



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

22 August 2011

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

UNEEEDS, REQUESTS, DONATIONS

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

BLOOD DRIVES

Navarre United Methodist Church has a blood mobile present every 5th Sunday. Call 939-2028 for more information.

CAMPAIGN KICK OFF SEPTEMBER 16

We invite you, your colleagues and friends to our annual campaign kick off to celebrate United Way's annual fundraising campaign to take place Friday, September 16 at 11 a.m. at the Santa Rosa Medical Center Education Building (behind the hospital).

Special thanks to our Kick Off Sponsor [Santa Rosa Medical Center](http://SantaRosaMedicalCenter.com)! Thank you so much for all you do. Please RSVP to kendra@unitedwaysrc.org

MAN NEEDS HELP WITH GENERATOR

A SpNS client has a broken generator. He will have to go to the shelter if he loses power due to using a CPAC (breathing type machine, mostly used at night) if there was an agency or someone that could fix it, he would not have to travel to the shelter in Milton from the Jay area.

Do you have suggestions? Apparently he does not have the money to fix it.

If you can help this man contact Marie at 983-5360 or marieg@santarosa.fl.gov

FAMILY NEEDS HOUSING

We have a mother with 2 young daughters 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 ssrcenter@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 familyresource Milton@yahoo.com to make your donation.

JOB OPENING

We are currently seeking applications for a new position in our office. The program director will work closely with the executive director and all program officers to ensure that the professional programs crafted by the organization are balanced, help promote international understanding, and provide an enriching experience in northwest Florida.

The program director will be responsible for visitor programming and all post-program activities associated with visitor projects. In addition, this staff member will assist the executive director with membership events as well as local and national advocacy efforts. This position requires an enthusiasm for citizen diplomacy, creativity, flexibility, and the ability to work collaboratively. The program director must be able to conduct a variety of projects simultaneously, quickly and efficiently under pressure.

This position requires a B.A. in International Relations, Government, Communications, English, or Public Relations. Strong conceptual, organizational, and writing skills are a must. Applicants must have a wide knowledge of American society, culture, and history. A full position description is [on our website](#).

To apply, please send your cover letter, resume, and a writing sample via email to jena@gulfcoastdiplomacy.org. Applications will be accepted until the position is filled. No phone calls, please.

INFORMATION

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

FREE EMERGENCY PREPAREDNESS EVENT

IN OBSERVANCE OF THE 10TH ANNIVERSARY OF 9/11

Thursday, September 8th, 2011 8 AM until 1 PM

Milton Community Center 5629 Byrom St., Milton, FL 32570

Guest Speaker: Commissioner Salter

Why an Emergency Preparedness Event? An above average hurricane season is predicted, Disasters can happen anytime (tornadoes in Alabama). It is never too late to prepare. All local businesses are invited to join the event. Participation is free.

In addition, local military and their families, as well as those who lost their lives in service to our county will be honored along with deployed men and women. The public is invited to write letters to the troops and pledge support to the families of our fallen service members. Letters can be sent to RSVP @6294 Buckskin Dr., Milton, Fla. 32570 or call 983-5220 for more information.

All across the nation and around the world millions of people and organizations are expected to pay tribute by engaging in good deeds, supporting charities, and volunteering. Organizers of 9/11 Day, which include the 9/11 nonprofits MyGoodDeed and HandsOn Network, expect to mobilize as many as five million people in charitable service in remembrance of the 9/11 victims and in honor of the many who rose in service in response to the attacks a decade ago. Other prominent groups leading the effort include the 9/11 Memorial, Business Civic Leadership Council (BCLC) of the U.S. Chamber of Commerce, The Mission Continues, and AARP, among others.

“RSVP” of Santa Rosa and North Santa Rosa Lions Club are honored to join with the 9/11 Community and other organizations and individuals to support this wonderful tribute for the 10th anniversary of 9/11,” said Executive Director Brenda Roland.” “We invite area residents to attend the Emergency Preparedness Event and also to volunteer for the nationwide 9/11 Day of Service and Remembrance. “



For more information about the Emergency Disaster Event contact Brenda Roland at brsvpsantarosa@mchsi.com or 850-983-5220

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

I remember – I serve

September is National Preparedness Month and this year we **remember** those lives lost 10 years-ago on 9-11, and salute those who **serve** as volunteers in our community.

Join BRACE for the 2nd Annual Youth Emergency Preparedness Expo at Bayview Community Park, September 10, 2011 from 10 till 2:00 pm.

See a Coast Guard helicopter water rescue. Be a part of a park-wide scavenger hunt for great prizes; interactive games with police, fire, and search & rescue dogs. Visit with Smokey Bear and McGruff, the crime-fighting dog and help unite the nation with a hands-on art tribute to those lives lost on 9-11.

Kids don't forget to bring your parents and all pets are welcome.

www.bereadyalliance.org 1301 W. Government St., PNS, FL 32502 850-444-7135

Cat 5 Sponsor \$1,000

*Logo included in media releases. Logo featured in event flyers and other advertising and in event program. Sponsorship logo on back of YEP! T-shirt (cut-off date August 18th)
Banner display space at event (company to provide banner to BRACE by August 29th).
Sponsorship listing on BRACE website for one year. Double size vendor space at the event.
Named during the event through PA announcements.*

Cat 4 Sponsor \$500

*Logo featured in event flyers, other advertising and in YEP! program.
Banner display space at event (company to provide banner to BRACE by August 29th).
Vendor space at the YEP! event. Sponsorship listing on BRACE website for one year.*

Cat 3 Sponsor \$250

*Logo featured in YEP! program. Vendor space at the YEP! event.
Banner display space at event (company to provide banner to BRACE by August 29th).
Sponsorship listing on BRACE website for one year.*

Cat 2 Sponsor \$150

*Logo featured in YEP! program. Vendor space at the YEP! event.
Sponsorship listing on BRACE website for one year.*

Cat 1 Non-Profit Sponsor \$50

*Logo listed in YEP! program. Vendor space at the YEP! event.
Sponsorship listing on BRACE website for one year.
Contact BRACE @ 850.912.8234 or e-mail us at: brace@bereadyalliance.org to sign-up*

One Bucket at a Time – 72 hours of Preparedness

In a major disaster, it might be several days before vital services are restored. Are you prepared?

We are now just in the heart of hurricane season and the recent severe storms and tornadoes at

ravaged our Alabama neighbors should serve as a reminder to *all* Escambia County residents that each household needs to have a disaster preparedness plan. The first 72 hours after a disaster are critical. Electricity, gas, water and telephones may not be working. In addition, public safety services such as police and fire departments may not be able to reach you immediately during a serious crisis. Each person should be prepared to be self-sufficient - able to live without running water, electricity and/or gas, and telephones - for at least three days following a disaster. BRACE is partnering with Walmart to make it a little easier for you, your family and our homebound friends and neighbors to get equipped for the first 72 hours of a disaster. Next Saturday, August 20 at Walmart on US 29 from 10 till 2p.m. BRACE and CERT members will be on hand showing you what you need in your emergency bucket and how you can help fill-up an emergency bucket for your homebound neighbors. Don't get caught without your "bucket"! The time is now – don't wait until it is too late!

SOCIAL MEDIA: WHAT IS YOUR STRATEGY?

Join us Wednesday, August 24 at 8:30 am PST.

Social media's tool that has really only been around for a few years, but it is already pervasive in our society. What is it? There are many ways you might define it but one key characteristic of a social media definition is that it refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Stop and think about that for a moment. There are two key words included in that definition that is unique to most traditional communications strategies mobile and interactive.

This fast-paced, two-part looks webinar explores how you effectively engage in social media as business continuity and emergency management professionals. The goal of this session is for you to learn ways to establish a leadership position and learn the basic rules of engagement in this new medium. We will also focus on basic guidelines on the uses of social media and rules to avoid getting into trouble in this brave new world.

Part one will focus on two key aspects of social media - listening and engagement. Part two will focus on participation or interaction with this new audience.

The goal of dividing the webinar into two parts is that you can have time to review (or work on) your companies social media engagement in between the first two sessions and then ask about your concerns and issues in the second session.

If you've wondered what Twitter, Facebook, Foursquare, Gowalla, Google+, and other services have to do you with your role and responsibilities, this session is where you'll get the answers.

4 WAYS NON-PROFITS CAN JUMP INTO GOOGLE+

If you and your non-profit have steered clear of [Google+](#) during its "people only" phase, now is a good time to reconsider. Yes, your [Facebook](#) and [Twitter](#) presences are still important — and will continue to be — but the new social network in town has lots of great features you can take advantage of right now.

While [Google](#) publicly announced that [group and business pages are imminent](#), non-profits should not wait to wet their feet. Non-profit social media consultant [Beth Kanter](#) recommends communications staff spend 15 minutes each day dabbling in the new network.

We asked non-profit staff for their best practices experimenting with Google+ and their hopes for the future of the new social network. Here are four ways non-profits can make the most of the growing network.

1. Host Exclusive Hangouts

Looking for a great way to reward your major donors or dedicated volunteers? Use Hangouts, Google+'s video conferencing feature, to host a hangout with a celebrity or major player in your organization. Your supporters will love the individualized attention of a small hangout that rewards their commitment.

Tammy Gordon, [AARP](#)'s director of social communication and strategy, hopes to kick off their 9/11 day of service with an inspiring speech from a celebrity ambassador in a hangout. "It will be a great way to connect with key volunteers," says Gordon.

The host of the hangout should create a circle for the event's participants, such as "9/11 day of service volunteers."

The AARP team is nervous about using a particular staff member's personal account to host a large-scale hangout. This concern is probably shared by many organizations longing for the launch of group and business pages.

One way to overcome these worries is to have the speaker host the hangout. If the host is a part of your non-profit's team, consider the hangout an opportunity for your volunteers to maintain a human contact at your organization.

2. Cater to Your Circles

Circles are a great way to target key messengers, rather than bombard non-interested parties. Try organizing circles by unique interests, geographical location or donation history.

[Danielle Brigida](#), National Wildlife Federation's social media outreach chair, organizes her circles by their interests. Her circles include policy professionals, wildlife enthusiasts and photographers. She emphasizes that followers can be in multiple circles, so arrange circles with greater precision.

Carefully curated circles are a great way to crowdsource ideas from your valued followers. You can ask your volunteers what types of events they would like to see, or ask your donors for upcoming campaign ideas. Spark conversations among people with shared interests.

Gordon hopes that business pages will include opt-in circles so followers can select the type of information to receive. The AARP plans to offer circles on health, social security, consumer entertainment and politics.

3. Huddle or Hangout with Your Coworkers

The [Worldreader](#) team jokes that it got a lot done during its "turbo-hangouts," says Susan Moody, director of communications. With an international team that spans continents and time zones, Worldreader can use Google+'s new option for easy conferencing.

Similarly, AARP's communications team is planning a hangout this Wednesday for its first Google+ webinar.

While Google+ is not the first platform to host group video conferencing, many companies have long paid for the service. Now, impromptu group calls can simplify and streamline collaborative brainstorming among coworkers.

Huddles are another way teams can stay in touch. Running late for a presentation? Have a brilliant idea to share during off hours? You can share updates with a group by name, email address or circle using the group texting feature of Google+'s iPhone app. Your huddle history is stored in the app, making it easy to connect with your team.

4. Unite Volunteers in a Huddle

If you're putting on a major event, streamline communications for your volunteers via huddle. Just add the names of everyone who has signed up to a circle and let the messaging begin! This can be especially helpful if you're organizing highly coordinated or quickly changing events such as parades, rallies or protests.

Huddles may also be the perfect solution for sharing information with people on different email servers or mailing lists. The groups have no administrators, so people can easily add new volunteers to the conversation. If a volunteer drops out, he can easily remove himself from the list.

While Brigida has participated in some trial huddles among non-profit staff members, she hasn't fully explored the potential of the Google+ group texting platform. However, its speed and ease will hopefully encourage ample implementation by non-profits.

Still Not Convinced?

Still confused about how your organization can maximize its Google+ experience, where group pages are currently *forbidden*? Think of it this way: People come to social networks to connect with other people. While each non-profit has a unique voice, it's really you — the individuals behind the logo and mission statement — who are the heart and soul of your non-profit. Even if most of your audience is not the early adopter, tech-loving crew, Google's latest brainchild can work wonders for your organization's internal operations

SRMC AUXILIARY PATRIOTIC CELEBRATION

Chumuckla's Farmers Opry

Thursday, September 1st

Dinner 5:30 / Program 7:00

Entertainment by Phillip Wright and Frank Lay

Music by **The Sawmill band**

Live and silent auctions

Tickets \$25

Proceeds benefit medical scholarships for Santa Rosa County students

For information call 983-0228 or 626-5113

LUNCH & LEARN

PHYSICAL THERAPY *Helping you return to a productive lifestyle*

Presented by:

Pat Dwyer, PTA, *Santa Rosa Medical Center Physical Therapy*

Thursday, August 25th, 11:30 a.m.

Santa Rosa Medical Center

Education Center located directly behind hospital

Lunch will be provided **Please call 850-626-5133 to make a reservation**

FRAUD ALERT!

TUGGING AT HEARTSTRINGS

Con artists are targeting churches. The con man calls and claims he needs money so he can travel to be with his dying child. Some churches have been suspicious of the caller's story and chose not to assist the man, while others and individuals unknowingly fell into the man's web of lies and provided him financial assistance.

In light of this religious rip-off, the Sheriff's Office reminds all residents that con games are a way of life for many people. These unworthy individuals go from city to city, house to house, and religious organization to religious organization conning victims out of money. Their sob stories pull at the heartstrings of caring and giving folks, ultimately stealing from the victim and making it difficult to get help for those who are in real need of assistance.

It is only natural to want to help others; particularly in these tough economic times. Here are a few tips to keep in mind to avoid becoming the victim of a con man or woman:

- If a person is requesting money to pay a utility bill, write the check directly to the utility company and mail the check yourself.
- Never give money spontaneously. If possible, investigate the request thoroughly and make certain there is a need.
- If someone is requesting money for food, you should purchase groceries or a meal from a restaurant yourself instead of handing over cash.
- If donating to a needy family, it is your responsibility to ensure that the money is used wisely. Develop a plan for donations and then use the plan! It is up to you to conduct due diligence in each request.

Financial needs are at an all time high in Florida, and recovery from the loss of jobs and foreclosures continues to move at a slow pace. Fortunately, there are services available through local outreach and benevolent programs that can help people get back on their feet again. As individuals it is challenging to distinguish between the truly needy and the truly greedy, but as a community we can and will make a difference.

For information on available services, please contact the United Way at 623-4507 or First Call For Help Line at 983-7200. If you have questions regarding frauds and scams, call 983-1236

HEALTH FAIR



Thursday, September 15th, 2011
8:00 A.M. – 1:00 P.M. @ Pensacola State College Milton Campus Gym

Sponsored by:
Pensacola State College, Milton Campus
Santa Rosa Medical Center
Sacred Heart Health System

All health screenings are at no cost and include:

5 panel Cholesterol + PSA screening – requires a 10 hour fast, Diabetes screening, Body Mass Index, Pulmonary Function test, hearing assessment, 10 minute chair massages, height/weight and blood pressure, bone density, stroke risk analysis, oxygen saturation assessment, breast cancer awareness, smoking cessation. Northwest Florida Blood Services will be accepting blood donations. For more information please call 484-4491

CONSUMER CORNER: BEWARE OF ONLINE HOUSE RENTAL SCAMS!

Through searches on the Internet, potential home renters can find information they need on a home such as pictures, prices and virtual tours. However, such tools give scammers the perfect opportunity to take advantage of consumers.

Your BBB warns renters to be on the lookout for phony ads on Craigslist and other Internet services aimed at stealing money.

- **The deal sounds too good to be true.** Scammers will often list a rental for a very low price to lure victims. Find out how comparable listings are priced. If the rental comes in suspiciously low, consider walking away.
- **The landlord is located elsewhere and prefers to communicate via email.** Scammers might say they have just been relocated out of the country for a job or missionary work. If the landlord is truly overseas, there is no way to get a copy of a lease or keys.
- **The landlord requires a substantial deposit before handing over the keys or even showing the property.** Don't pay any money before inspecting the home, inside and out. Most reputable Realtors will allow potential home renters to view and see the property before taking any money.

The landlord asks the renter to wire money. Money sent via wire transfer service is extremely difficult to retrieve. Once the scammers have picked it up, there is little recourse, if any, for getting money back

BUSINESS BRIEF: BOOSTING EMPLOYEE MORALE!

Employee morale can quickly make or break a business. Low morale can lead to poor productivity, less cooperation and an increase in turnovers. It's important to keep an eye on

employees to ensure they are strengthening your business. Your BBB offers some suggestions that may help boost morale in your organization:

- **Let employees know their work is important to the business.** Show employees how their work is making a difference either inside or outside the business. Provide numbers or feedback to show proof.
- **Celebrate accomplishments.** Take the time to reflect on milestones your employees have achieved. Create a list of accomplishments and share it at an employee luncheon recognizing individuals.
- **Let employees pursue projects they are passionate about.** Consider allowing employees to take time away from their normal duties to pursue projects that may help your business. Let them be creative and share their research on a presentation day.
- **Have a field day.** Separate employees into teams and compete in a kickball, basketball or volleyball tournament. Let each group create jerseys and team names.
- **Give rewards when employees achieve goals.** Offer quarterly rewards such as tickets to a movie, sporting events or a massage.
- **Train employees to have a positive attitude.** Teach them how to properly handle customer service in a relaxed manor. Research companies that are known for their friendly environment and implement some of their best practices.

Go out into the community. Allow your employees to get involved in a community service project. Consider giving employees paid time to work with a charity of their choice

HEALTHY START BABY SHOWER

Registration and information (attached) about the **Healthy Start Baby Shower being held Saturday, October 8, 2011, 9:00 a.m. to Noon, at the Santa Rosa County Auditorium located at 4530 Spikes Way; Milton, FL 32583.**

For those of you who served as Education Stations last year, we would like you to participate at that level again. Please call me at 626-6751 to discuss those arrangements, and please feel free to speak with Martha if I am not available. I will be following up on those agencies the middle of next week if I haven't heard from you.

I have only received 13 completed registration forms and I know several others have committed but not finished the paperwork. Please take a few minutes to complete your registration and e-mail, fax, mail, or drop it off at the office. IF you know someone who would like to participate, please make a copy of the registration for them, or give them my contact information so they can get whatever details they might need about the shower. Time is slipping away and the big event will be here before we know it!

I want to thank the early birds listed below for getting registrations or donations in before they were due:

Santa Rosa Medical Center – Major Sponsor

Julie Klein, Education Station for Tobacco Cessation, SRC Health Department
Dede Barrett, WIC Education Station for Nutrition/Breastfeeding, SRC Health Department
Cindy Sarver, SRC Sheriff's Office
Trudy K. O'Brien, United Cerebral Palsy of Northwest Florida
Penny Eubanks, West Florida AHEC
Marc Singer, Medicaid
Judy Copeland, Epilepsy Foundation of Florida
Cheryl Gardner, Fitting Designs, Inc. Orthotics and Prosthesis
Missy Kern, Creative Memories Consultant
Keri Medlock, Abbott Nutrition
D. Larry Culpepper, Culpepper Printing Company (Thank you)
Dr. L. Ghiglino, Santa Rosa Pediatrics of Florida



Registration
Packet-August 11-20

You may share your extra information and registration forms with others who might be interested in our exhilarating and exciting event!

Remember, I will be sending out an information packet for the vendors and exhibitors about the second week in September, so if you don't get one, please call me right away to make sure we got your registration and can rectify any problems.

If any of you would like some Baby Shower posters to display or information cards to share with customers or clients, as the case may be, I will be glad to provide them if you let me know how many you need and when you can pick them up. If you should have any other questions, please feel free to call me. It's going to be a great baby shower—**Remember: we have one refurbished, like brand new, washer/dryer stack unit to give away, in addition to lots of other great baby gifts, games, raffles, refreshments, and door prizes.**

Barbara Bowman, MSW Health Planner Healthy Start Coalition of Santa Rosa County, Inc.
5907 Berryhill Road Milton, FL 32570 850-626-6751

THE SOCIAL NETWORK

From Facebook to Twitter, social media is becoming a big part of disaster preparedness, response and recovery. Government agencies such as the Federal Emergency Management Agency (FEMA) are jumping on the band wagon and leveraging social media efforts to engage the public in emergency response efforts.

Social media outlets such as Twitter, Facebook and online communities provide businesses with the unique opportunity to share information rapidly with a large audience. Join Agility and the Small Business Administration (SBA) for a free webinar on Tuesday, August 16th and learn how to effectively integrate social media into your organization's disaster recovery plan.

Social Media and Disaster Recovery

Tuesday, August 16 - 2:00 p.m. EST

[Click here to Register](#)

VETERAN HOMELESSNESS PREVENTION AND OUTREACH PROGRAM

Attached is a brochure describing the new project CSME is introducing for the Florida Department of Corrections at the Santa Rosa Correctional Institution in East Milton, FL. This project is part of the CSME Veteran Homelessness Prevention and Outreach Program and has been developed to aid in reducing the high rate of recidivism and provide improved reintegration for our veterans back into their families and communities following a period of incarceration.

The Center for Strategic Military Excellence (CSME) continues to develop new ways to improve the level of care for our veterans through education, training, and community partnerships and we invite you to join us in this endeavor.

We have recently requested all churches in Escambia, Santa Rosa, Okaloosa, and Walton Counties to include an announcement about this project in their church bulletins next Sunday. We are trying to reach all veterans in NW Florida who may be able to serve as a mentor in this project. So please, if you are a veteran, work with veterans, or belong to an organization where there are other veterans, share this information. This is a great opportunity for veterans to help fellow veterans.

Janis Wilson CSME Program Director 850-341-1399



Stripes to Stars
Brochure.doc

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 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.

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

SOFT TARGET AWARENESS COURSE

The Northwest Florida Domestic Security Task Force is proud to sponsor a free training opportunity, the *Soft Target Awareness Course (STAC)*, for members of state, local and private sector entities within Northwest Florida. This training opportunity is part of efforts to help increase awareness of the threat of terrorism to businesses and facilities, as well as to enhance organizational security awareness.

Developed by the U.S. Department of Homeland Security, and taught by DHS-certified instructors, the 4-hour Soft Target Awareness Course will include an introduction to terrorism, surveillance, surveillance detection, and mechanisms for reporting suspicious behavior. Throughout the course, participants will learn the importance of engaging in proactive security measures, and be able to better define individual roles in deterring, detecting and defending facilities against terrorist acts. The course will also provide an overview of prevention, response and recovery activities associated with soft targets.

The course is free, and will be held in Pensacola, Florida on September 13th, 2011 and in Panama City on September 15th, 2011. Participants can choose either the 8 AM or 1 PM session.

(Please see the attached course flyer for registration information and additional details.)



Soft Target

Awareness Pensacola



Soft Target

Awareness Panama C

This training is open to representatives of businesses and industry, such as:

Agriculture and Food	Education/Schools	National Monuments/Icons
Attraction/Resort Security	Emergency Services	Nuclear
Banking and Finance	Energy	Places of Worship
Chemical Industry	Government Facilities	Port/Transit Authority
Citizen Corps	Government Officials	Postal and Shipping
Commercial Facilities	Hotels	Public Health/Healthcare
Communications	Information Technology	Transportation
Defense Industrial Base	Medical Facilities/Hospitals	Water/Sewer

We look forward to your participation and the opportunity to improve our collective efforts to prevent terrorism-related incidents within Northwest Florida

4 FREE WEBINARS FOR EMERGENCY AND CRISIS COMMUNICATORS, CLINICIANS, HEALTH EDUCATORS, AND PUBLIC INFORMATION OFFICERS

August 23 – Free Webinar – Ethical Considerations for Emergency Preparedness

Join us on Wednesday, August 24 at 3:00 PM (ET) for a special webinar presentation "Expanding Capacity and Capability: Inclusion of Participatory Culture, Technology and Open Data in Crisis Management." With shrinking resources, innovation becomes imperative. Partnerships provide one avenue for potential innovation. This webinar will address utilizing volunteer technology and open data for emergency preparedness and response, presented by Heather Blanchard, Co-Founder of CrisisCommons (<http://crisiscommons.org>).

Register here:

<http://events.r20.constantcontact.com/register/event?oeidk=a07e4e3j1ok8114fea7&llr=pf7m85dab>

August 24 – Free Webinar – Expanding Capacity and Capability: Inclusion of Participatory Culture, Technology and Open Data in Crisis Management

Join us on August 24 at 3:00 PM (ET) for a special webinar presentation Expanding Capacity and Capability: Inclusion of Participatory Culture, Technology and Open Data in Crisis Management. With shrinking resources, innovation becomes imperative. Partnerships provide one avenue for potential innovation. This free webinar will address using partnerships to improve emergency preparedness planning, response and recovery efforts.

Register here:

<http://events.r20.constantcontact.com/register/event?llr=pf7m85dab&oeidk=a07e4mwfdpud3ccb52c>

August 25 – Free Webinar – Brucellosis in the United States - Current Perspectives – COCA Webinar

Brucellosis is one of the most common zoonoses in the world. However, in the United States, due to eradication efforts in the veterinary and human public health sectors, the populations at risk have changed. Join us for this COCA call where a subject matter expert will review the current status of brucellosis, available diagnostics, and treatment regimens.

Register here: http://emergency.cdc.gov/coca/calls/2011/callinfo_082511.asp

August 29 – Free Webinar – Tribal Outreach: Emergency Preparedness and Environmental Health Education

Join us on Monday, August 29th, 2011 1:00 PM (ET) for a special webinar presentation "Tribal Outreach: Emergency Preparedness and Environmental Health Education." Through a CDC/ATSDR funded cooperative agreement, the Society for Public Health Education (SOPHE) and the National Public Health Information Coalition (NPHIC) present a webinar on education and outreach to tribal nations in regards to emergency preparedness and environmental health.

Register here:

<http://events.r20.constantcontact.com/register/event?llr=pf7m85dab&oeidk=a07e4mimiinc90c1b66b>

Emergency and Crisis Communicators, Clinicians, Health Educators, and Public Information Officers: CDC has launched a new official Facebook page for the Health Partners Outreach Team, part of the Division of Emergency Operations. This page will provide real time updates, guidance, and situational awareness for public health partners about how to prepare and respond to public health emergencies and disasters. Become a fan today! "Like" the page to receive updates, participate in future conversations, and more
<http://www.facebook.com/CDCHealthPartnersOutreach>

PRELIMINARY DAMAGE ASSESSMENT TRAINING

Walton County will be hosting FL-601, Preliminary Damage Assessment, on August 30. Please visit the [DEM training and events page](#) to register or share this email with someone who may need this training. <http://www.floridadisaster.org/trainingcalendar/moreinfo.asp?id=2383>

NAVARRE CERT AMATEUR RADIO CLUB OFFERS SKYWARN TRAINING

The Navarre Community Emergency Response Team (CERT) Amateur Radio Club (NCARC) will sponsor a SKYWARN Weather Spotter training session at their September 2 club meeting. SKYWARN is a voluntary program developed by the National Weather Service where volunteers serve as storm spotters for the National Weather Service and local emergency management programs. Keeping their eyes on the sky, these volunteers serve as the eyes and ears for the whole community. The National Weather Service needs real time reports of hail size, wind damage, flash flooding, heavy rain, and tornado development, in order to effectively warn the public. Even as new technology allows the National Weather Service to issue warnings

with more lead time, spotters will always be needed as links between radar indications of severe weather and ground truth information.

SKYWARN training in severe storm identification comes from the National Weather Service.

Often, other organizations, such as amateur radio operators, are the backbone of the SKYWARN effort in a particular community.

The Navarre CERT Amateur Radio Club meeting will be at the Holley-Navarre Fire Station #45 on **September 2 from 6:00 p.m. to 8:00 p.m.** Anyone wishing to become a SKYWARN trained weather spotter is encouraged to attend. All Amateur Radio operators are especially encouraged to attend.

For more information, please contact Steve VanDenAkker at 850-637-2496 or via email at commo@navarre-cert.org

STORM SPOTTER TRAINING

Baptist Hospital will be hosting the National Weather Service, storm spotter training course on August 16th, 3-4:30pm. The class location will be the Prenatal Classroom on the 3rd floor of Baptist Hospital, 1000 W. Moreno Street, Pensacola, FL 32501. This is a great course for field staff who may be the first to spot severe weather such as tornadoes. There are a limited number of seats available. Please contact Lisa Lavoie at lisa.lavoie@bhcpns.org to register. There is no charge for the training.

Topics covered include:

- Basics of thunderstorm development
- Fundamentals of storm structure
- Identifying potential severe weather features
- Information to report
- How to report information
- Basic severe weather safety

For more information, please go to <http://www.weather.gov/skywarn/>

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.

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

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

Small business vulnerability

http://www.pcworld.com/article/237457/speedy_malware_infects_more_than_6_million_web_pages.html

Private Sector Involvement in Disaster Preparedness Key to Recovery, Officials Agree

<http://www.hstoday.us/industry-news/general/single-article/private-sector-involvement-in-disaster-preparedness-key-to-recovery-officials-agree/d933303fdaf815110277fd28a27479262.html>

After 9/11, USA was more resilient than experts expected

<http://yourlife.usatoday.com/mind-soul/story/2011/08/After-911-USA-was-more-resilient-than-experts-expected/49799534/1>

Generator Safety Should Be Part of Any Emergency Management Plan

<http://www.emergencymgmt.com/training/Generator-Safety-Emergency-Management-Plan.html>

Harnessing the Power of Social Media in Times of Crisis

<http://www.emergencymgmt.com/training/Harnessing-Social-Media-Connect-with-Communities.html>

Emergency Managers Earn Their Keep

<http://www.campussafetymagazine.com/Blog/Campus-Command-Post/Story/2011/08/Emergency-Managers-Earn-Their-Keep/Page/1.aspx>

New hurricane scale puts more focus on storm surge

<http://www.usatoday.com/weather/storms/hurricanes/story/2011/08/New-hurricane-scale-puts-more-focus-on-storm-surge/49958782/1>

Health-Care Emergency Managers Should be Educated In the 'Academy Fashion'

<http://www.emergencymgmt.com/health/Health-Care-Emergency-Managers-Educated-Academy-Fashion.html>

Sept. 11 Revealed Psychology's Limits, Review Finds

http://www.nytimes.com/2011/07/29/health/research/29psych.html?_r=2&scp=4&sq=psychologists&st=cse

Tornado-proofing homes? \$1 straps would help

<http://www.msnbc.msn.com/id/43991294/ns/weather/>

Businesses play key role in thwarting terror

http://www.usatoday.com/news/nation/2011-07-31-arrested-soldier-terror-tips_n.htm

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>