

## Build relationships for effective emergency planning



**Above:** Chris Higgins, left, learns about Automated External Defibrillators (AED) from Carley Lehman of the American Heart Association training faculty, at the Tri-Lakes United Methodist Church Emergency Preparedness Group's Heartsaver CPR/AED/First Aid training Feb. 16.



**Above:** Arlene Padilla, center, practices CPR compressions at the Heartsaver CPR/AED/First Aid training. Contact your local fire protection district to sign up for classes like this. *Photos by Lisa Hatfield.*

By Lisa Hatfield

"Camaraderie promotes survival," said Kathy Russell, emergency preparedness planner for El Paso County at a September emergency planning workshop at the Monument Branch Library. "Groups perform as well during a disaster as they performed before it." What does that say about your neighborhood or workplace?

### Do you know your neighbors?

"Connected" neighborhoods have social events regularly. Tri-Lakes examples include the winter soup nights in Back O' the Wind south of Highway 105 and the summer lawnmower races on Early Star Drive in South Woodmoor. Neighbors get to know about each other's life stories, skills, and special needs. This is a good time to introduce your children to neighbors so they can meet grownups who will help them in an emergency.

Who might need help in a crisis? After the freight train leaked hydrochloric acid in Monument in April 2011, one woman I talked to felt guilty for evacuating that night without a thought of her elderly neighbor. She told me, "Now that I've thought about it, I'll remember to check on her next time."

By building relationships, everyone will feel more like the members of a team who will watch out for each other in a disaster. Some suggestions are:

- Get a blank parcel map of your neighborhood from your town or homeowners association
- Fill in everyone's names and phone numbers
- Share copies of this contact map with all those neighbors

In addition, if someone in your family has a medical condition or a physical disability that would require extra help to evacuate, register this information with your local fire protection district.

### Planning for crises at work

Does your workplace have crisis plans? Do you actually practice them together? Amanda Ripley's book *The Unthinkable* describes evacuation drills done by certain companies at the World Trade Center that saved thousands of lives on Sept. 11, 2001. Even more people could have been saved if those drills had been practiced by all the companies in the buildings, she wrote. Ask at your office what the emergency plans are and encourage your coworkers to practice them.

### Will you be able to offer help?

Local emergency responders can't respond to everyone "first" during big disasters. Citizens must be able to help themselves and each other.

CPR/first aid training is available in the Tri-Lakes area through:

- Black Forest Fire Rescue Protection District—(719) 495-4300 or [www.bffire.org/Classes/CPR%20and%20first%20aid.html](http://www.bffire.org/Classes/CPR%20and%20first%20aid.html)
- Donald Wescott Fire Protection District—(719) 488-8680
- Tri-Lakes Monument Fire Protection District—(719) 484-0911 or [www.tri-lakesfire.com/public\\_education.php](http://www.tri-lakesfire.com/public_education.php)

Community Emergency Response Training (CERT) for everyday citizens is taught by the El Paso County Sheriff's Emergency Services Division. To set up a group class, contact Ellen Lacey, administrative emergency coordinator, at (719) 575-8400.

It's empowering to be ready so that when the crisis inevitably comes, you will be ready to help each other before the emergency responders can get to you and your family or coworkers.

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## Why advertise in OCN?

- **OCN is mailed free to every resident and business in the Tri-Lakes area.** We mail 15,500+ copies every month and put another 700 copies in stacks throughout the area. OCN has the highest mailed circulation among local newspapers in El Paso County and the third-highest circulation after *The Gazette* and *The Colorado Springs Independent*. We put copies of OCN into the hands of those people most likely to buy your products or services: local residents.
- **OCN is a primary source for Tri-Lakes area news.** For the past 11 years, OCN has been presenting unbiased, detailed coverage of Tri-Lakes area governmental entities and their deliberations and actions. Credibility is key during tough times. Advertising in a credible medium typically rubs off on the advertisers in that media.
- **OCN only takes ads from Tri-Lakes area businesses.** In OCN, your ad won't be competing for attention with ads from Colorado Springs and Castle Rock. This policy was adopted at the founding of OCN in 2001 as a way to help local businesses like yours succeed.
- **OCN's low ad rates and monthly publication schedule help stretch your ad budget.** OCN has the lowest ad cost per printed copy of any local publication. Since OCN is a monthly publication, your ad is out there for a month—more than four times longer than other local papers. Many of our advertisers tell us they're still getting calls in the third and fourth week of the month.
- **OCN does not use contracts:** You aren't tied down. Adjust your advertising month-to-month to meet your changing needs. Our advertisers advertise with us because they see benefit in it, not because they're bound by a contract they signed months before. To reward frequent advertisers, OCN has a **Frequent Advertiser Bonus** program. You earn up to 10% of your ad cost as a bonus you can use to reduce the cost of future OCN advertising. The more you advertise with OCN, the more you save.
- **You are supporting a good thing:** Your advertising dollars support a unique all-volunteer, Tri-Lakes-area-focused effort to present factual, comprehensive news to all Tri-Lakes area residents.

## And the best reason of all: It works!

- **Paula Brady, Spa Medica** - "OCN ads work!"
- **Cathy Thompson, Monumental Styles & Co.** - "OCN is my paper of choice for advertising. The ads John has helped me design have provided a constant stream of new clients. My ads have paid for themselves many times over! Thanks!"
- **Scott Sanders, Sanders Consulting** - "I've tried advertising with other papers that cost three times as much and never get nearly the response I do from my OCN ad. Even my long standing customers tell me 'We saw your ad in OCN!'"
- **Lois Wilde, L&L Field Mowing** - "The boys were amazed at how quickly they received calls last year after their ad went into the May issue. The jobs they got from the OCN kept them busy all summer."
- **Donna Mallon, Donna's Dolphins swim school** - "This is the best advertising money I've spent! OCN is the best paper in town and readers look forward to every issue. I have seen a big response to my new ad in this paper. I do not need to advertise anywhere else as my other advertising is word of mouth! Thank you OCN for your hard work to make this paper stand out from the rest in our community!"
- **Kerri Bohler, B&E Filling Station Restaurant** - "Thanks for all you have done for us. Our ad with OCN was the best thing we ever did for advertising. It outshines all the rest."
- **Yukie Stauffer, Luna Hair Studio and Spa** - "We had great response from our ad. I really appreciate it. It is amazing to see how many people came to us with our ad from OCN and many of our clients mentioned about our ad."
- **Sarah Groh, Voice and Piano Lessons** - "Your paper has been the best press I have ever had."
- **Annie Matchett, House for Sale** - "Thanks to the ad I ran in OCN, I sold my house in Woodmoor in one month. It worked great!"
- **Kathie Kaufer, Help Wanted for Family Reunion** - "The ad yielded excellent results. Thanks!"

For advertising information, contact Candice Hitt at 646-7363, [ads@ocn.me](mailto:ads@ocn.me), or visit [www.ocn.me](http://www.ocn.me)