



# NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

[www.safersantarosa.org](http://www.safersantarosa.org)

20 February 2012

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*

I need your RSVPs for the Annual meeting! The meeting will be held April 24<sup>th</sup> at 1130am (lunch provided) at St. Ann's Catholic Church in Gulf Breeze.

Could still use a business and faith based partner to run for the SAFER board of Directors.

## **INFORMATION**

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

### **14 SR SCHOOLS RECEIVE HEALTHIER SCHOOLS RECOGNITION**

The Healthier US School Challenge (HUSSC) is a voluntary initiative to recognize those schools participating in the NSLP that have created healthier school environments through promotion of nutrition and physical activity. The criteria includes menu changes to incorporate whole grains, fresh fruit and vegetables and low fat milk. The criteria also includes nutrition education for students, an established wellness policy and commitment to using non food rewards.

In February 2010, First Lady Michelle Obama introduced "Let's Move!" incorporating the HUSSC into her campaign to raise a healthier generation of kids.

In Spring of 2011, Santa Rosa County submitted applications for 14 schools for this initiative. The results of these applications are in (drum role)...

- **Bagdad Elementary School (Gold Award of Distinction)**
- **Berryhill Elementary School (Gold Award of Distinction)**
- **Chumuckla Elementary School (Gold Award of Distinction)**
- **East Milton Elementary School (Gold Award of Distinction)**
- **Holley Navarre Intermediate School (Gold Award of Distinction)**
- **Holley Navarre Middle School (Gold Award of Distinction)**
- **Holley Navarre Primary School (Gold Award of Distinction)**
- **Bennett Russell Elementary School (Gold Award of Distinction)**
- **S.S. Dixon Primary School (Silver)**
- **West Navarre Intermediate School (Silver)**
- **W.H. Rhodes Elementary School (Gold Award of Distinction)**
- **Gulf Breeze Middle School (Bronze)**
- **Sims Middle School (Bronze)**
- **Pea Ridge Elementary School (Silver)**

To date, only seven districts in Florida have received HUSSC award recognition, with all having only one school awarded, other than 5 for Sarasota. Santa Rosa received 14, and was the only district in the state to receive awards for middle schools.

On March 26<sup>th</sup> USDA will be sending a delegation to Santa Rosa led by [Kevin Concannon](#), USDA Undersecretary of Food, Nutrition and Consumer Services to celebrate this achievement. The event will be held at 11:15 AM on the campus of Bennett Russell Elementary.

## **BEST PRACTICES, PUBLIC-PRIVATE PARTNERSHIPS & SOCIAL MEDIA**

### **Best Practices**

#### **How To Identify & Update Dinosaur Processes & Technologies In Your Organization**

Disaster recovery and business continuity plans are based on evolving technologies and, like the dinosaurs, some aspects of these plans will become extinct. We can dissect a comprehensive BC/DR program into separate categories -- process, technology and communications -- to discover those areas that have become dinosaurs and thus, to a large degree, extinct ways of thinking. [Read more](#) ▶

### **Social Media**

#### **Using Social Media In A Crisis: Five Questions A Resilient Organization Must Answer**

In order to deal with a myriad of stakeholders who increasingly turn to the Internet in order to be heard, every organization must understand potential and existing financial, managerial, operational, and reputational risks it faces, how its stakeholders impact and view these risks, and how social media can be utilized to interact with stakeholders in order to minimize the risks.

[Read more](#) ▶

### **Public-Private Partnerships**

#### **Regional Reilience — ChicagoFIRST Style**

Brian Tishuk, Executive Director at ChicagoFIRST, speaks with CI about the organization's unique take on regional resilience, the work done to prioritize internet bandwidth during events such as a pandemic, credentialing and preparations for the NATO G8 summit. [Read more](#) ▶

## **KING MIDDLE SCHOOL - LET'S MOVE SANTA ROSA - A TEEN LEADERSHIP PROGRAM**

**Who:** King Middle School students

**What:** Your current track choices:

- Art Program presented by the Pensacola Museum of Art
- Life Skills Program presented by Families Count
- Sports (begins January 2012)



**Where:** King Middle School

**When:** Monday thru Thursday, 2:25 to 5:30 p.m.

**Why:** Provide your child with peer interaction and creative exploration in a supervised, safe environment.

**Cost:** FREE

For an application package and more information, contact:

**Art Program:** Raven McBride, Curator of Education and Outreach  
raven@pensacolamuseumofart.org, 850.432.6247

**Life Skills Program:** NaThasha Mitchell, Families Count n\_mitchell@familiescount.net,  
850.698.5721

**Project Coordinator Phyllis Gonzalez** pgonzalez2011@aol.com.

**HOLLEY-NAVARRE MIDDLE SCHOOL - LET'S MOVE SANTA ROSA - A TEEN LEADERSHIP PROGRAM**

**Who:** Holley Navarre Middle School students

**What:** Your current track choices:

- Art Program presented by the Pensacola Museum of Art
- Life Skills Program presented by Families Count
- Sports (begins January 2012)

**Where:** Holley Navarre Middle School   **When:** Monday thru Thursday, 3:15 to 5:30 p.m.

**Why:** Provide your child with peer interaction and creative exploration in a supervised, safe environment.

**Cost:** \$20 per week. Scholarships available based on financial need. Includes snacks, homework session, mentoring and tutoring and your choice of track program.

For an application package and more information, contact:

**Art Program:** Raven McBride, Curator of Education and Outreach  
raven@pensacolamuseumofart.org, 850.432.6247

**Life Skills Program:** NaThasha Mitchell, Families Count   n\_mitchell@familiescount.net,  
850.698.5721

**Project Coordinator Phyllis Gonzalez**   pgonzalez2011@aol.com.

**DISASTER RECOVERY TIP #7: COMMUNICATION IS KEY**

According to the Greeting Card Association, an estimated 160 million greeting cards were purchased for Valentine's Day this year. And while the "Hallmark Holiday" gives card sellers a huge boost, the fact remains, thanks to technology, cards sales have taken a beating over the past few years.

For better or worse, technology has changed the way we communicate. From email to instant messaging, social networking to text messaging, there has never been so many different channels of communication. Our dependence on technology to communicate means businesses are more vulnerable now than ever before.

What would happen if your business lost communications for 1 hour? 1 day? 1 week? It can be a scary thought. The good news is that we have few suggestions.

Join Agility Feb. 15th for a free webinar on Crisis Communications Planning. We will share best practices for developing an effective emergency communication strategy.

**Crisis Communications Planning**

February 15th – 2:00 p.m. EST

[Click Here to Register](#)

Be on the lookout for next week's Disaster Recovery tip from Agility. If you have additional questions or would like to talk with a recovery professional about your business continuity needs visit [www.agilityrecovery.com](http://www.agilityrecovery.com) or call 866-364-9696

**14<sup>TH</sup> ANNUAL SENIOR EXPO & HEALTH FAIR**

**Santa Rosa Medical Center Retired Senior Volunteer Program**

**DATE: May 15, 2012**

**8 a.m. – 1 p.m.**

Santa Rosa Medical Center/RSVP Senior Expo and Health Fair.

RESERVE YOUR BOOTH NOW! Call: 983-6646



14 Annual Senior  
Expo and Health Fair

Expand your Senior Marketing Plan ----2012 Expo Will reach 700+ seniors. Seniors have more disposable income than the average Santa Rosa County Family. Seniors have time to shop and compare products and Prices. Over 38,000 seniors over the age of 55 in Santa Rosa County.

EVENT LOCATION: Milton Community Center 5629 Byrom St. Milton

### **NEW FAITHWORKS AUTOWORKS, AFFORDABLE VEHICLE REPAIR SERVICE**

After hearing many, many sad stories about people missing work, doctors appointments, agency interviews or losing their jobs due to car trouble, FaithWorks has formed a new, state registered, not for profit, social enterprise--AutoWorks, an affordable vehicle repair service--and has employed 3 experienced auto mechanics supervised by an ASC certified mechanic. We have organized our pool of vehicle mechanics to either go to the customer or for the customer to come to FaithWorks Warehouse AutoWorks at 2370 North Palafox Street (between Yonge Street and Bobe Street).

When your clients have a need for vehicle repairs to get their "wheels" rolling, please refer them to AutoWorks by calling 850-832-3014. They must dial the 850 as this is an out of town cell number. We will respond immediately by dispatching a mechanic or set up a future appointment and "get ur done" and them on their way.

The attached flyer gives you more information and can be posted in your client lobby or emailed out to your client's email addresses. We offer even lower rates for vehicle repairs for EscaRosa Homeless Coalition organization members and their staff/staff family members. Just tell us when you call so we can quote you the correct discounted price.

Remember, we are one level above "shade tree" mechanics, just trying to help working people who have little disposal income for emergency expenses like expensive vehicle repairs. Our on-call mechanics are trained, experienced and very knowledgeable mechanics but with our little overhead expenses we are able to pass on the saving to you and your struggling clients.

For this community service to be successful, we will need your help in getting the word out and making referrals to us so that we can keep these guys busy and fairly compensated. What we don't charge per repair, we hope to make up in volume. So, let the vehicle repair referrals begin. If you have any questions or better ideas as to how we can help meet the need, please let me know. Your continued support of our various not for profit, social enterprises that hire the local, unemployed and who serve the poor and those who serve the poor is greatly appreciated.

Thanks for supporting these social enterprises: ReWrks!-Willing Workers-FurnitureWorks-Homeless Handyman Repair Workshop-Homeless Veterans' Furniture Exchange-ThriftWorks-FoodWorks-SoupWorks and now, AutoWorks, affordable vehicle repair service.

Rick Dye, Chief Volunteer. FaithWorks InterFaith Ministries Network, Inc.



AutoWorks Garage  
Flyer 2.14.12.doc

### **HOLD THE DATE**

FavorHouse will honor survivors of domestic violence at our annual White Rose Luncheon

@ **Sanders Beach-Corinne Jones Community Center**

**May 17, 2012 11:30 AM – 1:00 PM**



HOLD THE  
DATE-2012.doc

### **FEBRUARY IS AMERICAN HEART MONTH,**

Unfortunately, most of us know someone who has had heart disease or stroke. Cardiovascular disease is the leading cause of death in the United States; one in every three deaths is from heart disease and stroke, equal to 2,200 deaths per day. These conditions are also leading causes of disability preventing people from working and enjoying family activities. To combat this, the Centers for Disease Control and other parts of the US government have launched Million Hearts™.

Launched in September 2011 by the Department of Health and Human Services (HHS), Million Hearts™ is a national initiative that aims to prevent 1 million heart attacks and strokes in the U.S. over the next five years.

Prevention starts with everyone. Protect yourself and your loved ones from heart disease and stroke by understanding the risks and taking these steps.

- Drive the initiative by challenging your family and friends to take the Million Hearts™ pledge at [www.millionhearts.hhs.gov](http://www.millionhearts.hhs.gov).
- Get up and get active by being physically active for at least 30 minutes on most days of the week.
- Know your ABCS:
  - Ask your doctor if you should take an **A**spirin every day.
  - Find out if you have high **B**lood pressure or **C**holesterol, and if you do, get effective treatment.
  - If you **S**Smoke, get help to quit.
- Make your calories count by eating a heart-healthy diet high in fresh fruits and vegetables and low in sodium and trans fat.
- Take control of your heart health by following your doctor's prescription instructions.

Together, we can all be one in a million this Heart Month and every month. Learn more about Million Hearts

### **GET INVOLVED!**

Looking for volunteer opportunities? Following is a list of current ways to get involved:

**Financial and Statistical Information Management (FSI)** Duties include: Controlling Client Assistance Cards (CACs) and Disbursing Orders (DOs); Managing and updating the hard copies of client case files; consolidation and data entry of financial and statistical information on a disaster relief operation. Time commitment: Flexible hours, Training required.

**Special Events Committee** Duties Include: Help with planning and logistics for Flip Flop Fling fundraiser. Time commitment: varies

**Military Communications Caseworker:** Follow up after emergency communications are sent to deployed service people. Time commitment: Flexible hours, Can be done from home after training.

**Eglin AFB office help:** Answer phones, volunteer inquiries, very light clerical. Time Commitment: Flexible/shifts. **MUST** have military ID or base access.

**Military Briefs:** Give short (approximately 15 minute) "Get to Know Us Before You Need Us" presentations to pre-deployed service members. Time Commitment: Tuesday and/or Wednesday mornings. Trainings required.

For these and other volunteer opportunities, please contact LaDonna Spivey at [ladonna.spivey@redcross.org](mailto:ladonna.spivey@redcross.org).

### **MARCH IS RED CROSS MONTH!**

*Here are a few highlights!*

#### **Blue Angel Music Group Grand Opening**

Sat. March 3rd, 10am-6pm

Instrument Charity Raffle to benefit American Red Cross of NWFL

#### **The Cutting Board**

4474 Woodbine Rd, Pace

Heroes campaign during the month of March. \$2 will be donated to the Red Cross everytime you enjoy a Cutting Board Signature menu item.

[www.TehCuttingBoardPace.com](http://www.TehCuttingBoardPace.com)

**CPR** Saturday - Details coming soon!

If you would like to get involved during Red Cross month email [ladonna.spivey@redcross.org](mailto:ladonna.spivey@redcross.org).

### **REGISTRATION OPEN FOR BASS TOURNAMENT, \$3,000 TO WINNER**

**When:** Saturday, April 14th

**Where:** Carpenter's Park - Milton, FL

**Prizes:** Grand prize \$3,000, payout to the top 10 places

**Cost:** Event is Free & Open to Public

**Registration:** \$110, per boat (one or 2 person teams)

**Timeline:** 3am - Boat Check-in 6am - Tournament Begins 3pm - Weigh in Begins 4:30pm - Awards

**Additional Info:** This tournament benefits United Way of Santa Rosa County and is hosted by United Way and the 3 Rivers Bass Club. Fishermen and women will fish the Blackwater River and adjoining waters for bass to win the grand prize of \$3,000. The event will feature delicious food, music, door prizes for tournament participants and a 50/50 cash drawing.

**Register at United Way Santa Rosa** (6479-A Caroline St. Milton, FL 32570)

[Click here for rules & registration.](#)

### **LOCAL PHYSICIAN WILL SEE PATIENTS AT SRCHD MIDWAY CLINIC**

#### **Community partnership will bring additional services to the Midway area**

The Santa Rosa County Health Department is pleased to welcome community partner, Dr. John W. Ervin, to its satellite clinic at 5840 Gulf Breeze Parkway in Midway. In addition to services such as pregnancy testing, Healthy Start case management, and Medicaid eligibility, currently offered by the health department, Dr. Ervin, a specialist in OB/GYN, will offer pre-natal care for pregnant women on Friday mornings from 9:00 a.m. to Noon, beginning February 24. Appointments will be required, and Medicaid and private insurance will be accepted.

"We are so pleased to have the opportunity to partner with Dr. Ervin to bring pre-natal services to our Midway Clinic," said Sandra L. Park-O'Hara, A.R.N.P., administrator of the Santa Rosa County Health Department. "This will provide patients in the Gulf Breeze and Navarre areas with additional resources for pre-natal care."

For more information, or to make an appointment, contact Dr. Ervin's private practice, The Center for Total Women's Health, in Milton at 850-983-9600. For information about other services available at The Center for Total Women's Health, visit their website, [www.cftwh.com](http://www.cftwh.com). For information on pregnancy testing and Healthy Start services, contact the Santa Rosa County Health Department at 850-983-5200, ext. 107, or visit our website at [healthysantarosa.com](http://healthysantarosa.com).

### **FREE PROGRAM FOR DISCOUNTED DRUGS**

Free FamilyWize Prescription Discount Cards available at the United Way office (6479-A Caroline St. in Milton).

FamilyWize cards can reduce prescription drug costs by an average of 35%. There is no income criteria for this program and it is open to anyone.

Cards are available to:

- Anyone who does not currently have health insurance
- Anyone who does not have prescription coverage

Anyone who is purchasing a medication not covered by their insurance

### **JOIN STORMSMART FOR A WEBINAR ON FEBRUARY 23**

StormSmart Coasts helps coastal decision makers find and share the best resilience-related resources available. Before the Storm: Part 1 is the first of four Gulf of Mexico-wide coastal storm planning, response, and recovery trainings. Each training will provide an overview of specific tools provided on the StormSmart Coast website.

**Title:** Before the Storm: Part 1

**Date:** Thursday, February 23, 2012

**Time:** 2:00 PM – 3:00 PM (CST)

**Cost:** Free, registration is required

This training will begin with an introduction by **Margaret Davidson, Director of the NOAA Coastal Services Center**. Before the Storm: Part 1 consists of two parts: Resources and Identifying Hazards. The Resources section of the training will provide an overview of a variety of available coastal zone management resources. This portion of the training will also

provide participants with tips and tools to assist decision makers to work with their community to prevent, endure, and repair damage caused by coastal storms through the use of local knowledge, geospatial data, and storm probability data. The second half of this training, Identifying Hazards, defines and explains the risks associated with Gulf-wide and state-specific hazards, such as shoreline change, sea level rise, storm surge, coastal inundation, and wind risk.

Following your participation in Before the Storm: Part 1, you will have a better understanding of the tools available to help you and your community prepare for coastal storms, how to access those tools, and the potential hazards that could impact your community during and after a coastal storm.

For additional information about StormSmart Coasts and all of these trainings, please visit <http://stormsmart.org/webinars>.

**Registration Space is limited.** Reserve your Webinar seat now at: <https://www2.gotomeeting.com/register/643828058> After registering you will receive a confirmation email containing information about joining the Webinar.

### **NEW NATIONAL HEPATITIS C HELPLINE PROMISES “ONE CALL – LOTS OF HELP”**

A new national helpline, 877-HELP-4-HEP, run by and for people affected by hepatitis C will formally launch February 1, 2012. This new consumer resource is the result of a year-long collaboration among five national nonprofits with a combined 90 years' experience in phone-based peer counseling.

Being diagnosed with hepatitis C creates many emotional and social challenges. It is especially complicated by the lack of comprehensive medical, mental health, and community support services. People with hepatitis C report spending countless hours trying to find a reliable support and information. Resources are few and often transient based on available funding. Judi, one of the 877-HELP-4-HEP counselors states, “People with hepatitis C just can't seem to get the help they need. Sometimes, I'm the fourth or fifth person they have spoken to. As a peer counselor, I can share common experiences and talk about different coping strategies and resources. When I was diagnosed I had many of the concerns and questions that they are having and since then have spoken to people with similar experiences. I can really set their minds at ease with answers to their questions that contribute to a sense of well-being and hope.”

Unique to 877-HELP-4-HEP (877-435-7443) are specially trained peer counselors using a structured approach to help callers navigate through screening, diagnosis, medical evaluation, and treatment. Follow-up contact by the counselors keep callers engaged at each step of their journey and help them make and follow through with their hepatitis C related decisions. Additional HELP-4-HEP assets include an up-to-date national database of 25,000 referral resources and a secure shared caller database for counseling continuity. Andi Thomas, the helpline's managing partner, stated, “What sets us apart is our standardized health messaging and the follow-up call feature. HELP-4-HEP is designed to maintain contact with callers to improve health outcomes as well as document and measure the impact of our services.” HELP-4-HEP is administered by The Support Partnership whose mission is to improve the well-being of people affected by viral hepatitis through collaborations that increase service quality, access, and impact. Founding partners are HealthPro (formerly Hep-C ALERT), FL; Hepatitis C Association, NJ; Hepatitis Education Project, WA; Hep C Connection, CO; and Project Inform, CA. 877-HELP-4-HEP (877-435-7443) operates Monday through Friday 9:00am to 7pm EST. To learn more, visit [www.help4hep.org](http://www.help4hep.org) or email [info@help4hep.org](mailto:info@help4hep.org).

### **FACEBOOK**

SAFER is on Facebook, find us, and become our friend ;-). We are up to **323** 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 in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4<sup>th</sup> 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 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

### **LOCAL TRAINING OPPORTUNITIES**

Visit the state training web page to see all the Florida Division of Emergency Management sponsored training in the state. On this site you will learn what training is offered, where it will be conducted, how long the training will last, who the point of contact for the training is, and any other special considerations like prerequisites for the course. Remember when you are looking for classes, we are in region 1. Go to the following web page <http://www.floridadisaster.org/TrainingCalendar/index.asp>

### **MEDICAL PREPAREDNESS AND RESPONSE TO BOMBING INCIDENTS**

As promised, here is the MGT 348 Flyer. The dates are not posted on this flyer but here are the details.

Location: Santa Rosa EOC  
Dates: November 28<sup>th</sup> and 29<sup>th</sup>  
Time: tentative 8:00-5:00  
Total time: 18 hours  
CEU for Nurses and Physicians: 1.6  
Register online at: <http://www.floridadisaster.org/TrainingCalendar/index.asp>

### **SKYWARN TRAINING**

The Navarre CERT Amateur Radio Club will be hosting an "Advanced Skywarn" training class on March 2, 2012, from 6:00 – 8:00 p.m. Jeff Garmon, NOAA Meteorologist from the National Weather Service office in Mobile will be providing the training. This class is for those who have previously had the basic course within the past year.

We will be meeting in the training room at the Holley-Navarre's Fire Station #45, 8618 Esplanade St. (Turn North from US 98 at the flashing yellow emergency lights by the McDonald's East of the Navarre Beach Bridge.) Plenty of parking is available in the parking lot across the street.

For further information, contact me via either email (preferable) at [commo@navarrecert.org](mailto:commo@navarrecert.org), or on my cell at 850-637-2496. You can also check out <http://navarrecert.org> and click on the "Communications" link at the top of the page.

### **ENGAGING YOUR COMMUNITY IN PREVENTING TERRORISM**

**Webinar Date Changed to TUESDAY, MARCH 6th at 2 pm ET/1 pm CT/Noon MT/11 am PT**  
Due to technical issues beyond Citizen Corps' control, we have rescheduled the webinar for Tuesday, March 6th. We apologize for the inconvenience, and appreciate your patience. The webinar information can be found here: <http://citizencorps.gov/news/webcasts/terrorism.shtm>.  
In the meantime, you may find these new resources useful:

- [\*A Resource Guide to Improve Your Community's Awareness and Reporting of Suspicious Activity: For Law Enforcement and Community Partners\*](#)

- [Improving the Public's Awareness and Reporting of Suspicious Activity: Key Research Findings from Literature Review, Household Survey, Focus Groups and Interviews](#)

**THIS INFORMATION HAS RECENTLY BEEN UPDATED, AND IS NOW AVAILABLE ON <http://training.fema.gov/emi>.**

[IS-908 - Emergency Management for Senior Officials](#)

[893 - Training Bulletin - IS909 Community Preparedness--Implementing Simple Activities for Everyone](#)

[894 - Training Opportunity - E313 Basic Hazards United States for Multi Hazards - 4 2-5 2012](#)

[895 - Training Opportunity - E176 Hazards United States Multi Hazards for Floodplain Managers -April 2012](#)

[896 - Training Opportunity - E357 State IA Operations - May 2012](#)

### **INDEPENDENT STUDY COURSE MITIGATION PLANNING FOR LOCAL AND TRIBAL COMMUNITIES**

In December 2011, an updated independent study course was released to support local and tribal mitigation planning. [IS-318, Mitigation Planning for Local and Tribal Communities](#), is a course offered by the Federal Emergency Management Agency (FEMA). The goals of this course are to:

- Assist participants in undertaking the hazard mitigation plan development process. This plan will meet the needs of your community and fulfill the requirements for local plans, as described in 44 Code of Federal Regulations (CFR) §201.6, or for Tribal plans, as described in 44 CFR §201.7.
- Help federal and state plan reviewers interpret the regulations to inform the review of local or Tribal hazard mitigation plans.

### **IS-909 - COMMUNITY PREPAREDNESS: IMPLEMENTING SIMPLE ACTIVITIES FOR EVERYONE**

<http://training.fema.gov/EMIWeb/IS/is909.asp>

#### **Course Description**

Community members are the key to our Nation's preparedness and resilience. As such, we need to:

- Support the development of prepared, vigilant, and engaged communities.
- Foster strategic partnerships among:
  - The private sector.
  - Nongovernmental organizations.
  - Foundations.
  - Community-based organizations.

The purpose of this course is to present a model program for community preparedness. In addition, resources materials are available to help organizations conduct simple preparedness activities for everyone.

#### **Course Objectives**

By the end of this course, participants will be able to:

- Identify the definition of preparedness.
- Describe the role of individuals and households in preparedness.
- Identify community preparedness principles.
- Describe the purpose of community-based preparedness activities.

- Identify the steps for planning and conducting a community-based preparedness program.
- Identify resources for supporting community-based preparedness programs.

### **Primary Audience**

Whole community including emergency management personnel and representatives of faith-based and nonprofit organizations.

### **IS-660 - INTRODUCTION TO PUBLIC-PRIVATE PARTNERSHIPS**

<http://training.fema.gov/EMIWeb/IS/is660.asp>

### **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

FEMA Administrator Craig Fugate Shares 3 Lessons from 2011

<http://www.emergencymgmt.com/disaster/FEMA-Craig-Fugate-3-Lessons-2011.html>

How climate change, urbanisation are changing disaster

<http://news.yahoo.com/climate-change-urbanisation-changing-disaster-110233362.html>

Floods, heat, migration: How extreme weather will transform cities

[http://edition.cnn.com/2011/12/23/world/asia/climate-change-impact-cities/index.html?hpt=hp\\_bn7](http://edition.cnn.com/2011/12/23/world/asia/climate-change-impact-cities/index.html?hpt=hp_bn7)

Work with Private Sector, Plan for the Worst, Says FEMA Administrator

<http://www.emergencymgmt.com/disaster/Work-With-Private-Sector-Plan-for-the-Worst-Says-FEMA-Administrator.html>

Why You Should Practice Emergency Preparedness with Your Kids

[http://www.huffingtonpost.com/dr-g/why-you-should-practice-e\\_b\\_1197614.html](http://www.huffingtonpost.com/dr-g/why-you-should-practice-e_b_1197614.html)

A Culture of Planning: How to Know if the Shoe Fits

<http://www.emergencymgmt.com/training/Culture-of-Planning-10-Characteristics.html>

WHO, Psychological First Aid: Guide for Field Workers

[http://whqlibdoc.who.int/publications/2011/9789241548205\\_eng.pdf](http://whqlibdoc.who.int/publications/2011/9789241548205_eng.pdf)

Social Media for Emergency Managers Can't Start When the Emergency Does

[http://www.nextgov.com/nextgov/ng\\_20111110\\_4195.php](http://www.nextgov.com/nextgov/ng_20111110_4195.php)

*Social Media 4 Emergency Management, the Brick Walls*

<http://www.sm4em.org/2011/11/the-brick-walls/>

This gentleman describes the circumstances we find ourselves in very succinctly. Please take a moment to read this.

## WHENCE THE RESOURCES

February 9th, 2012 - Warren Edwards

In a recent blog, I described the FEMA Whole Community Approach as the ideal federal program because it encouraged community action and provided a suitable roadmap without creating another federally funded program. A reasonable question might follow –“If community resilience programs are encouraged and facilitated but not paid for by the federal government, where will the resources come from?”

There is considerable anecdotal evidence that people don't really value or take ownership in things that come too cheaply. If you tell me how to solve my problems and pay me to do it, it's not really my problem. Communities are not significantly different. Communities that want to improve their resilience to disasters of all kinds must be committed and mobilized for a long term journey. The pay off will be great but the task is not likely to be accomplished quickly, easily or by outside experts. In short, the community must discover the challenges themselves and take ownership of the solutions.

Despite tough economic times, communities have a lot of resources. What they often lack is a coherent plan to mobilize them. Here are a few ideas:

Start small and celebrate every success. Many things that create resilience don't cost money. Organizing to build close knit neighborhoods with internal networks that share information and resources in times of crisis is practically free. CERT training is readily available. Creating ways to facilitate discourse among the public, private, faith based and non-governmental communities before crises can be incorporated into the everyday life of the community at little or no costs. Publicize and build on every organization and neighborhood that adopts and creates activity around resilience. Get conversations going within the community, cultivate them and let them grow.

Use volunteers and make every participant feel important. The graying of America should produce legions of volunteers with substantial skills and loads of time. Mobilize them and make them feel critical to the community's success. Some pretty influential campaigns have begun with soccer moms. People want to be a part of something. Give them a chance.

Enlist the private business community and don't forget the small businesses. No one has a greater stake in the community's success than the private business community. No matter how big they are, if they don't have workers, they don't have a business. No matter how small they are, if they don't have customers, they don't have a business. No matter how big or small they are, they have resources – people, time and money. It's in their self-interest to apply some of those resources to the community.

If you have one, get the local community foundation involved. They exist to do good. No matter their focus, something in the community's resilience action plan will interest them. Get them involved from the start and let them own a part of the solution.

Finally and maybe most importantly, demonstrate commitment to building a resilient community and show that you have a coherent plan to get it done. Everyone wants to work on a well-planned, flawlessly executed, winning project.