



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

13 Aug 2013

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

"You make a living by what you get, but you make a life by what you give". -- Winston Churchill

DOG DAYS OF SUMMER EVENT

This is a fundraiser for American Cancer Society - Aug 24, 10-2 Wesley Memorial Methodist in Pace. Bring pets, vendors, food, prizes, fun, & donations accepted.

FAITH BASED PARTNERS

Please go to this webpage <http://www.santarosa.fl.gov/emergency/fbp.html> and see if the information about your church and its disaster response commitments is accurate.

Is your church located in this database? Do you know what your church is going to do after a disaster? Are you involved with assisting your church in its mission? SAFER is considering starting a faithbased committee to assist local churches in organizing their efforts in support of the citizens of Santa Rosa after a disaster, let me know if you are interested in participating.

OPPORTUNITY

The Gulf Breeze, Jay, Navarre Beach Area, Pace, and Santa Rosa chambers, SAFER Santa Rosa, EscaRosa Business Continuity Initiative and the UWF Small Business Development Center have collaborated to bring free business continuity training to Santa Rosa County businesses regardless of chamber affiliation. With the goal of educating business owners and managers on the best methods to maintain business operations after a disaster, a free class is offered and will last about 2 hours:

- Monday, August 19 at 9 a.m. at the Navarre Beach Area Chamber of Commerce

According to a 2005 article in Forbes Magazine, "The Federal Emergency Management Agency reports that about 40 percent of small businesses don't reopen after a major disaster. This can jolt a region because the U.S. Small Business Administration says independent enterprises provide most of the jobs in a local economy." The article also quotes Donna R. Childs, co-author of "Contingency Planning and Disaster Recovery: A Small Business Guide" who states "Small businesses are uniquely vulnerable to disaster." Do not be a statistic, be prepared, here is your opportunity. There is no registration required. For more information contact Daniel Hahn at 983-4606 or danielh@santarosa.fl.gov

INFORMATION

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

JOB OPPORTUNITIES LAND SANTA ROSA BEST PLACES TO LIVE RANKING

Santa Rosa County is featured as number 10 of 25 counties in the nation in CNN Money's "Where the Jobs are - Best Places to Live – America's Best Small Towns" available online at <http://money.cnn.com/gallery/pf/jobs/2013/08/12/best-places-job-growth.moneymag/10.html>. Counties were selected based on low levels of unemployment and high rates of job and population growth now and in the future as determined by a combination of census data and proprietary projections.

Only counties where each Best Place within it was also experiencing job and population growth, and where unemployment was below the national average, were considered. No more than two counties within a state could qualify. Midway, Navarre and Pace are listed as county towns as they are in CNN Money's "Best Places" database based on a combination of Census data and projections as well.

A SERIES OF INFORMATION BRIEFS FOR BUSINESSES

FloridaDisaster.org

According to [A National Underwriter Website](#), between [40 and 60 percent of small businesses](#) close forever following a disaster -- but your business patrons can make certain that it doesn't happen to them. Your small business patrons will find resources and tools to help them be prepared and stay open on the [business](#) pages of [FloridaDisaster.org](#), the Florida Division of Emergency Management's (FDEM) website.

Topics include [business disaster planning](#), how to help [employees prepare](#), and reporting on business-related damages.

The FDEM plans for and responds to both natural and man-made disasters and serves as Florida's liaison with federal and local agencies on emergencies of all kinds.

PrepareMyBusiness.org

[Prepare My Business.org](#)'s disaster planning and preparedness resources can be your patrons' lifeline to staying in business. This [Small Business Administration](#) (SBA) site provides links to education, planning, testing, and disaster assistance to make certain businesses can survive any interruption.

The SBA and the [United States Department of Agriculture](#) (USDA) provide low interest loans to businesses and individuals to repair or replace real estate, personal property, machinery and equipment, inventory, and business assets that have been damaged or destroyed in a declared disaster. Your patrons can find [information](#) on financial assistance to repair or replace business equipment, inventory, and business assets. Relief is also available in the form of economic injury loans, unemployment assistance, and tax relief.

Disaster Contractors Network

[Disaster Contractors Network](#) (DCN) can help your small business patrons rebuild after the worst is over.

Patrons can search the DCN databases for a contractor, vendor, or other professionals who assist businesses impacted by a disaster. Patrons can also search the databases for resources, such as materials or labor, based on category, keyword, or geographical location.

The DCN is a public/private partnership between the State of Florida, Florida State University (FSU), various Florida homebuilders associations, and the Department of Homeland Security's Federal Emergency Management Agency (FEMA), Region IV. This partnership is the nation's first pre- and post-disaster network.

Ready.gov

The [Federal Emergency Management Agency](#) (FEMA) provides your small business patrons with tools to help prepare for the impact of natural hazards like floods, hurricanes, and tornadoes. Businesses also need to consider technology-related hazards such as failure or malfunction of systems, equipment, or software.

FEMA's [Preparedness Planning for Your Business](#) site helps businesses to develop a preparedness program by providing tools to create a plan that addresses the impact of many hazards. This website and its tools utilize an "all hazards approach."

American Red Cross Resources

[Ready Rating](#) is a program that helps your small business patrons, as well as schools and other organizations, become prepared for disasters and other emergencies.

All in one place, *Ready Rating* members have access to one-of-a-kind tools, resources, and information for evaluating and improving their ability to withstand disaster, maintain operations, and protect lives and property.

Whether your patrons are taking their first steps or already have a fully-functioning emergency management program, *Ready Rating* can help them achieve a higher level of preparedness.

The [Get Started: Emergency Preparedness Checklist for Small Businesses](#) can help your patrons get back in business after a disaster has struck.

Minding Your Business

The Florida Business Continuity Initiative's [Minding Your Business](#) is real-time interactive forum that focuses on helping businesses make it through a disaster.

The website is unique in that it matches resources to the needs of businesses affected by disasters in real time. The website also provides a wide range of pre- and post-disaster information and resources for your business patrons, including an online business-continuity plan generator developed by the [Florida Division of Emergency Management](#).

Big Business -- Small Business

The [Big Business - Small Business Emergency Management Mentorship Program](#) is designed to motivate and encourage large businesses to provide mutually beneficial emergency preparedness, response, and recovery expertise to small businesses.

The program is designed to improve the resiliency of small business, reduce or eliminate recovery time, foster the establishment of long-term business relationships between large and small businesses, and increase awareness for a proactive, whole-community, emergency management approach.

The program is a collaboration between the [National Incident Management Systems and Advanced Technologies](#) (NIMSAT) Institute at the University of Louisiana at Lafayette and the [International Association of Emergency Managers](#) (IAEM).

GET PREPARED

<http://do1thing.com/>

This web page is an awesome way to incrementally get your family and business ready for any disaster.

RESILIENT COMMUNITIES FOR AMERICA

<http://www.resilientamerica.org/>

SMART PHONE EMERGENCY AND DISASTER APPLICATIONS

If you own a smart phone, these links feature applications for emergency preparedness, response, and recovery:

- https://www.osha.gov/SLTC/heatillness/heat_index/heat_app.html
- <http://www.redcross.org/prepare/mobile-apps>
- <http://www.fema.gov/smartphone-app>
- <http://www.vaemergency.gov/News/readyvirginia/mobileapp>
- <http://blog.missionmode.com/blog/15-disaster-and-crisis-apps-for-iphone-and-ipad.html>
- <http://blog.missionmode.com/blog/15-disaster-and-crisis-apps-for-android.html>
- <http://news.arlingtonva.us/releases/mobile-app-for-emergency-preparedness-220792>
- http://emergency20wiki.org/wiki/index.php/Smartphone_Apps
- <http://www.google.org/crisisresponse/>

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-)
We are up to **625** people! Invite friends. *Let's keep growing this communications venue. Invite other Santa Rosans to participate.* Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting 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/delivery. Barricades will cost \$8 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

JUST IN TIME DISASTER TRAINING VIDEO ON-LINE LIBRARY - LAUNCHED



The Disaster Resistant Communities Group LLC (DRCG) has just launched a unique Just In Time Disaster Training Video Library.

The purpose of this on-line library is to provide a single, easy to search source in which individuals, agencies and organizations can access Just In Time Disaster Training Videos.

The videos found in this library cover disaster related preparedness, response and recovery training for a wide variety areas.

The library can be accessed at this web site: www.drc-group.com/project/jitt.html

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

When disaster and disability converge

<http://www.ipsnews.net/2013/08/when-disaster-and-disability-converge-part-one/>

New Hope for Older People in a Disaster

<http://blog.aarp.org/2013/08/12/hope-for-older-persons-in-a-disaster/>

Disaster readiness may be at risk, Florida warns

<http://www.orlandosentinel.com/news/politics/fl-disaster-furloughs-20130723,0,5340747.story>

Active Shooter Workshop Teaches Communities to Win, not Survive

<http://www.emergencymgmt.com/safety/Active-Shooter-Workshop-Teaches-Schools.html>

Decision-making in a crisis: Understanding the brain

http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-brain/?goback=%2Egmp_3876618%2Egde_3876618_member_257800797

Strong leaders act before disaster strikes

<http://www.winnipegfreepress.com/local/strong-leaders-act-before-disaster-strikes-214249751.html>

OFB-EZ – a new, free business continuity tool

http://www.disastersafety.org/disastersafety/open-for-business-ez/?utm_medium=email&utm_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID_29d5712ad3cfa67821107234642c451&utm_source=Email%20marketing%20software&utm_term=dedicated%20OFB-EZ%20web%20page&goback=%2Egmp_3876618%2Egde_3876618_member_249997713

To Beat the Chaos, Take a Thinking Day

<http://www.linkedin.com/today/post/article/20130715110232-187399433-to-beat-the-chaos-take-a-thinking-day>

HEAT SAFETY TOOL

https://www.osha.gov/SLTC/heatillness/heat_index/heat_app.html

Learning from disaster

<http://www.udel.edu/udaily/2013/jun/disaster-research-062613.html>

Why Do We Give? Not Why Or How You Think

<http://www.npr.org/2011/11/25/142780599/why-we-give-not-why-you-think>

Four Ways the Government Subsidizes Risky Coastal Rebuilding

http://www.propublica.org/article/four-ways-the-government-subsidizes-risky-coastal-rebuilding?utm_medium=referral&utm_source=pulsenews

5 Things You Don't Know About Disasters

http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-20130625?cm_ven=Facebook&cm_cat=fb_article_rec&fb_ref=story_share

Map: Places That Will Flood More Often Due to Global Warming

http://www.slate.com/articles/health_and_science/climate_desk/2013/06/map_fema_study_shows_flood_hazard_areas_may_increase_45_percent_by_2100.html?utm_medium=referral&utm_source=pulsenews

The Risks You Don't Think of: A Plea to Pack a 'Go Bag'

<http://www.wired.com/wiredscience/2013/06/the-risks-you-dont-think-of-a-plea-to-pack-a-go-bag/>

Emerging Technology for Family Emergency Preparedness
http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f_b_3420895.html

How Social Media Is Changing Disaster Response
<http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response>

Is Your Business Continuity Plan Ready for the Summer Vacation Season?
<http://www.disastersafety.org/disastersafety/business-continuity/>

10 Worst Things to Donate After a Disaster
<http://money.howstuffworks.com/10-worst-things-donate-after-disaster.htm>

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach
<http://freeresources.lucienanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html>

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary
<http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html>

Why Aren't Americans Listening to Disaster Preparedness Messages?
<http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html>