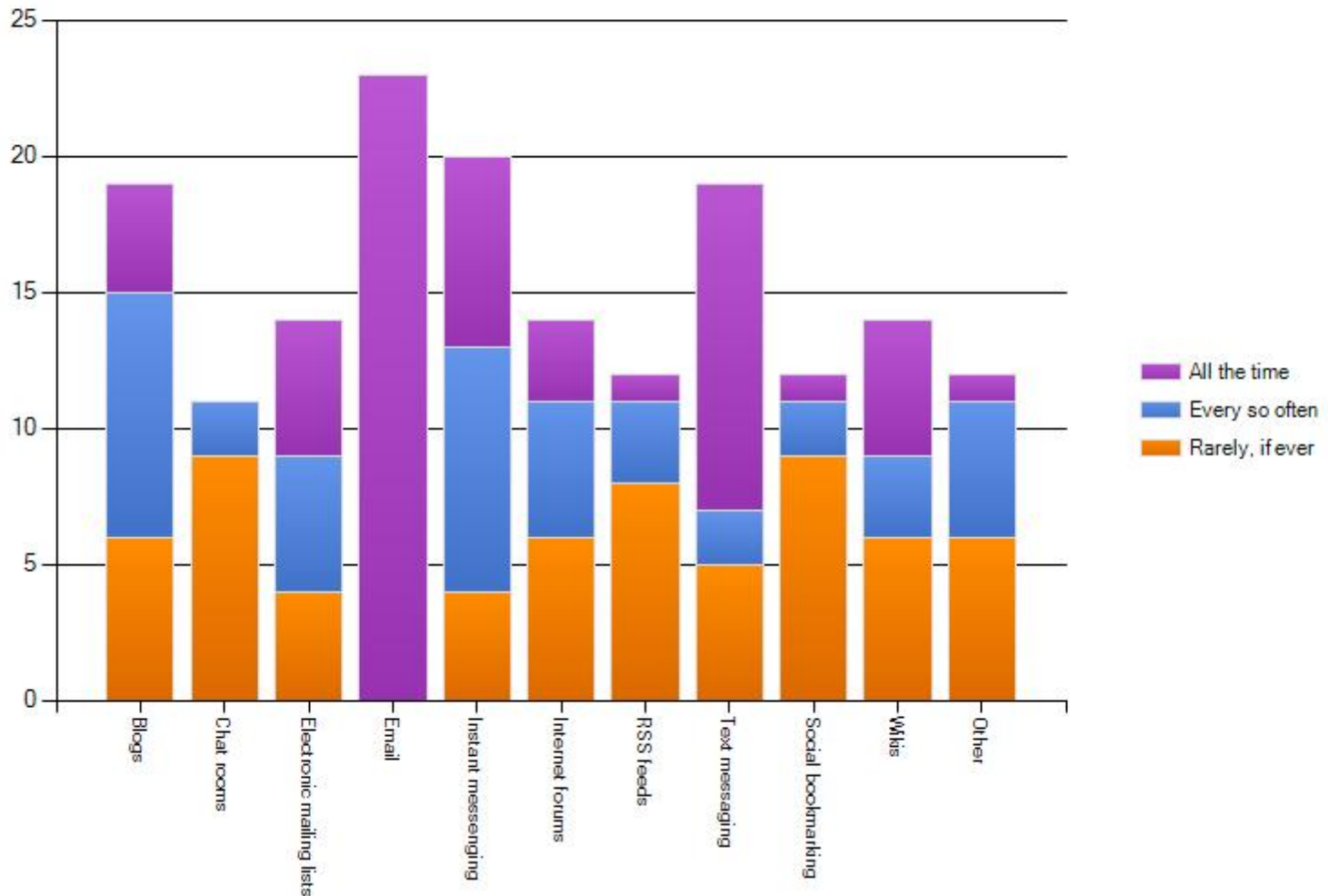
- 31 questions
- Advertised via email, Facebook, LinkedIn, Twitter, and word of mouth
- 171 responses in one week
- Data can be filtered by one or many answers



# Mindy

(has a disaster plan; would volunteer to board displaced pets)

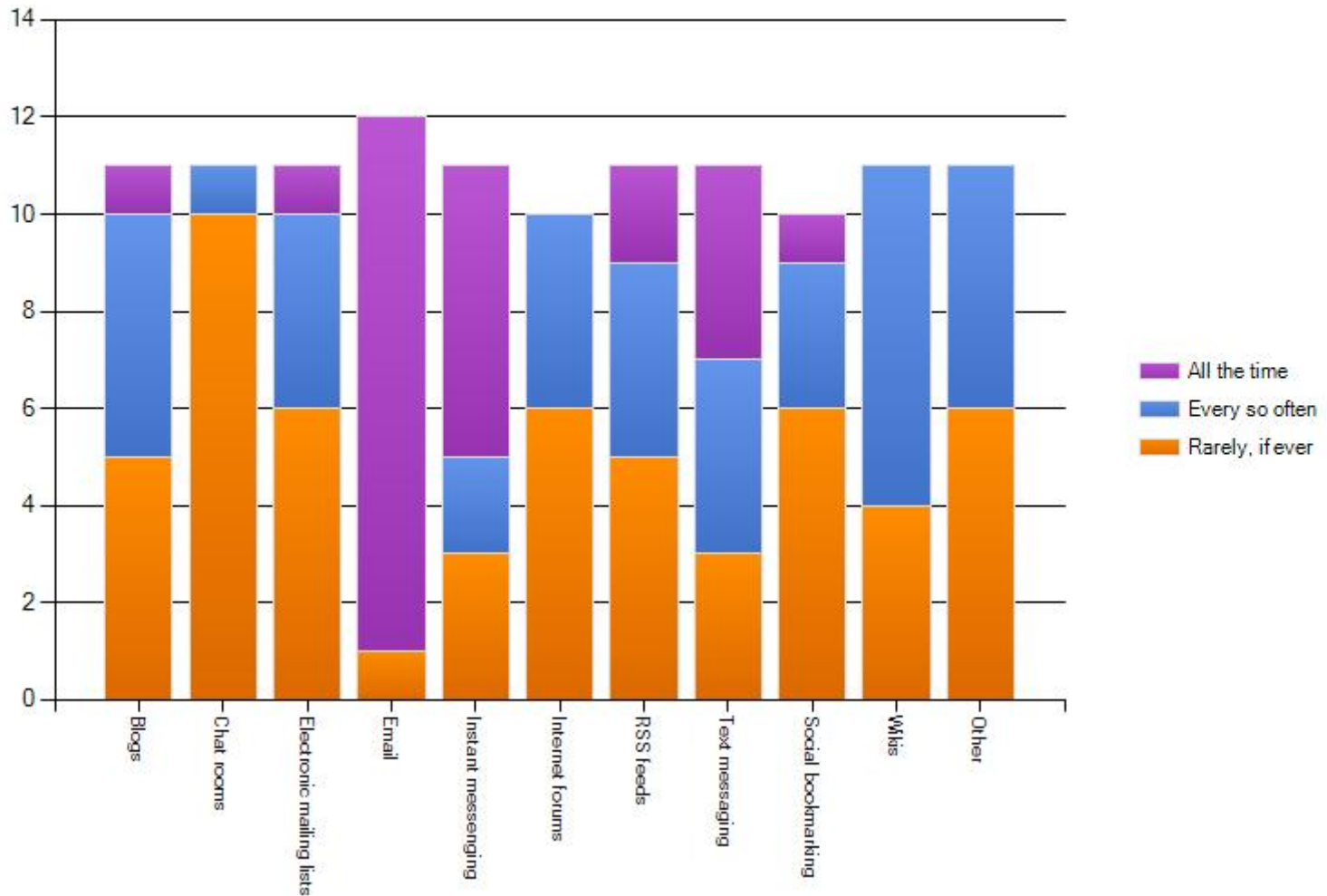
Do you use any of the following kinds of social software to interact with people? (Select all options that apply.)



# Mork

(owns a cat; would board a displaced pet, but only for a friend)

Do you use any of the following kinds of social software to interact with people? (Select all options that apply.)



# Personas – Who Are Our Users?

- **Pet Owners-** Rural or Urban or Suburban, Cats or Dogs or Reptiles or Rodents
- **Veterinarians-** Small or Large Animal, Urban or Rural
- **Animal Shelters-** Small or Large Animal, Urban or Rural
- **Farm Owners-** Commercial or Non-commercial
- **County Emergency Managers-** Urban or Rural
- **Animal Enthusiasts** – Small or Large Animal, Urban or Rural, Pets or Business



# Mindy



## Animal Emergency Preparedness – Personas



### Mindy – Office Manager, Dog Owner

*"My goal in life is to be as good of a person as my dogs already think I am."*

*"I believe we are put on this earth to be of service. It's how I find meaning in my life. And it's fun!"*

*"If I had to sum up in a word what makes a good manager, I'd say decisiveness. You can use the fanciest computers to gather the numbers, but in the end you have to set a timetable and act."*

#### Demographics

- † Sex: Female
- † Age: 50
- † Home life: Married/Partnered; has one daughter and one son, both grown up; lives in an mid-sized city
- † Occupation: Office manager

#### Pet ownership

- † I own two dogs named Daisy and Duke. They are my everything, little miracles with feet.
- † Daisy and Duke are both eight years old. Duke takes thyroid medication, so we make regular trips to the veterinarian to check his blood and adjust his dosage. Daisy sees the vet once per year.
- † The nearest veterinarian is about five miles away.

#### Emergency preparedness

- † The area where I live is susceptible to earthquakes, winter storms, floods, and summertime heat.
- † Yes, absolutely. I have a disaster plan for my family and pets. In addition to our evacuation plan, I maintain a reserve of food and water, plus a current list of emergency contacts.
- † If I must evacuate my home, I will take my pets with me.

#### Volunteerism

- † I would board displaced pets for anyone, friend or stranger—doesn't matter.
- † Yes! I'd love to join a network of volunteers that boards and/or cares for displaced pets. Sign me up!

#### Computer usage

- † I'm proficient with computers; I use a computer at least 6 hours every day, that time equally divided between work and pleasure.
- † I frequent a few social networking websites, Facebook and LinkedIn, mostly to keep up with friends.
- † I own a laptop and smartphone, and I take them with me everywhere.
- † I send dozens of emails and text messages each day.
- † I read blogs occasionally, but I don't subscribe to any RSS feeds. And I don't like to chat online.

### Demographics:

- General Info- age, gender, occupation

### Pet Ownership:

- How many pets
- What kind
- Any special needs

### Emergency Preparedness:

- Specific disaster types
- Any existing emergency plans

### Volunteerism:

- Level of participation

### Computer Usage:

- What pre-existing habits can we leverage
- What are the best ways of communicating

# Community website aimed at bringing like-minded people together

## Animal Emergency Preparedness & Resource Network

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Quis est, quod ibi homo vult dolere  
luctuosa et tragica, quae tamen pati  
ipse nolle.

### Welcome to AEPRN

Emergencies come in many forms, and they may require anything from a brief absence from your home to permanent evacuation. Each type of disaster requires different measures to keep your pets safe. The best thing you can do for yourself and your pets is to be prepared.

#### In the news

- [Every emergency supply kit is unique to you & your family](#) Mar 4th
- [Land development can increase flood risk, learn how to prepare](#) 1:47 PM Mar 3rd
- [Have kids? Ask your child's school for a copy of their emergency plan](#) 2:45 PM Mar 2nd

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# Member pages keep users up to date and involved with the community

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### Member Homepage

#### Updates

- Flood watch in Western Washington called off [ [read](#) ]
- Pet of the month - meet Lola the pug! [ [read](#) ]

#### Messages from your network

From	Subject
Darrow, Suzanne	<a href="#">Pug meet up this Tuesday</a>
Farone, Becky	<a href="#">Need help with sheltering kittens</a>

### Hello, Rueben!

- [AEPRN Member Network](#)
- [Emergency Resources](#)
- [FEMA for Pet Owners](#)
- [Get Help](#)
- [Ready.Gov](#)
- [Seattle Animal Shelter](#)
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# Searchable maps help users in times of disaster

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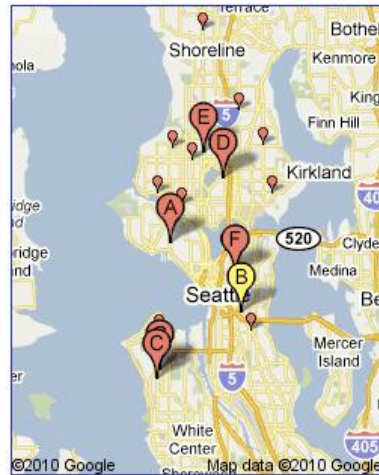
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### Shelters in your area

Based on your answers, we have found the following shelters:



- A** [Elliott Bay Animal Hospital](#)  
[www.elliottbayah.com](http://www.elliottbayah.com) - (206) 285-7387
  - B** [Your Neighbors - The Bradleys](#)  
[maps.google.com](http://maps.google.com) - (206) 324-4144
  - C** [West Seattle Veterinary Hospital](#)  
[www.vcahospitals.com](http://www.vcahospitals.com) - (206) 923-3551
  - D** [Green Lake Animal Hospital](#)  
[www.seattleveterinaryassociates.com](http://www.seattleveterinaryassociates.com) - (206) 524-6540
  - E** [Aurora Veterinary Hospital](#)  
[www.auroraveterinaryhospital.com](http://www.auroraveterinaryhospital.com) - (206) 525-6666
  - F** [Broadway Veterinary Hospital](#)  
[www.broadwayvh.com](http://www.broadwayvh.com) - (206) 322-5444
  - G** [West Seattle Animal Hospital](#)  
[www.westseattleanimal.com](http://www.westseattleanimal.com) - (206) 932-3308
- [More results near Seattle, WA »](#)

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[Seattle Animal Shelter](#)

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# Next Steps

## Work on AEPRN will continue.

- Obtain 501(c) status
- Seek funding (grants) for continuation of project
- Perform additional studies to determine requirements of user groups
- Staffing
- Content development
- Tentative target for web site publication and launch:  
May 2011

