



SMALL STEPS TOWARD BEING PREPARED FOR AN EMERGENCY



Organizational Report 2005-2012

History



Do1Thing has accomplished a lot since its inception in early 2005 with the very first meetings to the present. November 18, 2005 was the first planning meeting. Eighteen local Tri-County agencies were in attendance. The program overview consisted of the main goal which was to create a more disaster resilient community by presenting preparedness goals that are realistic and achievable for all citizens. The 12 month concept was decided; one major topic per month; and a choice of a few options that community members could choose from. The goal was that each agency personalizes it for their client's needs. The strength of the program is that the agencies represented know how to effectively deliver the messaging based on their client's specific needs.

Do1Thing has grown into a national program that has helped countless community members, families, and individuals prepare for emergencies and disasters. Do1Thing is different because it was created to address major barriers that have existed in emergency preparedness and risk management. Do1Thing was founded to take a very realistic approach to a very important public area of concern. From Awareness, to Intention, to Action; Do1Thing is a call to action. Research found that there were three main reasons why people did not get prepared ahead of time for disasters and emergencies.

1. It is too expensive.
2. I don't know how, it is overwhelming.
3. I do not believe that it will happen to me, or here.



www.do1thing.us

The first Do1Thing logo was the "un-logo". Without the funding for a professional design, we opted to go with a simple text rendering of our web address. We chose black and white to support our dramatic theme and to make it easy and cheap to reproduce.



Our earliest advertising was developed by Dan Young, an original board member. Dan's boxer puppy was the star of our early advertising campaign. We focused on billboards and print advertising. We wanted images that were dramatic, but not frightening. We wanted people to consider the impacts of disaster, without depicting them directly.

It was these three major themes that moved the Do1Thing Executive Board to create the concept and the program. Do1Thing is a monthly emergency preparedness program that gives you simple choices each month to help users become better prepared. Our goal was to make an overwhelming job of emergency preparedness more simplified by using a monthly reminder and easy web based program. Simplicity and adaptability are Do1Thing's strongest points. The personal and social responsibility is what makes this program so strong.

Empowerment and accessibility have always been important components of the Do1Thing program. We didn't want to use images that depicted people with disabilities as victims. Local resident, Dorothy, was one of the faces in our early print and billboard ads.



2006



On Thursday January 26, 2006 a press conference was held at the Tri-County Office on Aging in Lansing Michigan to roll out the new Do 1 Thing program. The press conference was led by Lansing Mayor Virg Bernero. In attendance were Ken Jones, Lansing Emergency Manager, Sheriff Wayne Kangas from Clinton County, Dr. Dean Sienko, Michigan Office of Public Health Preparedness and several other representatives from agencies all over mid-Michigan. Do1Thing launched the first website in February of 2006; the goal was to get people to sign up and receive the Do1Thing program Information. August 1, 2006 Do1Thing became a program operated under Lansing Retired & Senior Volunteer Program (RSVP) and a MOU was signed giving www.do1thing.us full advisory control under the program, fund development, community collaboration, and partnership activities. Bylaws were also formed at that time, and remained until the revision done by Cooley Law School in 2011 when Do1Thing applied to become its own 501c3.

2006 Officers

Not elected until the end of 2006 to become active in the year 2007.

Unofficial Chair: Ronda Oberlin



Left: Mayor Virg Bernero and other public officials launch the Do1Thing program in Lansing. Right Steve Lehmen Clinton County Emergency Manager and Michigan State Police Lt. Don Boomershine (both since retired) at the press conference



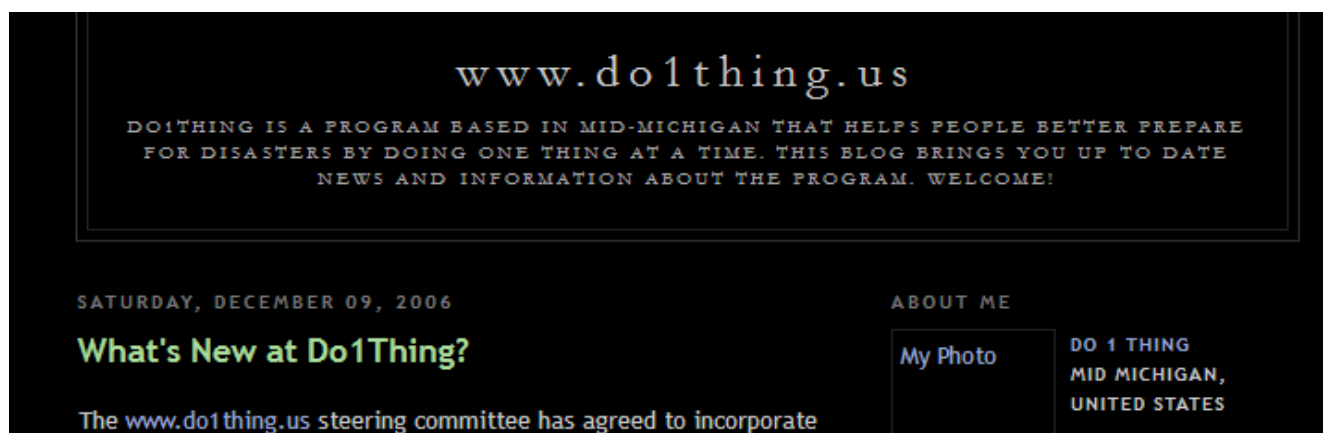
An estimated 600 emergency management professionals were on hand Oct. 9-11 for the Summit at Grand Traverse Resort in Acme, Mich. The annual conference featured 60 workshops, numerous speakers, a trade show, awards banquet, golf outing, and ample networking opportunities. The 2006's year's theme was "Building a Better Tomorrow with Yesterday's Experience." The conference is hosted by the Michigan Emergency Management Association (MEMA) and the Emergency Management and Homeland Security Division (EMHSD) of the Michigan State Police. Ronda Oberlin and Sue Busnardo gave the first Do1Thing presentation at the Michigan Emergency Management Summit in Traverse City.



Do1Thing's first website was debuted in 2006. This was designed by Board Member and run by Dan Young until 2007 when Spartan Internet was involved.



In June, 2006 it was Do1Thing Night at Owosso Speedway. The number 8 Do1Thing car driven by 'Big Steve' Lehman was tearing up the track. Steve steered Miss Do 1 Thing to a Second Place finish in the heat race. In the feature race, he was in the Pole position and all set to bring home a checkered flag for the Do1Thing team. Do1Thing received great promotion and publicity at the Owosso Speedway.



In 2006 Do1Thing also took its first steps in social media. A Do1Thing blog was created by board member Larry St. George. The blog ran until the end of 2006. We have since added pages on Facebook, LinkedIn, and have a regular Twitter feed.

The Ovid, MI Lions Club hosted a presentation on preparedness on the Evening of February 13th, 2006. The meeting featured a presentation on lessons learned from Hurricane Rita by Larry St. George from the Clinton County Office of Emergency Services. Larry worked with FEMA in response to Hurricane Rita in Jasper County, TX. The presentation showed that the power outage in that area was a major problem and even though Hurricanes don't hit Michigan, power outages do. The evening concluded with a presentation on the Do1Thing program, given by Steve Lehman. Steve was the Emergency Services Coordinator for Clinton County and one of the co-sponsors of the program.

Hi all, I just went out and took a quick photo of our current display on the table in our entrance to the health department here in Montcalm County (we're doing this at our branch offices in Clinton and Gratiot counties, as well). This is an example of the limited time and involvement it takes to participate in Do 1 Thing, and I thought maybe you could use it on the web site as a sample or something; if an organization has limited staff/resources and can't really go out and give presentations, etc., on this topic - at the very minimum, just putting up a poster and setting out some fliers will help get the word out!

*Jennifer Churchill-List
Public Information Officer Mid-Michigan District Health Dept.*

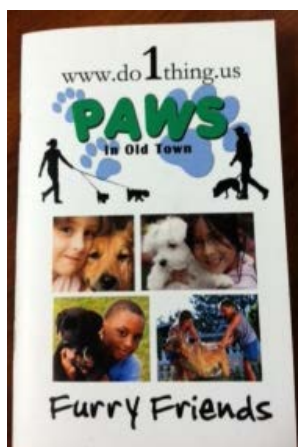


Do 1 Thing made an appearance in Montcalm County at the health department. Great job Jennifer!

2007-2008



Do1Thing had a lot of successful events in 2007 and the program still continued to grow. “Paws in the Park” was a pet preparedness fair held on August 27, 2007 in Lansing’s Old Town Neighborhood. Partners included Ingham County Animal Control.



Above: Paws Event Information

Tri-County Office on Aging held a bottled water giveaway for seniors to promote Do1Thing in 2007. 2007 also saw the start of the discussion of promotional items; bumper stickers, partner toolkits, posters, cd with presentations and a booth that would be purchased in early 2008.

2007 Officers:

Chair – Ronda Oberlin
Vice Chair – Penny Rodriguez
Secretary – Chris Hagist
Treasurer – Janet Clark



In 2008 many of the plans from 2007 were implemented. We finally had pens, bumper stickers, toolkits, posters, and a hired web design. Spartan Internet was hired to design our website.

In April 2007, Ronda Oberlin gave a presentation about Do 1 Thing at the Michigan Safety Conference in Grand Rapids.

Do1Thing had its 1st calendar printed in 2007. This was sponsored by District 1 Regional Medical Response Coalition and still is today; they have generously given us \$10,000.00 every year towards our calendar costs. Calendars were given to partners like Tri-County Office on Aging and Capital Area Center for Independent Living. They were also distributed to emergency management region 1 counties. It is the Region 1 Michigan Homeland Security Board that has allocated funds for Do1Thing to promote preparedness and encourage everyone in all of our communities to get prepared. It is through their support that Do1Thing has been able to accomplish so much. Funds helped with maintenance of Do1Thing, website, and other materials.



*Early 2008 Website of do1thing
designed by Spartan Internet*

2008 Officers:

Chair – Ronda Oberlin
Vice Chair – Larry St. George
Secretary – John Glanson
Treasurer – Janet Clark



Toolkits included; 5x8 bound handbook, factsheets, samples of the brochures, bumper stickers, posters, calendars, and CD masters of everything including the artwork and the commercial. 260 toolkits were purchased.

As it has every year since 2006, Do1Thing exhibited at the Michigan Emergency Management Conference in Traverse City.

2009



In September Do1Thing received a full time AmeriCorps VISTA to focus on promotion, coordination, and other projects that help Do1Thing. Erika Crady started in 2009. Erika's great Aunt and Uncle lost their home in a tornado in Macomb, MI in 1974, so she always had an interest in preparedness. Some highlights from 2009 include the following events: Tri County Office on Aging's Assistive Technologies Fair in October; our VISTA's 2nd Day on the job! H1N1 Pandemic was taking place and clinics were set up by the Ingham County Health Department and Do1Thing was there. Do1Thing was at the door handing out calendars, fliers, and other materials to each and every family that received a flu vaccination to grow. This was an excellent way to distribute the new 2010 calendar to as many people as possible.



Former chair Penny Rodriguez and Erika (Crady) Mahoney at an Ingham County flu clinic

2009 Officers

Chair: Penny Rodriguez
Vice Chair: Larry St. George
Secretary: Matt Price
Treasurer: Janet Clark

In 2009 many goals were achieved: partnerships increased, the group, with Janet and Ronda's help were able to secure a VISTA grant. The toolkits were a big distribution, as were the 2010 Calendar campaign. All calendars were gone almost as fast as they were produced. Do1Thing Exhibited at the MEMA Conference in Traverse City. Steve Lehman attended the District 1 Regional Medical Coalition's Conference as the Do1Thing representative passing out materials. The committee reached out to a lot of organizations and businesses and gave presentations about the program. The group formed subcommittees; calendar, factsheet, and brochure committees. Each committee meet to discuss proposed changes to the materials. Do1Thing also wanted to research new options for web development. Do1Thing ran the radio spot statewide and ran the commercials as a PSA. This increased our signups and public awareness.

Steve Lehman was on vacation and saw an out of state car in Oklahoma with Do1Thing bumper stickers, it was amazing how the word has started to travel.



Right: Erika Mahoney and Rachelle Wood setting up before the first day of the Fall 2009 Summit Emergency Management Conference MEMA Conference 2009



In the year 2010 work began on a major redesign. The Do1Thing website committee of Larry St. George, Nancy Weber, Ronda Oberlin, and Erika (Crady) Mahoney evaluated several vendors and selected the Redhead Design Studio in Old Town to redesign the site, rebrand the logo, brochures, and design standards. This was completed in early 2011.

Do1Thing lost a key longstanding member and passionate supporter to cancer in 2010, but the last thing Mrs. Nancy Weber did for us was call and give her input on her designer choice. It is in her honor that we so proudly have accomplished the new branding, website, and the growth in this program. We know she would be so very proud to see the program grow so much.



Nancy Weber

Nancy L. Weber Lansing Age 49, passed away Friday, July 30, 2010 in Lansing, after a brief battle with cancer. Born June 14, 1961, in Lansing, the daughter of Roy and Kathleen (Glidden) Niemeyer. Nancy was a Grants Manager for Tri-County Office on Aging for 21 years. She was a member of University Lutheran Church of East Lansing. Surviving are her husband Rod; 3 children: Michael, Marie and Roy (Jenn) Weber; 5 grandchildren; her mother, Kathleen Niemeyer; 4 siblings: Elizabeth (Eric Wiest) Niemeyer, Kurt, Chuck (Deborah) and Chad (Linda) Niemeyer; a niece, Melissa; a nephew, Kenny; and many loving aunts, uncles, cousins and friends. A Memorial Service will be held Sunday, August 8, 2010 at 12:00 noon at University Lutheran Church, East Lansing with Pastor Fred Fritz officiating. A reception will follow. Memorials can be made to Meals on Wheels, Tri County Office on Aging, 5303 S. Cedar, Lansing, 48911-3800.
Published: Lansing State Journal August 1, 2012

2010 Officers

Chair: Steve Lehman
Vice Chair: Larry St. George
Secretary: Matt Price
Treasurer: Janet Clark

2010 was a busy year for Do1Thing. We participated in many events and gave many presentations.

We partnered with a student group at Michigan State University called SCNO (Students helping Non-Profits) and they gave Do1Thing some suggestions on our program.



*Above: Rachel Marshall and Erika (Crady) Mahoney, AmeriCorps VISTAs, at the Capital Area Transportation Authority Safety Fair.
Right: The original Do1Thing display booth.*



Left: Do1Thing Long Term Care Breakfast May 2010; speakers were Do1Thing Vice-Chair Larry St. George gives the Partner Presentation to the attendees. Below Nancy Weber shares how Meals on Wheels is a Partner with Do1Thing.



The USA Council of the International Association of Emergency Managers (IAEM) has awarded the Do 1 Thing Citizen Preparedness program top honors in the Public Awareness category of their IAEM-USA and Global 2010 Awards Competition. The award was presented at the IAEM 58th Annual Conference & EMEX 2010, Oct. 29-Nov. 4, 2010, in San Antonio, Texas.

"This is a great milestone for the [Do 1 Thing] program," said Steve Lehman, Do 1 Thing chairperson. "It's a testament to a great idea that started out right here in Mid-Michigan. Do 1 Thing has since grown into a nationally and internationally recognized leader in citizen preparedness. This all happened because of the hard work and dedication of a small group of volunteers. I couldn't be more proud of them. "The www.do1thing.com campaign provides a fresh approach to citizen preparedness. Our program breaks the intimidating task of preparedness into small, manageable pieces. Each month one simple topic is presented and participants are encouraged to 'Do 1 Thing' to become better prepared. By following the program for a year, participants can become well prepared for most disasters.



Left Do1Thing's IAEM Award. Our Vice Chair Larry St. George entered Do1Thina!



Above Do1Thing's 50's theme based on our 2009 TV PSA Commercial Right Do1Thing 2010 Billboard Campaign!



Do1Thing presented at 2010 Summit Michigan's Emergency Management Conference "Training...The Key to Success," Do1Things presentation, "www.do1thing.us: Partnerships for Citizen Preparedness," was given by Steve Lehman and Larry St. George, from Clinton County Emergency Management Agency. They gave a great presentation outlining how to be an effective partner with a Do1Thing. The www.do1thing.us citizen preparedness program offers a unique, ready-made approach to citizen preparedness and is a great way for agencies to help those they serve become better prepared for emergencies and disasters. It also assists local Emergency Management Programs and Regional Homeland Security Planning Boards meet '09 citizen preparedness and special needs preparedness requirements.



Steve and Larry's Fall MEMA Conference Presentation



2010 Lansing Michigan, Festival of Trees. Do1Thing was entered by Larry's daughter's Lauren and her troop Girl Scouts Heart of Michigan Cadette Troop #30216 the troop got all of the Do1Thing giveaways donated!

2010 Do1Thing Presentations

Foster Community Center
Riverfront Apartments
Somerset Apartments
Porter Apartments
Baker Denora Presentation
Capital Area Center for Independent Living
Monthly Classes
Prime Time Senior's East Lansing
Peckham Vocational Center
Capital Commons Senior High Rise
Cedar Place Apartments
Friendship Manor
South Brook Villa
RSVP Programs Lansing

2010 Accomplishments Community Promotional Events

MEMA October 5-8th
Lansing Neighborhood Council October
Tri County Office on Aging's Assistive
Technologies Fair
Do1Thing Radio spot with Michael Patrick
Shield
Launched a Do1Thing Billboard Campaign
Spring Homeland Security Conference May
3-6th
Do1Thing Ingham County Health Department
Booth in September
Capital Area Research Services Focus
Group; September
Meridian Senior Center Fair; September
Lowe's Safety Event; September
Lansing Fire Department Open House;
October



*Above: South Brook Senior Classes
Below: Baker Donora Presentation*



2011

2011 Officers

Chair: Steve Lehman
Vice Chair: Larry St. George
Secretary: Matt Price
Treasurer: Janet Clark



Above: Last year with the old Logo on our Calendar 2011! We did not have a redesign in time for this year's calendar.

Left: Our new Facebook and Twitter picture debuted our small number 1 logo"

Work started in 2010 on establishing Do1Thing as an official nonprofit entity. October 28, 2011 was the official date Do1Thing became a non-profit 501(C) 3 by the IRS and the State of Michigan.

2011 saw the rebranding campaign happen and for the first time we had our own Brand Standards book and new logos! Below: some of the many logos we now have.

do **1** thing

SMALL STEPS TOWARD BEING PREPARED FOR AN EMERGENCY

do **1** thing

do **1** thing.com

SMALL STEPS TOWARD BEING PREPARED FOR AN EMERGENCY

do **1** thing

do **1** thing

Do1Thing's New Website!! 2011



Our new website included updated content and a new look. We have our updated fliers and new information being added all of the time. Phase 2 of our website included an updated “Partner Portal” where we hope our partners will share their experiences and photos about Do 1 Thing!

The City of Lansing Mayor’s Office held the Annual Senior Day event on June 23, 2011 from 9am to 2pm. Do 1 Thing had an opportunity to join local community service providers at the fair and had a booth to pass out Do 1 Thing giveaways. Our Regional Planner, Erika (Crady) Mahoney had the opportunity to speak about the Do 1 Thing Program to over 400 seniors.



*Left: The seniors at Senior Day.
Right: Erika Crady Mahoney presents Do1Thing.*



Right: Do1Thing's new full booth was unveiled at the May 2011 State of Michigan Homeland Security Conference in Grand Rapids.





September 2011 Display at Ingham County Health Department

The Ingham County Health Department partners with Do 1 Thing each year by promoting Do 1 Thing to everyone who visits the health department. "The Do 1 Thing program has been really well received by the people here in Ingham County. For the past three years, the Ingham County Health Department has served as the host site for the Do 1 Thing booth during September for National Preparedness Month. I've received many complements from both clients and staff on how much they like the program. I really think it's making a difference," said Christine Hendrickson, a Health Educator at the ICHD and Do1Thing Board Member.



*Above: Fall 2011 MEMA Conference
Below: Southside Preparedness Camp*



2012



2012 Officers

Chair: Rachelle Wood
Vice Chair: Rob Dale
Secretary: Ronda Oberlin
Treasurer: Janet Clark

2012 saw a lot of the work Do1Thing has done on Special Population Planning become a reality. Do1Thing's goal for more accessibility continues to grow. Regional Special Population Profiles highlighted the various needs that exist. Each county received a profile, as well as The City of Lansing, and Delta Township. An overall profile was completed as well with important census data to help emergency managers and partner community leaders understand the demographics of the populations they serve. This was done to further enhance emergency planning, mitigation and preparedness. This is a critical tool in helping to shape future emergency planning and help the community become further disaster resilient and assisting those who need help the most.

REGIONAL PROFILE

REGION 1 SPECIAL POPULATIONS OVERVIEW



Prepared by: REGION 1 DO1THING SPECIAL POPULATIONS PLANNING COMMITTEE
Date: DECEMBER 10, 2011

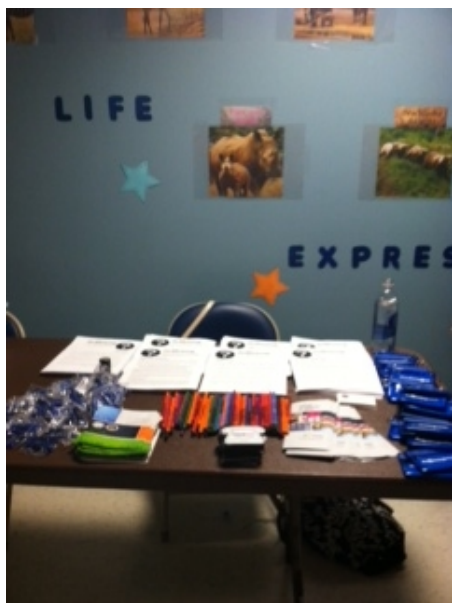
Do1Thing's Regional Profile

Below: Sample of Do1Thing's Photography for Marketing





*Above: Do1Thing's Booth at the Michigan Safety Conference in Grand Rapids April 2012
Right: partner Factsheet*



*Above World Day City of Lansing 2012;
The Language Factsheets Debut
Right: Spanish Factsheet*



Do1Thing was able to have our community brochure, and partner calendar translated into Braille. We then had Do1Thing factsheets translated into seven new languages to help serve the residents of our nine county Region who spoke these languages. Do1Thing had all twelve factsheets translated into audio files, large print factsheets were completed, and we are still in the process this year of completing more accessibility options.

2012 Activities include: May 2012 Spring Homeland Security Conference, Michigan Safety Conference, Michigan Developmental Disabilities Fair, ADA Fair at CACIL, District 1 Regional Medical Coalition Symposium, Clinton County Sparrow Health Fair, and many other events and presentations.

The Future 2013 and Beyond.....

do **1** thing

SMALL STEPS TOWARD BEING PREPARED FOR AN EMERGENCY



About Us

Do 1 Thing is a non-profit organization that wants to help build stronger communities. When people in our community are prepared, emergency responders can help more people. When people are prepared themselves, they can help their neighbors.

We're a group of people from different service agencies who work together to help people become prepared which builds stronger communities. Our day jobs are in emergency management, human services, and many other fields.

Together, we have over 100 years' experience in disaster preparedness and response.

Mission

The mission of Do 1 Thing is to move individuals, families, businesses and communities to prepare for all hazards and become disaster resilient.

Do1Thing Founding and Current Members:



Lieutenant Don Boomershine, PEM (Retired)

First District Coordinator Region One

Michigan State Police Emergency Management/Homeland Security Division



Lieutenant Steve Beard

Officer in the Homeland Security and Emergency Management Department

Michigan State University Police Department



Mr. Byron Callies, PEM, CEM, CHSP

Emergency Management Program Manager

Mayo Clinic, Rochester MN



Mrs. Ashley Cieslinski
Emergency Services Director
American Red Cross, Washtenaw - Lenawee Chapter



Mrs. Janet Clark
Executive Director
Retired and Senior Volunteer Programs, Lansing



Mr. Rob Dale
Emergency Management Planner
Emergency Management Ingham County Emergency Management



Mr. Joe DeFors
CEO and Co-Owner and Founder
CEMA, Comprehensive Emergency Management Associates, LLC

Do1Thing Officers

2012 Do1Thing Executive Board

Chair: Ms. Rachelle Wood
Vice Chair: Mr. Rob Dale
Secretary: Ms. Ronda Oberlin
Treasurer: Mrs. Janet Clark

2011 Do1Thing Executive Board

Chair: Mr. Steve Lehman
Vice Chair: Mr. Larry St. George
Secretary: Mr. Matthew Price
Treasurer: Mrs. Janet Clark

2010 Do1Thing Executive Board

Chair: Mr. Steve Lehman
Vice Chair: Mr. Larry St. George
Secretary: Mr. Matthew Price
Treasurer: Mrs. Janet Clark

2009 Do1Thing Executive Board:

Chair: Mrs. Penny Rodriguez
Vice Chair: Mr. Larry St. George
Secretary: Mr. Matthew Price
Treasurer: Mrs. Janet Clark

2008 Do1Thing Executive Board

Chair: Ms. Ronda Oberlin
Vice Chair: Mr. Larry St. George
Secretary: Mr. John Glandon
Treasurer: Mrs. Janet Clark

2007 Do1Thing Executive Board

Chair: Ms. Ronda Oberlin
Vice Chair: Mrs. Penny Rodriguez
Secretary: Mr. Chris Hagist
Treasurer: Mrs. Janet Clark



Mrs. Barbara Hamilton
Emergency Management Planner
City of Lansing Emergency Management



Ms. Christine Hendrickson, PEM
Health Educator Emergency Preparedness
Ingham County Health Department



Mr. Ken Jones
Emergency Management Program Coordinator
City of Rochester, MN



Mr. Steve Lehman, PEM (Retired)
Clinton County Emergency Services Coordinator
Clinton County Emergency Services



Ms. Kristie Mackie

Emergency Management & Safety Services/Fleet
Lansing Community College



Mrs. Erika Mahoney

Do1Thing Emergency Management Planner
City of Lansing Emergency Management



Ms. Ronda Oberlin, PEM CFM

Emergency Management Specialist
City of Lansing Office of Emergency Management



Mr. Matt Price

Bioterrorism Coordinator
District One Regional Medical Response Coalition



Mrs. Penny Rodriguez, CRSP PEM CHEP CPRP

Environment of Care Manager
McLauren Greater Lansing



Mr. Larry St George, PEM CEM
Emergency Management Program Coordinator
Clinton County Emergency Services



Mr. Chad Stemen
East Lansing Police Officer
East Lansing Police Department



Ms. Rachelle Wood
Regional Emergency Services Director
American Red Cross, Central and Northern Michigan Region



Mrs. Nancy Weber
Emergency Services Coordinator and Grant Manager (deceased)
Tri-County Office on Aging



Mr. Dan Young
President & CEO
Aegis Bleu, LLC

@ 2012 Do1Thing. All Rights Reserved
815 Marshall Lansing, MI 48912 USA