



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

3 September 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

BRIDGES OUT OF POVERTY YARD SALE



YardSaleddonors9-14.pub



YardSale9-14.pub



GETTING AHEADflyerBACK.pdf



GAFlyer.pdf

As you know, we have successfully completed our first Getting Ahead Course! Our next class begins September 23 , and we are already full! We are now registering folks for a 3rd class! However, WE NEED YOUR HELP! Each Getting Ahead class costs \$3,000 for the investigator (participant) stipends. So... we are having a Getting Ahead Yard Sale !

GETTING AHEAD YARD SALE!

**When: Saturday, September 14th
7:00 a.m.— 3:00 p.m.**

**Location: Ollies Neighborhood Grill
Parkmore Plaza Shopping Center
6247 U.S. 90, Milton, FL 32570**

We need your donations to fund future Getting Ahead Classes! Please bring any donations to Ollies between the hours of 4 p.m. and 9 p.m. on Friday, September 13th. We encourage you to pre-price your donations! We need \$3,000 for each Getting Ahead Class.

Thank you!!!!

If you have items to donate and are unable to bring them on September 13th, please call my office at 983-5001 and we will arrange a time with you to get your items! Thanks! Now go clean out your closets!

For more information about Bridges Out Of Poverty, please visit the SAFER web page and look for the Bridges out of Poverty link on the left www.safersantarosa.org , or contact Dawn at StoneDN@mail.santarosa.k12.fl.us

GETTING AHEAD!!!

Getting Ahead in a Just-Gettin'-By World is both a workbook and a learning experience. During a 15 session course, participants work in groups to investigate their community. The Getting Ahead Investigator explores the world through economic class and begins to develop a future story for themselves using the tools in the workbook. As an Investigator you learn about the "hidden rules" of class that can help you move toward a more sustainable future!



GETTING
AHEADflyerBACK.pdf



GAFlyer.pdf

If these PDFs do not work for you then go the SAFER webpage and look in the Bridges Out of Poverty link on the left, or email me.

BAY AREA FUND RAISER AT RUBY TUESDAY'S

September is Hunger Action Month. Starting Sept. 1, Bay Area Food Bank and other food banks in the Feeding America network, will kick off Hunger Action Month by holding events throughout the country to inspire people to take action to help the millions of people who are food insecure in the United States.

Locally, the food bank has teamed up with Ruby Tuesdays and their Give Back Program. Each Thursday in September the Pace Ruby Tuesdays will 'give back' to the Bay Area Food Bank 20% of your total meal when you bring the attached flyer into the restaurant for your meal.

1 in every 5 persons in Northwest Florida are at risk of hunger. In **Santa Rosa County over 13% of the residents are food insecure, 23% of those being children**. Food insecurity is identified when a person and/or family must choose between paying a bill (electric, etc.) or put food on the table.

Last year Bay Area Food Bank was able to provide over 800,000 pounds of food to member food pantries (that's over 615,000 meals) in Santa Rosa County alone and over 4.7 million pounds of food to the seven county service area.

Money raised/donated from this project will help the food bank maintain their warehouse equipment that food pantries use while shopping and transportation costs.



Ruby Tuesday
Fundraiser.pdf

**Please print & bring one copy of the attached flyer for each diner.
Our dining dates are Thursday from 11am to 11pm on September 5th, 12th, 19 and the 26th.**

Tammy Ward
External Relations Manager Bay Area Food Bank
P: 850.626.1332/1321 ext. 106 | C: 850.612.2808 | www.bayareafoodbank.org

SPONSORS NEEDED!

Sponsorships now available for the 2nd edition of the Business Emergency Response Toolkit (BERT). This time around the BERT bag is being promoted by the EscaRosa Business Continuity Initiative (BCI) The 2nd edition will be shared with Escambia businesses, so spread your logo across the western panhandle and become a partner in preparedness! Sponsorships of \$500 will get a logo on the BERT bags and the opportunity to put information in the bag at the time of distribution (preparedness or continuity information is best). Sponsorships of \$300 will get your logo on the bags. We are hoping for a distribution of 5000 + BERT bags across the region. Additionally for a limited time, you will get your logo put on the SAFER Santa Rosa Business Continuity page as a partner in preparedness, and you will have your business mentioned in the SAFER Santa Rosa newsletter. 100% of proceeds go towards the BERT bags or insert materials. Become a BCI partner today! Contact Daniel Hahn at safer@santarosa.fl.gov or 983-4606



BERT bag showing sponsors from the 2007 distribution, get YOUR logo shown in 2 counties!!!!

Mission To develop active partnerships within the Escambia and Santa Rosa County business community for enhancing disaster resiliency and continuity.

Vision The most sustainable, disaster-resilient business community in America.

Visit www.safersantarosa.org for more information under the business continuity link on the left side of the page.

INFORMATION

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

BRACE TO CONDUCT NORTHWEST FLORIDA'S LARGEST YOUTH EMERGENCY PREPAREDNESS EXPO

BRACE, the Be Ready Alliance Coordinating for Emergencies, will hold Northwest Florida's largest Youth Emergency Preparedness (YEP!) Expo on September 14 from 10 a.m. to 2 p.m. at Booker T. Washington High School in Pensacola. The event is free and open to the public.

The Expo's many activities and demonstrations will help teach families the importance of preparing for disasters and how to respond during emergencies. This year's event will be conducted as a National Day of Service and Remembrance event. Activities are planned as a remembrance of those who lost their lives during the tragic events of 9/11 and to honor our local heroes who put their lives on the line in service to our community. Children, youth and adults will have an opportunity to serve the community through a food drive for those served by Manna Food Pantries.

"We're expecting a huge turnout for YEP! since it will offer emergency preparedness activities and exhibits for the whole family" said Greg Strader, Executive Director for BRACE. Over 30 organizations will be conducting activities ranging from assembling emergency kits to water safety rescue demonstrations in the pool at Washington High School according to Strader.

Activities at YEP! will include:

- Kids' scavenger hunt and other games
- Emergency preparedness activities for Boy Scouts, Girl Scouts and 4-H awards
- Mobile Command Center tours by Escambia Emergency Management
- First Responder equipment and demonstrations
- Hurricane Shutter demonstrations by REBUILD Northwest Florida
- CPR demonstrations

Canned food drive for Manna Food Pantries
Water rescue demonstrations
American Red Cross of Northwest Florida emergency preparedness
Various vendors (hurricane hardening products and services, disaster supplies, etc.)

For more information visit www.bereadyalliance.org

GET INVOLVED. DISASTER RECOVERY TIP #35

This September will mark the tenth annual National Preparedness Month, a yearly campaign led by FEMA designed to encourage all Americans to take simple steps to prepare for emergencies.

In an effort to help individuals, businesses and communities become involved this September, Agility has launched two great programs:

Free Educational Series: This online webinar series hosted by the US Small Business Administration and Agility will tackle the most popular topics related to organizational preparedness and disaster planning. [Learn more here.](#)

BRACE ANNOUNCES OPERATION POPULATION PROTECTION – WORKPLACE ACTIVE SHOOTER INCIDENT EXERCISE

~Free active shooter incident training for businesses owners and workplace managers~

The EscaRosa Business Continuity Initiative and the Be Ready Alliance Coordinating For Emergencies (BRACE) today announced that the Operation Population Protection – Workplace Active Shooter Incident Exercise will be conducted for area workplace managers and employees on September 11th as a National Day of Service and Remembrance activity.

The possibility of an armed assault occurring anywhere in the United States is a real one. While local law enforcement will focus on subduing the gunman, it will be up to workplace management and staff where the incident occurred to work through the myriad of challenges associated with responding to and recovering from such an event.

So what should you do?

For starters, you are encouraged to participate in the Operation Population Protection Workplace Exercise for an Active Shooter Incident scheduled for September 11. This unique exercise will provide an opportunity for management and staff from your workplace to become better prepared for an active shooter incident while simultaneously assessing current workplace plans for such an event.

There is **NO CHARGE** to participate in this unique workplace preparedness opportunity. Access the following web site for additional information and to register:

www.BeReadyAlliance.org



SANTA ROSA

READY APP

Want to have handy information about Santa Rosa County evacuation zones at your fingertips?

Get the b Ready Santa Rosa application for your smart phone.

Right now, it only shows the evacuation zone you live in and a shopping guide and the next upgrade (submitted last week so will take 5-7 days) will have a disaster supply list and When Evacuating information - but it will continue to grow.

For ipad and iphone – you can download from the app store. For Droid devices you can download at the Google Play Store.

SANTA ROSA COUNTY TOBACCO-FREE COALITION HOLDS MEETING

The Santa Rosa County Tobacco-Free Coalition will hold its next meeting on Thursday, September 12, at 4 p.m. in the main conference room of the Florida Department of Health in Santa Rosa County at 5527 Stewart Street in Milton. Topics to be considered will include Smoke-Free Housing, Smoke-Free Businesses, and Students Working Against Tobacco (SWAT).

The Santa Rosa County Tobacco-Free Coalition began in September 2008 as a partnership of community members and agencies working together with a mission to reduce the prevalence of tobacco use and provide education on the dangers of tobacco abuse among children and adults. Members include the Florida Department of Health in Santa Rosa County; Healthy Start of Santa Rosa County; Women, Infant and Children Program (WIC); The Center for Total Women's Health; Community Drug and Alcohol Council; West Florida Area Health Education Center; Covenant Hospice; Safe Haven; Santa Rosa County School District; Santa Rosa County Sheriff's Office; Santa Rosa County School Health Program; Santa Rosa Pediatrics; University of West Florida; Students Working Against Tobacco (SWAT) and AIDS Healthcare Foundation. Any interested citizens or community groups are encouraged to attend the meeting and join the coalition.

For more information, contact Vince Nguyen, tobacco prevention specialist with the Florida Department of Health in Santa Rosa County, at 850-983-5200, ext. 142.

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://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://emergency20wiki.org/wiki/index.php/Smartphone_Apps
- <http://www.google.org/crisisresponse/>
- <http://www.ready.ga.gov/mobileapp>

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-). We are up to **636** 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

OPERATION POPULATION PROTECTION – A COMMUNITY ENGAGEMENT WORKPLACE EXERCISE – SEPTEMBER 11TH

If ensuring that your workplace is ready to survive an active shooter incident is important to you please read on or forward this information to others who would.



The possibility of an armed assault occurring anywhere in the United States is a real one. While local law enforcement will focus on subduing the gunman, it will be up to workplace management and staff where the incident

occurred to work through the myriad of challenges associated with responding to and recovering from such an event.

So what should you do?

For starters, you are encouraged to participate in the Operation Population Protection Workplace Exercise –scheduled for September 11th as a National Day of Service and Remembrance activity. This unique exercise will provide an opportunity for management and staff from your workplace to become better prepared for an active shooter incident while simultaneously assessing current workplace plans for such an event.

There is **NO CHARGE** to participate in this unique workplace preparedness opportunity sponsored by the Be Ready Alliance Coordinating for Emergencies (BRACE) and the EscaRosa Business Continuity Initiative.

Access the following web site for additional information and to register:

www.BeReadyAlliance.org



Operation Population
Protection Flyer.doc

Please note: The Operation Population Placement Exercise is not a webinar. This exercise is comprehensively designed in a challenging format that follows the Department of Homeland Security's exercise design and facilitation guidelines and contains thought-provoking scenarios and injects.

National Community / Neighborhood Exercise Series

The series of Formidable Footprint exercises for neighborhood, community and faith based organizations continues.

August 31 - Wildfire / September 28 - Tornado / October 26 - Earthquake

Exercises have also been scheduled for the following scenarios: Flood -
Hurricane - Influenza Pandemic - Solar Storm

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

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

For additional information or to register for up-coming exercises please access the following web site today: www.FormidableFootprint.org

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

Social Media and Emergency Management to Collide

<http://www.govtech.com/internet/Social-Media-and-Emergency-Management-to-Collide.html>

3 Tips for Posting Emergency Information Online

<http://www.emergencymgmt.com/disaster/3-Tips-Posting-Emergency-Information.html>

Overdevelopment widens Florida's sinkhole problem

<http://www.nbcnews.com/business/overdevelopment-widens-florida-sinkhole-problem-6C10928482>

10 Years Later: Could an Epic Blackout Happen Again?

<http://www.foxbusiness.com/government/2013/08/15/10-years-later-could-epic-blackout-happen-again/>

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/?qoback=%2Eqmp_3876618%2Eqde_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&qoback=%2Eqmp_3876618%2Eqde_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>