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## How to Use this Guide

The **RED PAGES** is a quick reference resource guide for mental health center Disaster Coordinators, Public Information Officials and Crisis Team members in times of crisis or disaster. Keep it close at hand so you won't have to shuffle through files to find emergency contact information, your disaster plan, or spend precious moments trying to find that article or brochure you saved for a time like this.

Preparedness is important to an effective response. Many of the materials included in this guide can help in your organization's disaster planning. There are checklists for before, during and after a crisis, fact sheets, brochures, and web resources to help with public information and community outreach, emergency resource numbers, tips for working with the media and a place to file your disaster plan and local emergency contacts. In addition to this guide, a CD is also included which contains all the same information in both volumes. Together, they can help you build your disaster preparedness plan.

There are five sections in this Guide, spread through two volumes.

**Red Pages** are immediate information for when a crisis has just begun and a place to house your disaster plans. **Yellow Pages** are resource information for during a crisis. **Blue Pages** will help you with public information and media. **Green Pages** contains information on preparedness and building resiliency for both individuals and organizations. **White Pages** contains information on long-term planning references and public education materials, including eight brochures created by the Colorado Division of Mental Health that can be reproduced for your community and fifteen additional resource articles/handbooks (**tabs 1-15**). Consider building your own library of materials to have on hand. Develop materials that will address the needs of special populations, including brochures and fact sheets that are published in different languages.

### RED PAGES

#### Crisis Now

- Quick Reference Checklists to focus you at the time of crisis: Immediate Action: General Crisis Response Checklist; Specific Incident Response Checklists
- A place to file a copy of your center's Disaster Plan, your Crisis Communications Plan, and a list of your local emergency resource information.
- Emergency resource numbers, listed by All Hazards Emergency Management Regions. Use the information to create your own local emergency contact list and/or for reference in reaching others throughout the state.

### YELLOW PAGES

#### During a Crisis

- Tips to remember during a crisis. Included is the DeWolfe Population Exposure Model to help you assess community needs and prioritize your outreach efforts.
- Fact sheets for reference and/or public education on the Homeland Security Advisory System Recommendations, Shelter-In-Place

**BLUE PAGES**Communication and Media

- The media can help get the word out quickly about resources and provide public education. Knowing how to work with the media, being responsive and delivering effective interviews is key to the credibility of your organization. Use this section to find tips for working with the media.
- Sample press release and list of Colorado newspapers, television and radio stations.

**GREEN PAGES**Be Prepared

- Preparedness is vital to an effective disaster response. Quick Reference Checklist to help you plan, including how to create your Crisis Response Box.
- Personal Workplace Disaster Supplies Kit (*American Red Cross*)

Avian Flu & Pandemic Preparedness

- Facts: Avian Influenza (bird flu): questions & answers (*CDPHE*)
- Colorado Business Pandemic Guidelines (*CHPHE*)
- Business Pandemic Influenza Planning Checklist (*CDC*)
- Pandemic Flu: Get Ready (*ReadyColorado*)

Resiliency Awareness & Planning Guides

- Resiliency
- Resiliency for Business
- Resiliency & Disaster for Responders
- Compassion Fatigue

**WHITE PAGES**Aftermath—Long Term Planning

- Guidelines and considerations for the long-term response to a natural or manmade major disaster when you need to establish a crisis center or new program.

Brochures in Adobe PDF and Publisher formats

- Traumatic Stress and Grief

- Stress
- Age-Related Reactions of Children to Disaster
- Terrorism
- Community Resource List
- Anger
- Disaster Response Workers: Self-Care Tips
- Alcohol and Substance

#### Guides, brochures, fact sheets, and pamphlets

- Tabs 1-15

#### Other Good Resources You Can Access on the Web