



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

1 August 2011

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS, REQUESTS, DONATIONS

We can do no great things -- only small things with great love. --Mother Teresa

SAFER INFORMAL MEETING (lunch break!)

For all interested parties, SAFER members are invited to come meet and greet each other at the OVAL OFFICE on the 18th of August at 11:30. There is no agenda other than getting to have a great lunch with great people! Come on down and say hello. This is a networking opportunity.

FAMILY NEEDS HOUSING

We have a client with living in a condemned trailer in Navarre. This past winter the resource center provided them with heaters because they had no heat.

Their living situation is dire. Is there a possibility that we might be able to get them a trailer?

We would be able to set up the trailer on the Church property in Navarre and provide them with utilities.

Daniel I am really hoping you can help me to help this family. She never wants to receive any help even though they are desperate. Please contact Lynne if you can help.

Lynne Remy ssrrcenter@yahoo.com South Santa Rosa Resource Center

FAMILY RESOURCE PROGRAM WISHLIST

The Family Resource Program in Milton, a United Way funded agency, is requesting assistance with the following items for families in Santa Rosa County:

- Children's underwear (all sizes)
- Children's socks (all sizes)
- Diapers (all types and sizes)
- Meats for their food pantry

Please donate new or unused items only. Adult clothing is not needed at this time.

Contact JoAnn Smith at (850) 626-2054 or email familyresourcemilton@yahoo.com to make your donation.

CRAM THE VAN

We are kicking off the annual Cram the Van county-wide school supply drive this month. This drive provides eligible families in Santa Rosa County with the basic school supplies they need to start off the school year prepared. Last year, over 2,400 children received assistance, which we anticipate will increase for this year's drive as it has for the past three.

You can help by becoming:

- **Donors:** We need businesses and community partners to contribute school supplies and monetary donations. Monetary contributions will be used to purchase school supplies such as backpacks and other more expensive items that are hard to come by for the families we serve.

- **Volunteers:** If you would like to volunteer for Cram the Van, please email Marianne@unitedwaysrc.org.

If you know someone who needs assistance, applications will be available from July 5th to August 5th at the following locations:

- **Milton** - United Way of Santa Rosa County (623-4507)
- **Gulf Breeze** - Good Shepherd Lutheran Church (932-9127)
- **Navarre** - Navarre United Methodist Church (939-2028)
- **Jay** - Jay First Assembly of God (675-6869)

See Cram the Van application for dates and times of pick up. [Click here for more information.](#)

RESEARCH STUDY

Please follow this link if you do not mind participating in a research study project titled "Social Media and credibility." <http://homepages.wmich.edu/~pfc9544/coverpage2.html>

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

YEP (YOUTH EMERGENCY PREPAREDNESS)

Youth Emergency Preparedness (YEP!) this year is going to be a September 11 remembrance event. We are making good progress with our planning for the event, scheduled for 9/10/11 at Bayview Community Center and Park on Bayou Texhar in Pensacola with most public safety, emergency management and youth serving organizations participating. Please consider participating. For more information on times, events, etc... contact Greg at gstrader@bereadyalliance.org

U.S. SMALL BUSINESS ADMINISTRATION OFFERS MONTHLY SMALL BUSINESS DISASTER PREPAREDNESS WEBINARS

Small business owners have an opportunity to get tips on business continuity planning in 2011 through a series of free webinars hosted by the U.S. Small Business Administration and Agility Recovery Solutions.

Dates and topics for upcoming free webinars are as follows:

Aug. 16 – “Social media and disaster recovery”

More preparedness tips for businesses, homeowners and renters are available on the SBA's website at <http://www.sba.gov/content/disaster-preparedness>

ATTEND THE CITIZENS LAW ENFORCEMENT ACADEMY SPONSORED BY THE SANTA ROSA COUNTY SHERIFF'S OFFICE

Date: Aug. 25 – Nov. 10, 2011

Time: 6-9 p.m., Thursday Nights Only

Place: Main Sheriff's Office 5755 E. Milton Rd. Milton, FL.

How much do YOU know about the world of law enforcement? All too often a person's perception of law enforcement is that which is learned from crime-action television shows or movies. Although these captivate the public's imagination they are not always reality based. Even those that depict "real life" situations only reflect a small portion of reality.

In view of this, the Santa Rosa County Sheriff's Office wants to educate the local citizenry as to the internal structure of today's policing agencies and the integral part that community oriented policing is playing in the county.

By attending the “Citizens Law Enforcement Academy” you will learn how to better protect yourself from being a crime victim, how to handcuff and fingerprint, how to report crime, and the ramifications of committing a crime. You will receive first hand knowledge on the organizational structure of the sheriff’s office, officer training, what constitutes a crime, officer equipment, and how to differentiate between “reasonable suspicion” and “probable cause.” You will witness live demonstrations in the areas of Special Weapons and Tactics Team (S.W.A.T.) and K-9. You will see how a real crime scene is handled and incriminating evidence is collected. You will learn the “Shoot/Don’t Shoot” methodology, how to properly handle firearms, and experience what an inmate’s life is like behind bars. At the conclusion of the class there will be a graduation ceremony.

This “FREE” Academy is open to residents age 18 or older. To register for this educational and interesting class, call 983-1236.

BUSINESS BRIEF: PROTECTING YOUR BUSINESS FROM IDENTITY THEFT!

Although you hear about individuals affected by identity theft, rarely is business identity theft discussed. Many identity thieves are targeting businesses due to a greater payoff. Smaller businesses are usually targeted because they may be less savvy about protecting sensitive information.

Your BBB offers proactive steps you can take to lessen the chances your business' good name and financial information will fall victim to identity theft.

- **Be suspicious of unsolicited email or fax requests for financial information.** Directly contact the business or agency that is requesting information using a phone number, website or email address you know to be legitimate.
- **Protect important financial information.** Never send your financial information, passwords or PINs via an email or fax. Use anti-virus software that is updated regularly to protect computer files that contain financial information.
- **Check monthly statements.** Notify your financial institution immediately if there are suspicious charges. If there are charges not initiated by your business, contact the retailer to find out who ordered the products and where they were delivered.
- **Shred sensitive information that is no longer needed.** Use a micro-cut shredder or utilize a reputable shredding service to dispose of unneeded paperwork.
- **Clean data from computers that you plan to sell, recycle or discard.** Use specially-designed software programs to remove data completely from the computer.
- **Contact your BBB first.** Talk to your BBB to check out offers, invoices or other materials that your business receives that are questionable.

Remember if sensitive information is taken from your business, you must contact law enforcement immediately.

If customer or employee names, Social Security numbers or other sensitive information have been stolen, you can contact the major credit bureaus for additional information or advice. Your notice to the credit bureaus can facilitate customer assistance.

- Equifax
U.S. Consumer Services
Equifax Information Services, LLC.
Phone: 1.800.685.1111
- Experian
Experian Security Assistance
P.O. Box 72
Allen, TX 75013
Email: BusinessRecordsVictimAssistance@experian.com

- TransUnion
Phone: 1.800.372.8391

For additional information on protecting your business, start with bbb.org.

DISASTER RECOVERY TIP #30: WHEN TERRORISM HITS HOME

WAR ON TERROR

The world watched in shock on Friday as the media unfolded story after story depicting the horrific bombing and shooting massacre in Oslo. Our hearts go out to those grieving in Norway; a once peaceful and secure country now stunned by homegrown terrorism.

While Americans understand the risk of terrorism first-hand, it is important you and your employees know what to do if tragedy strikes. Below are some general safety guidelines from FEMA to take into consideration.

- Be aware of your surroundings.
- Move or leave if you feel uncomfortable or if something does not seem right.
- Take precautions when traveling. Be aware of unusual behavior. Do not accept packages from strangers or leave luggage unattended. Report suspicious behavior to police or security personnel.
- Learn where emergency exits are located in buildings you frequent. Plan how to get out in the event of an emergency.
- Be prepared to go without services you normally depend on—electricity, telephone, natural gas, gasoline pumps, cash registers, ATMs, and Internet transactions.

FEMA ENCOURAGES AMERICANS TO PARTICIPATE IN SEPTEMBER'S NATIONAL PREPAREDNESS MONTH

Eighth Annual National Preparedness Month in September: "A Time to Remember. A Time to Prepare," Encourages Americans to Take Simple Steps to Prepare for Emergencies

WASHINGTON - The Federal Emergency Management Agency's (FEMA) *Ready Campaign*, in partnership with Citizen Corps and the Ad Council, today announced the launch of new web tools that will make it easier for individuals and organizations throughout the nation to join the 2011 National Preparedness Month (NPM) coalition and pledge their support to help prepare their families, businesses and communities for emergencies of all kinds.

The eighth annual NPM will kickoff this September, using the slogan: "**A Time to Remember. A Time to Prepare.**" The campaign seeks to transform awareness into action by encouraging all Americans to take the necessary steps to ensure that their homes, workplaces and communities are prepared for disasters and emergencies of all kinds.

"As we move forward with planning for this year's events and activities, we also recognize that this September marks the ten year anniversary of the 9/11 terrorist attacks," said FEMA Administrator Craig Fugate. "By doing what we can to ensure that our communities, and our nation, are prepared to respond and recover from all types of disasters and hazards, we honor the memory of those who were lost that day."

Individuals and groups can now register to become NPM coalition members by visiting <http://community.fema.gov>. Once registered, members have access to a toolkit that includes suggestions for activities and events, templates, articles, banners and customizable materials. Coalition members also have access to an events calendar allowing them to post and promote preparedness events, share success stories, and participate in national and regional discussion forums to engage with fellow coalition members and FEMA representatives.

By hosting events, promoting volunteer programs and sharing emergency preparedness information, coalition members can help ensure that their communities are prepared for

emergencies. Becoming a coalition member is easy and free, so [register now](#) to get started. Nearly 2,000 coalition members have already joined this year's campaign. While NPM is held each September, FEMA's *Ready* Campaign promotes individual emergency preparedness at home, in the workplace, and throughout America's communities throughout the year. Ready is a national campaign, produced in partnership with The Ad Council, designed to educate and empower Americans to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks.

The *Ready* Campaign's websites ([ready.gov](#) and [listo.gov](#)) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide free emergency preparedness information and resources available in English and Spanish. Additionally, through FEMA's partnership with the Ad Council, public service announcements are available to increase the American public's involvement in preparedness.

GULF COAST REGIONAL EQUITY TO ACHIEVE PROSPERITY (REAP) SUMMIT

(The REAP Summit is a regional strategic planning conference. The purpose of the event is to organize regional stakeholders, through civic engagement collaboration, to plan, adopt, and launch the implementation of social and economic intervention strategies for Gulf Coast recovery from the BP Oil Spill, natural disasters, and persistent generational poverty.)

August 19th & 20th, 2011
At the Crowne Plaza Hotel
200 E. Gregory St.
Downtown Pensacola, Florida

Please consider participating in this event and hear speakers like **Lou Gossett Jr** (yes, the actor) and our own **Dr. Rick Harper** from the University of West Florida.

All hands on deck! All hands on deck!! Your support as a sponsor and your collaboration as a stakeholder is requested for the **Gulf Coast Regional Equity to Achieve Prosperity (REAP) Blueprint Summit, August 19th – 20th, 2011**. This summit is a call to action for business, government, community and faith-based leaders.

Community Collaboration! It is very easy to say, to type, to think, however, it is extremely challenging to implement and manage community collaboration. Hurricanes, oil spills, recession, poverty, poor education, crime, digital divide, affordable housing, and health disparities are issues that impact all residents of the Gulf Coast that need strategies for change. Additionally, our minority and disadvantaged populations along the Gulf Coast experience a disproportionate share of these negative impacts and socio-economic disparities. ***We need to respond with a strategic plan of solutions within a blueprint for change.***

A. VISION

Gulf Coast communities close wealth and quality of life disparity gaps through innovative economic self-sufficiency and wealth creation initiatives.

B. MISSION

To strengthen the ability of Gulf Coast business, government, community and faith-based partners to generate social and economic development opportunities by creating public-private partnerships to implement a Gulf Coast blueprint for equity development.

C. NEEDS STATEMENT

Many *residents* of the Gulf Coast live in disadvantaged, poor urban and rural communities. Residents of these areas often live with the reality of gross disparities in their social and economic quality of life. Quality of life issues related to education, economic development, health, housing, environment, and technology stand out as needing the civic engagement of an

organized broad based public/private partnership to address the problems and implement solutions.

Looking to local and state governments to impact these issues, a malaise of dependency has descended on a majority of community stakeholders and, thus, these communities are systematically underserved in the overall allocation of public and private resources. This neglect and deprivation prevents these areas from realizing their potential as livable and economically viable communities and threatens the health, safety, and economic security of residents.

A widening gap between the rich and the poor cripples the Florida, Alabama, Mississippi, and Louisiana Gulf Coast at a higher level of disparity, than most regions, having its poverty ridden environments exacerbated by hurricanes and manmade disasters like the BP Oil Spill! ***The Gulf Coast needs a regional action plan that mobilizes its human and financial resources for a sustainable response to socio-economic disparities.***

Summit Strategy

The 2011 REAP Summit is being planned to serve as a Gulf Coast regional and national gathering of policy makers, government officials, foundations, chambers of commerce, education/workforce officials, community based organizations, faith-based and neighborhood groups. The conveners of this summit are requesting your support to emerge from this summit with a ***blueprint that provides a vehicle for development, and funding of projects which are adopted by local and regional stakeholders.***

Thus, the conveners submit this strategy to provide an accountable and measurable business plan for building the capacity of private-public partnerships to implement projects which emerge through the development of the blueprint. The Gulf Coast region would benefit from evolving investment opportunities that are linked up to the momentum of each state for resources to help with disaster recovery related to the BP Oil Spill. This proposal needs access to organizational and operational funding providing for full-time capacity to focus on:

- Sponsoring this Regional Equity Summit to create a collaborative plan of action with strategies, funding sources, partners, and resources that provide a social and economic impact in the region.
- Leveraging the consensus building process as justification for blueprint funding, implementation, and monitoring.
- Enhancing the potential of foundations and investors to fund the implementation of the plan.
- Designing an evaluation and monitoring process that ensures accountability and transparency.
- Creation of incentives for the introduction of intermediaries to manage and evaluate the effectiveness of the new funding and capacity building framework.

Regular updates and progress reports will provide an accountability measurement for sponsors that seek continued input and support. Sponsors will receive unparalleled brand recognition that will prevail for the long term of the plan's implementation. Please consider our efforts as value-added civic engagement to provide resources for local and regional initiatives that help create a more resilient Gulf Coast, and Northwest. Florida.

For more information or to donate, contact Tony McCray at tmcuic@aol.com

FACEBOOK

SAFER is on Facebook, find us and become our friend ;-) We are up to 266 people! Invite friends.



Use of barricades policy: Free to parades in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) that are free

and open to the public, with the understanding that the user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wishing to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up. Barricades will cost \$9 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - *Bernard Meltzer*

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NAVARRE CERT TRAINING

Navarre CERT (www.navarre-cert.org), in conjunction with Santa Rosa County Emergency Management, is sponsoring and conducting Community Emergency Response Team training. The class covers six sessions (two Friday evenings, two Saturdays, and two Sunday afternoons, weekends of September 16-18 and 23-25), all of which must be completed to be CERT-qualified. Students will receive a CERT backpack containing a CERT hard hat and vest, and other equipment/supplies, as well as the confidence to assist the community in times of a disaster. At the last session on Sunday, Sept. 25, students will be given the opportunity to practice new found skills by participating in a mock disaster scenario.

For more information and to register for the class, visit www.navarre-cert.org and click on Training, or call Mike at 939-6973.

Prerequisite for this class is FEMA's online course, Independent Study 317: Introduction to Community Emergency Response Teams, which can be taken free of charge at www.citizencorps.gov/cert/training_mat.shtm. This course will give you a good idea of what will be covered in more detail and hands-on in the six sessions. Topics include:

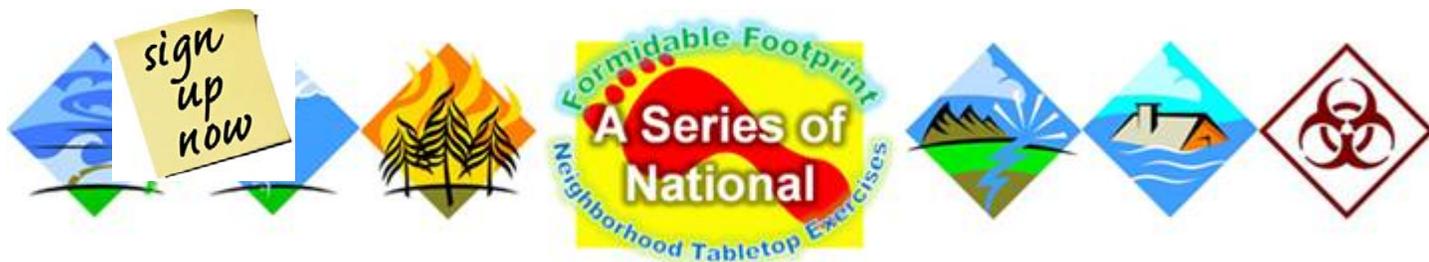
- Disaster Preparedness
- Fire Safety
- Disaster Medical Operations
- Light Search and Rescue Operations
- CERT Organization
- Disaster Psychology
- Terrorism and CERT

CERT is a program under Citizen Corps, within the Dept of Homeland Security. For more information about the CERT program, see the website at www.citizencorps.gov/programs/cert.

PACE CERT TRAINING

Pace CERT will host a CERT basic course August 12th and 13th at the Pace Volunteer Fire Department on Pace Patriot Blvd. This course will offer the basic CERT curriculum to new members who want to join a CERT team. The class will start Friday August 12th from 6:00 PM - 9:00 PM. If you are interested in attending this course please contact me by email and I will provide additional information. Steve Samaha steve.samaha@smarthorizons.org

FORMIDABLE FOOTPRINT – THE NEW SEASON
National Community / Neighborhood Exercise Series



A new season of Formidable Footprint exercises has been scheduled and now is the time for neighborhood, community and faith based organizations to make plans to participate by registering today.

The first six Formidable Footprint exercises had 1,237 teams from throughout the United States and several foreign countries assessing their disaster planning and response capabilities in a meaningful internet based exercise opportunity.

Earthquake Exercise – July 30 2011
Exercises have also been scheduled for the following scenarios:
Flood – Hurricane – Pandemic – Tornado – Wildfire

The Formidable Footprint exercise series has been developed in accordance with Homeland Security Exercise and Evaluation Program (HSEEP) protocols. The objective of the exercise series is for CERTs, Neighborhood Watch Programs, Neighborhood Associations, Community / Faith Based Organizations, Citizen Corps, Fire Corps and others to work as a team to become better prepared for the next disaster their community may face.

There is **NO CHARGE** for participation in any of the Formidable Footprint exercises.

For additional information or to register for the up-coming Earthquake Exercise please access the following web site today:

www.FormidableFootprint.org

Please Share This Important Disaster Exercise Opportunity With Others



Chris Floyd - 850-241-3565
Disaster Resistant Communities Group LLC
www.drc-group.com
Office Locations
6224 Wake Robin Ln - Tallahassee FL - 32309
12 Stoneybrook Dr - Sturbridge MA - 01566

FREE ONLINE TRAINING FOR PSYCHOLOGICAL FIRST AID

See the flyer for information on how you can get trained in psychological first aid.



PFA_Flyer_Final.pdf

SHELTER-IN-PLACE, TRAIN THE TRAINER

There are three class locations/times being offered:

August 2: 10 am – Escambia County EOC, 6575 N “W” Street, Pensacola
August 8: 10 am – Okaloosa County EOC, 90 College Blvd., Niceville
August 8: 2 pm – Bay County EOC, 700 Hwy 2300, Southport



Shelter-in-Place
Seminar Flyer.pdf

Please register online at:

<http://www.floridadisaster.org/TrainingCalendar/index.asp>

For more information, please feel free to contact me and see attached flyer.

Kathy Ahlen, Regional Planner West Florida Regional Planning Council
Phone: (850) 332-7976 x210 or (800) 226-8914 x210 Fax: (850) 637-1923

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Why Emergency Managers Should Use Social Media

<http://www.emergencymgmt.com/video/Why-Emergency-Managers-Should-Use-Social.html>

Most Terror Plot Dot-Connecting is Local, Study Finds

<http://www.hstoday.us/industry-news/general/single-article/most-terror-plot-dot-connecting-is-local-study-finds/d961d86e32b3993901361eafd39cb928.html>

Kids can be taught to save lives- Video

http://www.cnn.com/video/#/video/health/2011/07/07/hm.kids.saving.lives.cnn?hpt=he_mid

Holistic Approach Is Needed for Disaster Resiliency, Economic Sustainability and Public Safety

<http://www.emergencymgmt.com/disaster/Holistic-Approach-Needed-Disaster-Resiliency-Economic-Sustainability.html>

Homeland Security warns about potential threats against utilities

http://www.cnn.com/2011/US/07/20/terror.warning.utilities/index.html?hpt=hp_t2

Social Media A Must For Deaf

<http://yaccessibilityblog.com/wp/social-media-a-must-for-deaf.html>

Disasters hit businesses hard, keeping many permanently closed

<http://www.homelandsecuritynewswire.com/disasters-hit-businesses-hard-keeping-many-permanently-closed>

Disaster planning vital to business

<http://www.mysanantonio.com/business/article/Disaster-planning-vital-to-business-1453613.php#ixzz1RtrhvCDi>

Emergency Managers: Social Media Tactics to Protect Your Organization, According to Emergency Management Consultant Lucien Canton

<http://classic.cnbc.com/id/43723492>

Access for disabled expensive (Florida)

http://www.palmbeachpost.com/opinion/editorials/access-for-disabled-expensive-1590418.html?cxttype=ynews_rss

All-natural material removes radioactive contaminants from drinking water

<http://www.homeland1.com/homeland-security-products/decontamination-decon-equipment/articles/1075825-all-natural-material-removes-radioactive-contaminants-from-drinking-water/>

Drought a 'hidden risk' due to lack of data – UN

<http://www.trust.org/alertnet/news/drought-a-hidden-risk-due-to-lack-of-data-un/>

Think the Unthinkable in Disaster Planning

<http://ohsonline.com/articles/2011/05/01/think-the-unthinkable-in-disaster-planning.aspx>

Social Media: Preparedness 101: Zombie Apocalypse

http://emergency.cdc.gov/socialmedia/zombies_blog.asp

Children's Involvement in Disaster Planning Calms Fear

<http://www.fema.gov/news/newsrelease.fema?id=54990>

Disaster victims expect more than Facebook can deliver, FEMA director says

http://www.nextgov.com/nextgov/ng_20110506_3069.php?oref=topnews

How to Include Diverse, Vulnerable Populations in Emergency Preparedness

<http://www.emergencymgmt.com/disaster/Diverse-Vulnerable-Populations-Preparedness-041111.html>

Government may use Facebook, Twitter for terror alerts

http://www.washingtonpost.com/blogs/faster-forward/post/government-may-use-facebook-twitter-for-terror-alerts/2011/04/07/AFroqDwC_blog.html?hpid=z3

Facebook 'more effective than emergency services in a disaster'

<http://www.telegraph.co.uk/news/1914750/Facebook-more-effective-than-emergency-services-in-a-disaster.html>