Trusted Partner Network Recruitment Guide

March 4th, 2021

What is the Recruitment Guide?

The Recruitment Guide is an all-encompassing resource which city and regional partners, such as yourself, can use throughout the Trusted Partner Network (TPN) recruitment process. King County Emergency Management (KCEM) will be the agency managing the TPN, but we need your help to grow the network and recruit as many bi-lingual community leaders into it as possible! The intent of this guide is to:

- Explain what the Trusted Partner Network is,
- Explain what your role as a recruiter is,
- Provide suggestions for where and how to recruit, and
- Empower you with recruitment tools to help you succeed as a recruiter.

Any questions about TPN recruitment or this Guide can be directed to Daniel Arauz, King County Emergency Management – Program Assistant, at darauz@kingcounty.gov

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What is the Trusted Partner Network?

The **Trusted Partner Network (TPN)** is a part of the IECP or Inclusive Emergency Communications Plan. The Inclusive Emergency Communications Plan fulfills requirements under new Washington State law that makes emergency messaging inclusive to all major language groups in the county. The TPN is an effort to ensure that every resident of King County receives **critical lifesaving emergency alerts**, regardless of whether they speak English or not.

By partnering with trusted leaders within every major language group in King County, the TPN will create a link between King County's emergency alert system and the non-English speaking populations that it currently does not serve. Multilingual community members in the TPN will convey urgent public safety messages within their communities regarding natural and man-made disasters or other emergencies that residents need immediate information about. This network will help ensure that no group is unfairly impacted in an emergency.

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What makes a Trusted Partner?

• Bi-lingual (English-read and speak). • Ability to use a Smartphone. • Connected and trusted within the community.	• Ability to get information to people in their language group. • Willingness to partner with local government. • Passionate about community safety.

How does the Trusted Partner Network function during an emergency?

- TPN Members sign up for Alert King County before an emergency happens.
- They will receive any critical emergency alert that is sent to the public in English.
    - **All alerts sent out through Alert King County are critical and pertaining to life-safety. They will not receive any spam or non-important messages.**
- Following the first alert, they will then receive a second alert just for TPN members that asks them to convey the previous emergency alert to their community in their community's preferred language, and through relevant communication channels (social media, text threads, email, etc.).
- Members may also report essential information about their community's situation to King County during emergency incidents and drills or provide feedback to King County regarding how they disseminated the message.

What are TPN members committing to?

The time and effort commitment from joining the TPN is minimal. To join the TPN, all members need to participate in an initial onboarding and training session, which will be approximately 2 hours long. Following the onboarding, they will be asked to participate in the process described above for disseminating emergency alerts. They will likely be contacted between 3-5 times a year through an activation of the TPN, and some of those times will be periodic drills.

What languages are we recruiting for in the TPN?

The IECP identifies 32 major language groups in King County, all of which should eventually be represented in the TPN. **We will not turn away any potential TPN member if their language isn't represented here**, these are just the major language groups explicitly identified according to the criteria set by King County's IECP and Washington State law. These 32 language groups are:

Amharic	Farsi	Laotian	Romanian	Tagalog	Urdu
Arabic	French (incl. Cajun)	Marshallese	Russian	Tamil	Vietnamese
Burmese	Hebrew, Modern	Nepali	Samoan	Telugu	
Cambodian	Hindi	Oromo	Somali	Tigrinya	
Chinese-Cantonese	Japanese	Portuguese	Spanish	Turkish	
Chinese-Mandarin	Korean	Punjabi	Swahili	Ukrainian	

What We are Asking from YOU, the Recruiter?

As a recruiter, you are an essential element of helping to build the Trusted Partner Network. We value your partnership and your connections within the community to help us make this into a robust program. Despite the high value of your role, we do not anticipate that this will take too much of your time or energy. As a recruiter you will be asked to:

1. Identify people who you think might make good candidates, based on the criteria for a good trusted partner detailed in this guide (pg, 2).
2. Inform the candidates about the TPN and why they make a good fit.
3. Encourage the candidates to fill out the Enrollment Form. This is the most important step.
    ✓ **Note: this enrollment form is for potential TPN members, not the recruiters.**
4. Encourage the candidates to recruit other community members into the TPN, or suggest other potential TPN candidates for you to contact.
5. Follow-up with them to ensure they filled out the form.

Once the enrollment form is filled out, that candidate is officially recruited. That's it! Our team at King County Emergency Management (KCEM) will take over from there. KCEM will reach out to them with registration information for an onboarding and training session.

Communication with KCEM

KCEM will do monthly check-ins with our recruitment partners, such as yourself, via email. In these quick check-ins, KCEM will ask for updates from you regarding TPN recruitment activity and how KCEM can continue to support you in your recruitment efforts.

To receive these check-in emails, fill out this recruiter partnership form, if you haven't already. This is the same form that was sent out at the end of the TPN recruitment workshop. **This is NOT the enrollment form for potential TPN members.**

Recruitment Goals

We hope to have a first cohort of TPN recruits ready to train by the end of March 2021. The goal for this first phase of recruitment is to have 300 TPN recruits who have filled out the initial enrollment form by the end of March. However, recruitment is an ongoing process! The initial 300 recruits are our primary goal, but, with your help, we plan to continue recruiting and training throughout the months to follow.

Out of the pool of recruits, we hope to onboard and train TPN members representing all 32 major language groups in King County. With a goal of 350 language leaders enrolled and onboarded in the TPN by the end of fiscal year 2021, the breakdown of proportional target recruitment by language group follows considerations based on proportion of the population, equity, and other factors. For specifics and further information about our proportional recruitment targets, contact Daniel Arauz , King County Emergency Management, at darauz@kingcounty.gov.

Data Access Disclaimer

In addition to barriers created by English-only information, members of these communities may face barriers related to discrimination against immigrants and hostile immigration policies. In light of this, we ask that as you recruit possible members, you understand and acknowledge the wariness that some may have towards government agencies at this time and the concerns some may have related to protection of their privacy.

Any after-hours contact information collected, whether on paper or electronic, is private and protected information and should be handled as such. The full TPN roster will be stored on KCEM's CodeRED. **Outreach data and spreadsheets that are TPN-specific are not to be downloaded or shared** with new parties, and sharing access remains with the original data collector and KCEM.

These precautions are in place for the benefit and safety of TPN members, whose participation may be conditional to the transparency of our agencies about data usage. Community members who may fear immigration and customs agents will experience more barriers to partnership if contacts are not protected. Therefore, the data will be made accessible only for Duty Officers, agency members of the Joint Information System (JIS), and the IECP workgroup.

Data Protections Statement: information to share with TPN members

The after-hours contact information TPN members provide is sensitive and will be treated as such. Although data sharing takes place between governmental offices and jurisdictions, the TPN is an interjurisdictional effort and will not be used for outreach to specific locations. We recognize that cultural and non-English-language speaking communities transcend jurisdictional boundaries; alerts may be sent out for emergency events in any jurisdiction within King County and will be sent to the entire network.

The full TPN roster can only be accessed by King County Office of Emergency Management but may receive alerts from Alert Seattle or Alert King County. As community members, the contact information TPN members provide, such as personal emails, cell phone numbers, etc. is **not subject to release.** Responding to an official TPN alert remains a private communication system: receiving alerts and/or responding to them will not compromise the privacy of TPN member contact information or address.

Exceptions: Messages that TPN members exchange with official county, city, or other official systems could potentially be released if other disclosure requests are made. For example, if a TPN member emails or calls an agency from their personal account, this could be released as a record and we would not be able to redact that information. For those who are concerned about this potential, we recommend communicating via work email and phone.

How do you recruit members to the Trusted Partner Network?

Find potential TPN recruits

Recruiting for the TPN starts with your community connections. Think about people within your social and professional circles who might be a good fit for the TPN. Potential hubs for recruitment could include:

- Schools
- Parent–Teacher Associations
- Religious organizations
- Immigrant aid organizations
- Food banks
- Non-Profits
- Hospitals
- Medical offices (i.e. scribes and assistants)
- County departments and divisions
- Ethic news media
- Or any other community organizations that you identify

Get potential recruits to fill out the enrollment form

Once you have identified a person who would be a good candidate, get in touch with them and go through the steps outlined in the "What We are Asking from YOU, the Recruiter?" section of the guide, reemphasized below:

1. Identify people who you think might make good candidates, based on the criteria for a good trusted partner detailed in this guide.
2. Inform the candidates about the TPN and why they make a good fit.
3. Encourage the candidates to fill out the [Enrollment Form](#).
4. Encourage the candidates to recruit other community members into the TPN, or suggest other potential TPN candidates that you can contact.
5. Follow-up with them to ensure that they filled out the enrollment form, as this is the most important part of the recruitment process.

Once an enrollment form is completed, your job with that particular recruit is done! KCEM will then reach out to that potential member with information on how to begin the onboarding process. The onboarding will consist of a 2-hour orientation which provides the TPN recruit with all the information and training they need to be a TPN member. The orientation sessions will also provide interested TPN members an opportunity to learn about the role of King County Emergency Management in supporting community resilience and the region's emergency alert system.

Resources to help you get started with recruiting

To help you get started with your recruitment efforts, we have generated templates and other materials that can be used when trying to recruit a potential member. These include:
- Email templates
- Phone call talking points
- Social media templates
- Text message/WhatsApp templates
- Link to pre-translated messages
- Link to the TPN website
- One-pager TPN recruitment informational flyer
- Informational slides for recruiting conversations or presentations

Everything listed above is included in this document, but standalone documents for the one-pager sheet (PDF) and the informational slides (PowerPoint) have been sent out alongside this guide.

Email Template: No Previous Contact v.1

Subject: Invitation to join the Trusted Partners Network
Attachment: attach the "One-Pager" to your email

Hi [THEIR NAME],
I work with [INSERT DEPARTMENT]. We are working on a county-wide effort to ensure that emergency messaging and health and safety information reaches the whole community, including those with limited English, in accordance with a new state law. We want to make sure that we reach your language community, one of 32 language groups that have been identified as priorities for King County.

I am reaching out to connect with you to explore outreach efforts and potential partnerships that could help distribute emergency information. We are interested in what networks already exist that serve people who speak [THEIR LANGUAGE]. We also want to identify community leaders and members who might be willing to enroll in our existing alert and notifications system, the Trusted Partner Network. This system is built to work with connected community members to spread messages that are more mindful of cultural factors and language barriers than we may be.

Any input you can offer about how to enroll leaders in your community into the emergency alert system and the Trusted Partner Network would be greatly appreciated. Additionally, if you have ideas about other community members, groups or other organizations to contact, please let us know. If you would like to chat more about joining our efforts or about what we are hoping to accomplish, please feel free to contact me at any time. If you are ready to sign up now, please follow the link below: Enrollment Form

Regards,
[YOUR NAME]
[Department]

Email Template: No Previous Contact v.2

Subject: Invitation to join the Trusted Partner Network
Attachment: attach the "One-Pager" to your email

Hello [THEIR NAME],
I work in [INSERT DEPARTMENT] in King County. On behalf of King County of Emergency Management, I am reaching out to make a connection with you as a starting point to building a network that focuses on meeting language needs during emergencies. There is a new Washington law that requires emergency messages and notifications be provided in a way that reaches the whole community, specifically populations who speak a language other than English. Although we have pre-translated messaging for most emergency notifications, our capacity to share those messages is limited. In addition, emergencies can be unpredictable, and we want to be prepared to adapt while still reaching non-English speakers.

King County Emergency Management maintains the Trusted Partner Network which is a 2-way system of information sharing during an emergency. As a trusted member of your community, we would like to partner with you to help us distribute life-saving information during emergencies. By enrolling in the Trusted Partner Network, you will receive messages through our notification systems and share information via email or text with your [THEIR LANGUAGE] community and extended networks. During an emergency event, we may reach out to you to gather information about the impacts your community is facing and how we can help. We may also ask you to share new messages that have not been pre-translated.

Please let me know if you have any questions or know of any people that I could reach out to about this. If you're ready to sign up now please fill out this Enrollment Form.

Thank you so much,
[Your Name]

Email Template: Friend-of-Friend (Extended Network) Outreach

Subject: Invitation to join the Trusted Partners Network
Attachment: attach the "One-Pager" to your email

Hi [THEIR NAME],
I'm with [INSERT DEPARTMENT NAME]. I received your contact information from [HOW DO YOU KNOW THEM], as [THAT PERSON] identified you as a key leader in the [THEIR LANGUAGE] community.
We are working on a county-wide effort to ensure that emergency messaging and health and safety information reaches the whole community, including those with limited English proficiency, in accordance with a new state law. As a trusted member of your community, we would like to partner with you to help us in this effort to distribute life-saving information during emergencies.

King County Emergency Management maintains the Trusted Partner Network which is a 2-way system of information sharing during an emergency. By enrolling in the Trusted Partner Network, you will receive messages through our notification systems and share information via email or text with your [THEIR LANGUAGE] community and extended networks. During an emergency event, we may reach out to you to gather information about the impacts your community is facing and how we can help. We may also ask you to share new messages that have not been pre-translated.

I would be happy to talk more with you about this, please let me know if you have any questions. If you're ready to sign up now, please fill out the Enrollment Form.

Thank you so much,
[YOUR NAME]

Suggested Talking Points: Phone Call

- Introduce yourself, and explain how you got their contact information
- Ask if this is a good time to talk or if there would be a better time to call back
  - If they say there is better time, give them your contact info, and tell them when you will call back
- If it is a good time now, explain why you are calling:
  - "I am calling on behalf of a county initiative to improve communications with limited English communities in times of emergency"
  - "This is a county-wide effort to ensure that emergency messaging and health and safety information reaches the whole community"
  - "We are looking for trusted community members, such as yourself, to help us share emergency messaging with language groups that have been identified as priorities in King County"
  - "As a trusted source of information for your community, we would like to partner with you to help us share life-saving information with your [THEIR LANGUAGE] community and extended networks:
  - "If you enroll, you will become a part of the Trusted Partner Network"
  - "As a member of this network, you would enroll in our notification systems and then share information that you receive with your language community using email or text."
  - "You would also be essential in helping your community during emergencies by sharing information about the needs of your community with the King County Office of Emergency Management"
- Ask if they have any questions
- Mention how their data as a TPN member is totally confidential and safe
- Ask if you can text or email the enrollment form to them, or if you can send them the link to the KCEM TPN website
  - https://www.kingcounty.gov/depts/emergency-management/emergency-management-professionals/inclusive-emergency-communications/iec-trusted-partner-network.aspx
  - They can also google "king county trusted partner network"
- Encourage them to fill out the enrollment form
- Thank them for their time

Social Media Post: Facebook or Twitter

This image can be used for a social media post. A .PNG image file of the image was included in the email in which you received this guide. The text you include for different social media platforms will differ slightly. See the suggestions below.

Suggested image text: *Are you bilingual? Do you want to help your community be more informed during emergencies and natural disasters? Join King County's Trusted Partner Network! Follow the QR code to learn more and sign up*

Suggested Facebook post: (You can include the image, but you do not have to)

Are you bilingual? Do you want to get involved in your community by helping people be more informed during emergencies and natural disasters? The Trusted Partner Network is a program that connects the non-English speaking communities in King County to emergency notifications and life-safety messaging during natural disasters and other local emergencies. The Trusted Partner Network is maintained by King County Emergency Management but relies on the experience and connections of trusted community members like you. To learn more or sign up visit the link below: https://forms.office.com/Pages/ResponsePage.aspx?id=mgXluvB210mZlnLf6V1px3wLEQyeVotOj_OKv4k7xYlURERESlE3WjY5UkJURVowNVQ2QjVEMlVDWi4u

Suggested Twitter post: (You can include the image, but you do not have to)

Are you bilingual? Do you want to help your community be more informed during emergencies and natural disasters? Help King County connect non-English speaking communities to life-safety notifications during emergencies. Sign up or learn more https://forms.office.com/Pages/ResponsePage.aspx?id=mgXluvB210mZlnLf6V1px3wLEQyeVotOj_OKv4k7xYlURERESlE3WjY5UkJURVowNVQ2QjVEMlVDWi4u

Suggested Text message/Whatsapp message:

Hi [Insert name], I'm currently recruiting for a program that will increase our community's resilience to disasters. The Trusted Partner Network, run by King County Emergency Management, relies on people like you who are bi-lingual and trusted members of the community to relay emergency alerts to non-English speakers in King County. If you'd like to sign up or get more information, visit this link: https://forms.office.com/Pages/ResponsePage.aspx?id=mgXluvB210mZlnLf6V1px3wLEQyeVotOj_ OKv4k7xYlURERESlE3WjY5UkJURVowNVQ2QjVEMlVDWi4u

Pre-translated Messages

As part of our effort to make translated emergency alerts as readily available as possible, KCEM has a spreadsheet of pre-translated materials covering the region's most common emergency scenarios, translated into 18 of the 32 King County major language groups identified in the IECP . The spreadsheet can be downloaded here (this link will download the spreadsheet directly).

You may want to show this spreadsheet to potential TPN recruits as an example of the resources we have available for them.

TPN website

The official TPN webpage can be found here. The webpage contains the same information as the one-pager informational flyer (see below) and can serve as a resource for you to direct potential TPN recruits towards. The webpage link is also on the enrollment form.

One-Pager TPN recruitment informational flyer

This one-page flyer is designed as a tool to give directly to potential TPN recruits. The flyer includes a simplified summary describing the TPN, who we are looking for as TPN members, and how an interested reader can volunteer to become a TPN member. It also includes links to additional information (only available when viewed digitally), a QR code that redirects to the TPN enrollment form, a data disclaimer regarding protection of personal information, and contact information for the TPN project lead at KCEM. This flyer is also available as a separate document and is included in the email in which you received this guide. View an image of the flyer on the next page of this document (note the links in this image are not active, as it is an image copy).

Become a Trusted Partner

King County
Emergency Management

The **Trusted Partner Network (TPN)** is an effort to ensure that every resident of King County receives critical lifesaving emergency alerts, regardless of whether they speak English. By partnering with trusted leaders within every major language group in King County, the TPN will create a link between King County's emergency alert system and the non-English speaking populations that it currently does not serve.

Within their communities, multilingual community members in the TPN will convey urgent public messages regarding natural and man-made disasters or other emergencies that residents need immediate information about. This network will help ensure that no group is unfairly impacted in an emergency. The TPN is one part of King County's Inclusive Emergency Communications Plan to fulfill requirements under new Washington State law making emergency messaging inclusive to all major language groups in the county.

What makes a Trusted Partner?

- Bi-lingual (English-read and speak).
- Ability to use a Smartphone.
- Connected and trusted within the community.
- Ability to get information to people in your language group.
- Willingness to partner with the local government.
- Passionate about community safety.

How do Trusted Partners help?

1. **Receive emergency alerts** and **disseminate** these alerts in a cultural/language appropriate manner to their communities through relevant communication channels (social media, text threads, email, etc).

2. **Report, as requested**, essential information about your community's situation to King County during emergency incidents and drills, including requests for needed resources. You help with emergency response and recovery by being the "eyes and ears" for your community.

How do I get involved?

Complete a TPN Enrollment Form so we know how to contact you (click the previous link or scan the QR code below). Once submitted, we will reach out with registration details for an onboarding and training session. This single onboarding session will provide you with all the information and training you need to be a TPN member.

Scan for enrollment form

DATA DISCLAIMER: As community members, the contact information you provide, such as personal emails, cell phone numbers, etc. is not subject to release. Responding to an official TPN alert remains a private communication system: receiving alerts and/or responding to them will not compromise the privacy of your contact information or address.

Informational Slides for Recruiting Conversations or Presentations

Use these slides to share information about the TPN with potential recruits. You may want to use these to help you out in a conversation with a TPN candidate, or if you decide to hold a brief presentation to recruit for the TPN in your community. These slides are also available as a separate PowerPoint presentation, which was included in the email in which you received this guide.
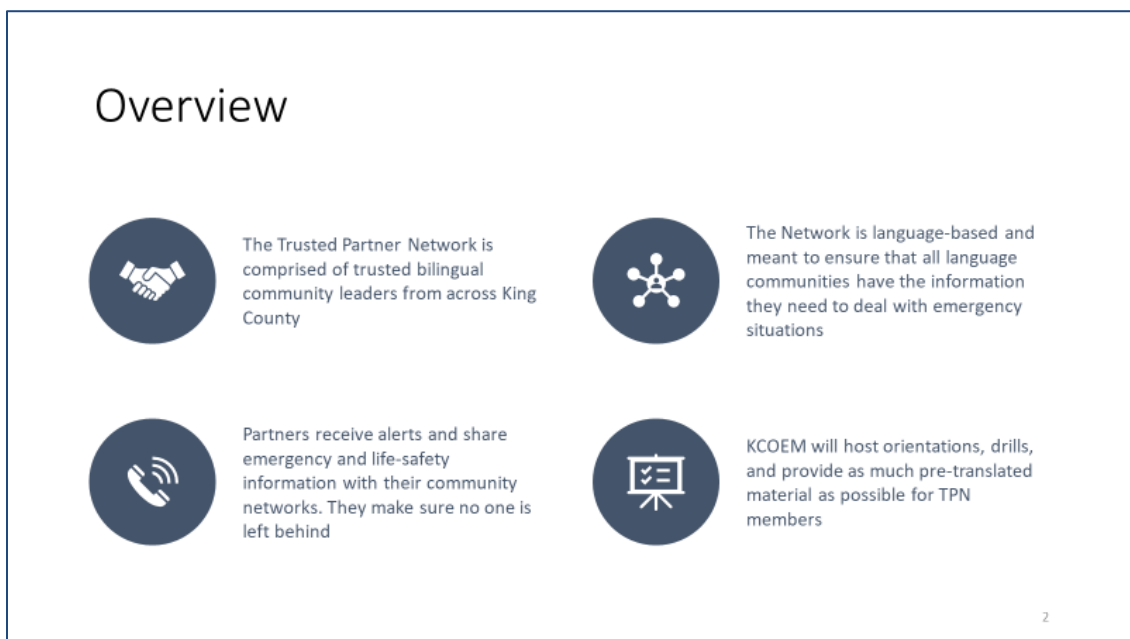
How It Works

- Sign up for emergency alerts through Alert King County
- You'll receive two texts for emergency information in English, one notifying you of the emergency and any relevant information, and another just for TPN members asking you to disseminate the information to your community in your community's preferred language
  - Pre-translations may be available
- You'll share alert information with: phone trees, social media, relatives, community centers and groups, schools, faith-based organizations, etc.
- Occasionally, King County may ask for some information about how the message was distributed

How It Helps

- The TPN ensures that every resident of King County receives critical lifesaving emergency alerts, regardless of whether they speak English.

- By partnering with trusted leaders within every major language group in King County, the TPN will create a link between King County's emergency alert system and the non-English speaking populations that it currently does not serve.

FAQ

Question	Answer
How often will I be contacted?	Likely between 3-5 times a year. Some of these will be drills
Will my information/data be protected?	As community members, the contact information you provide, such as personal emails, cell phone numbers, etc. is not subject to release.
Am I always expected to translate?	The County has many messages pre-translated and will provide these as available
How do I know when to stop sharing information/when an emergency is over?	Please share to reach as many people as possible. If there is new or continuing information to share, you'll receive a new text.
Will there be an orientation?	Yes, multiple online orientations will take place in 2021.

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Enroll to be a TPN member now!

- Fill out the enrollment form below, and then keep an eye out for an email from King County regarding a TPN member on-boarding and training session. We look forward to partnering with you!
  - Click this link
  - Or scan this QR Code:

- If you have any further questions, contact Daniel Arauz - King County Emergency Management, at darauz@kingcounty.gov

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