



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

5 December 2011

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

NOMINATIONS NEEDED FOR BOARD:

At the next annual meeting (April) there will be openings for board members. Some current board members will re-run. We have open positions for:

Government:

Non-profit:

Business:

Faith based:

Email me if you want your name listed as a nominee for a board position. I will need your name, contact information, and which position you wish to fill. Please include the name of the organization you will be representing.

NEEDS, REQUESTS, DONATIONS

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

CASE MANAGEMENT

If your organization does case management please let me know. We need to reconstitute our case management committee. The state (and federal government) are taking actions that will influence the way we do business post disaster in the future. Contact me at danielh@santaorsa.fl.gov

COATS FOR KIDS

United Way of Santa Rosa County (UWSRC) and Woodbine Cleaners have partnered with Soft Rock 94.1, WXBM 102.7, the Santa Rosa County School District and Central Ministerial Fellowship to run the Coats for Kids coat drive for children and adults in Santa Rosa County. The community will be asked to donate new and gently used coats to help the community keep warm this winter **from Nov. 15 to Jan. 31.**

"After speaking with Dr. Karen Barber of the Santa Rosa County school district and with representatives from local clothing closets, we've decided to revive our Coats for Kids program to fulfill the need for coats this season," said Marianne Back, UWSRC Community Projects Coordinator. "We will furnish coats for school children identified through the school system, give coats to families and individuals in need and help stock clothing closets across the county through this drive."

UWSRC is seeking volunteers, churches, businesses and civic groups to partner with the drive. Funds donated will be used to purchase coats.

To donate coats or get involved, call (850) 623-4507 or email marianne@unitedwaysrc.org.

INFORMATION

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

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

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

Dates and topics for upcoming free webinars are as follows:

Dec. 20 – “Management obligations during Disaster Recovery”

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

SRCHD TOBACCO FREE COALITION MEETING

The next Tobacco Free Coalition Meeting will be Dec. 8, 2011.

Deborah Stilphen, Public Information Officer Santa Rosa County Health Department
Office: (850) 983-5200 x175



SRCHDTobaccoCoalit
ion120811.doc

HEALTHYSTART NEWSLETTER

Great information for caregivers of young children.



HS Newsletter
Oct-Nov-Dec 2011 fir

DISASTER RECOVERY TIP #48: 2011 HURRICANE SEASON WRAP UP

Last Thursday officially marked the end of hurricane season. The 2011 Atlantic hurricane season produced a total of 19 tropical storms of which seven became hurricanes, including one that made landfall.

Take a glance at the 2011 storm-track map. [Click here to enlarge map and view details.](#)



Although the 2011 hurricane season has ended, the need to prepare for various disasters remains year-round activity. In fact, it may surprise you to know that half of Agility's disaster declarations this year were due to isolated, non-weather related events.

With that being said, we encourage every business to prepare for all types of hazards by making an emergency plan and building a disaster recovery kit

PREPAREDNESS IS THE PERFECT GIFT



Preparedness Is The Perfect Gift

Disasters can strike at any time and the holiday season is the perfect time to purchase gifts that show you care. Think preparedness when you make your holiday shopping list.

Time: **00:57**

Prepare For Severe Winter Weather Now

12/02/2011 01:11 PM EST



Prepare For Severe Winter Weather Now

Severe winter weather can cause many types of emergencies. Make sure you are ready for any type of disaster and prepare now.

Time: **01:09**

From: [FEMA](#)

Views: 80

★★★★★

0 ratings

From: [FEMA](#)

Views: 139

★★★★★

6 ratings

FEMA PRIVATE SECTOR TIP OF THE WEEK 11/21/11:

Practice fire safety by removing oven mitts from stove tops and keep kid & pets away from hot surfaces. <http://tinyurl.com/3rl3agr>

“THE DECEMBER TO REMEMBER” FAMILY SELF-SUFFICIENCY SEMINAR/JOB FAIR

Please find attached the invitation letter to participate in the upcoming Family Self-Sufficiency event on December 9, 2011. Please pass it on to anyone not listed in the email addresses you know might be interested. And, please send your logo if you would like it placed on flyers.

Please let us know as soon as possible your desire to attend/participate and we will reserve your table. Of course, your table is free of charge and we are planning refreshments for the vendors. We are sending a separate letter to potential employers for the job fair section. If you know someone we need to target, please forward their contact information.

We look forward to a successful event!



Dec_Seminar_Letter.
odt

Jill Youngblood, FSS Coordinator Milton Housing Authority (MHA) 850-686-2666

Teresa Wilkie, Section 8 Project Coordinator/FSS Coordinator MHA 850-623-0842

TOYS FOR TOTS 2011

Toys for Tots will be run through the Salvation Army's Angel Tree program for this holiday season. United Way will not be the contact for Toys for Tots this year.

For more information, contact the Salvation Army at 623-4099 or visit www.toysfortots.org.

FACEBOOK

SAFER is on Facebook, find us and become our friend ;-) We are up to **290** people! Invite friends. **LET'S BREAK 300 BEFORE THE END OF THE YEAR! Invite Friends! One month left.**



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/delivery. 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.

Safer Barricades are being rented by Bonfire Jam again this year.

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>

AMERICAN RED CROSS UPCOMING TRAINING

First Aid with CPR/AED-Adult & Child and CPR-Infant:

12/10 - Pensacola, 8a-5p

12/10 - Fort Walton Beach 8a-3p

12/17 - Milton, 8a-5p

12/18 - Crestview, 8a-3p

First Aid with CPR/AED-Adult:

12/12 - Pensacola, 10a-2:45p

12/14 - Crestview, 8a-1p

CPR/AED-Adult:

12/15 - Pensacola, 830a-12p

12/21 - Pensacola, 6p-930p

12/15 - Crestview, 6p-930p

CPR/AED for the Professional Rescuer (BLS):

12/10 - Pensacola, 8a-3p

12/17 - Fort Walton Beach, 8a-2p

Bloodborne Pathogens:

12/12 - Crestview, 6p-8p

Dog & Cat First Aid:

12/16 - Pensacola, 5p-9p

Register online at www.YourRedCross.org or call us at 800.773.7767.

WEBINAR ANNOUNCEMENT: SOCIAL MEDIA

Purpose: The purpose of this email is to announce the next webinar in a series of monthly webinars provided by Mission Support Branch of the Emergency Management Institute. The webinars are for Federal, State, Local, Tribal and emergency management personnel and their staff and will be presented via the world-wide web.

Subject: Social Media

Date/Time: December 7, 2011 from 1:00-2:00 PM Eastern Time (ET)

Website Information: <https://fema.connectsolutions.com/r63643088/>

The webinar is an informational brief. Therefore, participants do not register.

Conference Bridge Information: 1-800-320-4330 and Pin #: 885312

Closed Captioning Information:

<http://fedrcc.us/Enter.aspx?EventID=1840682&CustomerID=321>

Course Description: The webinar defines social media and presents the emerging trends and best practices in using social media applications (Facebook, Twitter, You Tube, etc.) during all

phases of emergency management. It also provides a tutorial on how to access and work within these social media applications. The webinar concludes with an overview on how emergency management and response personnel can help their organizations find their unique voice in social media.

Course Goals:

At the completion of this training, participants will have a basic knowledge of:

- Social media best practices;
- Working within various social media; and
- Finding your unique voice in social media.

EMI Website: Webinars are announced on the EMI website at:

- <http://training.fema.gov/EMIWeb/webinars/>

EMI Point of Contact: For course information, contact the EMI course manager, Doug Kuhn, at (301) 447-1287, 1-800-238-3358 (ext. 1287) or email: doug.kuhn@dhs.gov.

Adobe Connect Information: If you have never attended a Connect Pro meeting before:

- Test your connection: https://fema.connectsolutions.com/common/help/en/support/meeting_test.htm
- Get a quick overview: http://www.adobe.com/go/connectpro_overview

ICS 300 CLASS

Walton County EM is hosting an Intermediate Incident Command System for Expanding Incidents (G-300) class here at WCSO Administration Building December 12-14, 2011. We would like to invite you or members of your staff who need this class to join us. Please click on the link below to register. Hope to see you there!

<http://www.floridadisaster.org/TrainingCalendar/moreinfo.asp?id=2530>

MGT348 - MEDICAL PREPAREDNESS AND RESPONSE TO BOMBING INCIDENTS - 16.00 HOURS

Prerequisites - None, recommended familiarity with the National Incident Management System (NIMS) and the Incident Command System (ICS) via completion of FEMA independent study courses IS-100, IS-200, and IS-700 (or their equivalents).

Description - This course addresses medical preparedness for and response to blast effects through a combination of lectures, small group activities and tabletop participant exercises. Participants completing this course will gain an enhanced understanding and awareness of issues and considerations relating to a bombing incident. Content areas include identification of targets, explosives characteristics, pre-attack indicators, pre- and post-detonation response, bombing injuries, security, and resource management.

Topics

- Identification of Potential Terrorist Threats and Targets
- Explosives and Characteristics
- Pre-Attack Indicators of a Bombing Incident
- Pre-Detonation Response-Preventive, Preparatory, and Response Actions
- Post-Detonation Response-Field Scene Exercises/Triage
- Bombing Incident Injury Patterns and Treatment
- Post-Detonation Response-Bombing Incident Scene Safety and Security
- Resource Management for Bombing Incidents
- Integrating Exercise

Audience - The course development team identified the primary audience for this course as first receivers and first responders. This group consists of Emergency Medical Services (EMS) personnel and health care personnel such as nurses and physicians (particularly those who staff emergency rooms), trauma surgeons, and emergency managers. The secondary audience includes all other disciplines that may be involved in the medical response to an explosive incident, such as fire service, law enforcement, public works, and public health personnel

Course Size Minimum of 32 participants Maximum of 50 participants
Course to be held at the EOC November 28-29, 2012. Yes, I said 2012

Watch the Florida training web page for this course to open up soon
<http://www.floridadisaster.org/TrainingCalendar/index.asp>

Upon successful completion of this course, you will be awarded 16 Continuing Education Units (CEU) certified through the International Association for Continuing Education & Training.
Price -This course is grant-funded and there is no direct cost for hosting or attending the course.

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 for Emergency Managers Can't Start When the Emergency Does
http://www.nextgov.com/nextgov/ng_20111110_4195.php

Survey Shows Disconnect Between Professional, Citizen Views of Terrorism
<http://www.emergencymgmt.com/safety/Survey-Shows-Disconnect-Between-Views-Terrorism.html>

Bird Flu Research Rattles Bioterrorism Field
<http://www.npr.org/blogs/health/2011/11/17/142453447/bird-flu-research-rattles-bioterrorism-field>

Special Report on Managing the Risks of Extreme Events and Disasters, Summary for Policy Makers
http://ipcc.ch/news_and_events/docs/ipcc34/SREX_FD_SPM_final.pdf

Pacific Disaster Center, Disaster Alert Facebook Page
<http://www.facebook.com/disasteralert?sk=wall>

FEMA Blog, Launching the FEMA Think Tank -- a Forum to Facilitate Discussion in the Field of Emergency Management
<http://blog.fema.gov/2011/11/launching-fema-think-tank-forum-to.html>

National Center for Disaster Medicine and Public Health Fall 2011 Newsletter
http://ncdmph.usuhs.edu/Site_n/NewsEvents/201111-Newsletter.htm

RAD RESILIENT CITY: A PREPAREDNESS CHECKLIST TO SAVE LIVES AFTER A NUCLEAR DETONATION
<http://issuu.com/centerforbiosecurity/docs/radresilientcity?mode=window&backgroundColor=%23222222>

Would You Pass the Panic-Proof Test?
<http://blogs.smithsonianmag.com/paleofuture/2011/11/would-you-pass-the-panic-proof-test/>

Remember: All Disasters Are Local, Says FEMA Deputy Administrator
<http://www.emergencymgmt.com/disaster/Remember-All-Disasters-Are-Local-Says-FEMA-Deputy-Administrator.html>

What Big-Box Retailers Can Teach Government about Disaster Recovery
<http://www.emergencymgmt.com/disaster/Big-Box-Retailers-Teach-Disaster-Recovery.html>

Law Enforcement Takes on the 'Sovereigns'

<http://www.splcenter.org/get-informed/intelligence-report/browse-all-issues/2011/winter/law-enforcement-takes-on-the-sovereig>

Eric Holdeman's Blog, Learning from Leaders

<http://www.emergencymgmt.com/emergency-blogs/disaster-zone/learning-from-leaders-112611.html>

FEMA Blog, the End of Hurricane Season...But Not the Need to Be Prepared

<http://blog.fema.gov/2011/11/end-of-hurricane-seasonbut-not-need-to.html>

In case of emergency, use the app

<http://www.homeland1.com/eval/articles/1189680-In-case-of-emergency-use-the-app/>

US vulnerable to cyber attacks: military chief

http://www.msnbc.msn.com/id/45469416/ns/technology_and_science-tech_and_gadgets/

Teen planned shooting rampage at Lake Brantley high, police say (Florida)

<http://www.orlandosentinel.com/features/education/os-lake-brantley-shooting-threats-columbine-20111123,0,2186571.story>

CDC Warns of New Swine Flu Strain

<http://abcnews.go.com/blogs/health/2011/11/25/new-swine-flu-strain/>

Social Media 4 Emergency Management, the Brick Walls

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

3 Tips for Raising Your Visibility

<http://www.emergencymgmt.com/disaster/3-Tips-for-Raising-Your-Visibility.html>

By: David L. Maack on November 23, 2011

I recently spoke to a group of emergency managers and the first point I made was that they could no longer afford to hide in a bunker and wait for disaster to strike. Instead, they needed to be visible in their communities, networking and building partnerships and educating the public about emergency preparedness.

While I recognize that most emergency management offices have limited budgets and are understaffed, while juggling a myriad of tasks and responsibilities including planning, training, disaster exercise facilitation and response, outreach is not an option — it should be at the forefront of what you do.

And outreach is not just limited to the public, but also includes elected officials, other department heads, public safety agencies, businesses and schools to name a few. All are stakeholders in what we do, and all have an essential role to play prior to and during the response and recovery to a disaster situation. The more informed they are, the less likely they will panic. If they have a plan in place and understand their role, they can help rather than hinder that response.

So how do you develop an outreach campaign on a shoestring budget?

Fortunately it has become easier over the years. Desktop publishing is available to most anyone with a PC, as are video and audio production. In addition, FEMA has been putting out some great materials that can be utilized at the local level. Outreach, however, is much more than just handing out brochures or developing public service announcements — it involves building relationships.

1. All emergency managers need to be active in their community.

Over the years, I have served on a number of boards and commissions. I have tried to be smart about what I get involved with. I look at who the other board members are and I ask myself two questions: What can I give to this organization in the way of time and talents? What can I get out of serving this group, not from a selfish position, but strategically thinking, are there connections I can make that could be used in years to come?

For example, I served on a working board that put on a cultural event as a fundraiser. Board

members included the marketing director from a local newspaper and executives from banks, corporations and utilities. When I planned a large Project Impact event, I was able to secure sponsorships through some of the contacts I had made.

Other groups to get involved with are Kiwanis, Rotary and Optimist clubs. They're always seeking new members, and these groups are community minded, often assisting with local projects. Emerging groups, like community-based leadership programs and young professional organizations, are excellent ways of meeting new people and learning more about your community.

In fact, I once had a conversation with a leading candidate for the FEMA administrator position who told me that every time he moves to a new community, he participates in the local leadership program. This is not because he needs to learn leadership skills — he could probably teach the sessions — but because of the networking that takes place.

If people see that you are visible in the community and you are working alongside them in the trenches (sometimes literally depending on what you are doing), they are more likely to say yes when you need their help.

2. Develop relationships with those in the media.

How many times have we heard, "Visit the newsroom; get to know the reporters?" And how many times have we heard our colleagues say that they have no use for the media, especially during emergencies? We need to get away from the us-and-them mindset and instead develop relationships with the local media.

If the media is doing a story on preparedness, I want to be the first person that's called, not the last. That cannot happen if you are not the voice of emergency preparedness in your community. Depending on the size of your community, it may be fairly easy or you may have to work a little harder

I live in a county of about 200,000 people and the county seat is in Racine, Wis., population 80,000. We have one daily newspaper, several rural weekly newspapers, two "sister" radio stations, a Racine-based television station and several shoppers. In my case, it's fairly easy to build relationships with these media outlets. The news director for the radio stations has served on our Local Emergency Planning Committee for almost 25 years, and I serve on boards and committees with some newspaper reporters and executives.

In addition, I have given local reporters story ideas, both related to and unrelated to emergency management. Knowing what topics they cover helps. For example, one reporter was a history buff. Instead of giving him the standard tornado awareness message, I suggested that he dig into the newspaper archives and build a story around a tornado that hit Racine in 1883. This served two points — it was interesting and it dispelled the myth that tornadoes don't strike in Racine because of Lake Michigan.

I was also able to work with a reporter assigned to the health and medical beat on a story regarding pandemic flu and a business reporter on business recovery planning. For each story idea, I thought outside the box and found a Racine angle that I thought might bring an interesting twist to the story.

3. Tap into community resources.

Are there groups, schools or businesses that you can tap into for assistance?

Service clubs often raise money for community projects, and if you are creative, you may be able to tap into them for some limited funding. They are also in need of a weekly speaker and who better than you? Not only do you get a free meal, but you have the opportunity to share the emergency management message to a group of people interested in learning more about what you do.

Schools, colleges and universities are often looking for tangible projects for their students. Think outside the box. Is there a journalism student that can assist with press releases, can the computer programmer update your website or develop a mobile app, or is there a multimedia program that can assist with public service announcements, YouTube videos and other projects?

And what local businesses are in your area? Sometimes they will take on small projects. For example, I had a small, one-person marketing firm that worked with two community groups, our local volunteer center and my office. For three years, she laid out our monthly public awareness

campaign. Currently our local newspaper develops monthly safety posters for our Traffic Safety Commission.

Good outreach comes to down to two things: networking and being creative. You need to be visible. You need to be active in your community. And you need to be spreading the message of personal preparedness.

David L. Maack is the Racine County emergency management coordinator. Maack was a recipient of one of FEMA's 2011 Individual and Community Preparedness Awards.