

Share AlertSCC with Someone You Care About

You can help someone you care about be better prepared for emergencies. Using a new online tool created by Santa Clara County, employees can share a photo encouraging friends and loved ones who live or work in the county to sign up at AlertSCC.com to receive emergency alert messages. And if you haven't signed up your mobile devices at AlertSCC.com, take the time to do it now.

The County takes seriously the responsibility for making sure people are prepared for disasters. But just because it's a serious matter, it doesn't mean employees and residents can't have a little fun encouraging the people they know to sign up for alerts.

Santa Clara County is patterning its newest public awareness campaign tool after social networking web sites. The County's AlertSCC site is now a place where people can go to share a photo along with an invitation to friends and loved ones to sign up their mobile devices. And in the future, they might be featured in an AlertSCC ad campaign.

The "little fun" is the "I Love You. Please Sign Up." campaign and its new make-your-own ad site for telling a friend. The "I Love You. Please Sign Up." campaign was launched last fall and included television, radio, Internet and bus ads. . The interactive site for creating an AlertSCC Personalized Photo Message, reachable from AlertSCC.com, is the newest element designed to engage the public in a fun and inventive way.

Got to AlertSCC.com to sign up. Click on the "I Love You. Please Sign Up." link. Upload a photo and send an AlertSCC invitation to family members and friends.

Research shows that observing family, friends and neighbors taking a specific action can be a strong motivator for one to do likewise. This is a premise behind the wildly successful social networking phenomena. The "I Love You. Please Sign Up." television and radio commercials, and now the new interactive site for creating an AlertSCC Personalized Photo Message, are meant to be catalysts to start those conversations. Signing up for AlertSCC and inviting friends to do so as well means they're more likely to sign up.

The County can make the best plans for disaster mitigation, response and recovery, but to really be effective, we have to be able to get those messages to people who might be affected. We don't want to rely only on landlines because the disaster might strike when folks are out to dinner, or on vacation. Signing up mobile devices is the best way to ensure you and your loved ones get these messages in a timely manner.

By law, local governments are responsible for disaster response and the recovery their communities. Cities throughout the county are participating in AlertSCC so that both the County and its cities can send emergency notifications. At the same time, the County and cities are drilling employees on how to step up in a disaster to help with response and recovery such as mass care and shelter.

These are things that people don't like to think about. They like to imagine that they will never be affected by a natural disaster. We are sure many of the people affected by Southern California wild fires, the earthquake in Haiti or the recent flooding in the Midwest thought it would never happen to them.

Signing up at AlertSCC.com for emergency and disaster notifications is free, easy and

confidential. To follow AlertSCC on Facebook and YouTube, go to AlertSCC.com and click on the widgets.