



# NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

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

6 September 2011

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*

### CHILD BED

A young couple in the area are in need of a suitable baby bed for their nearly 2 y/o little girl. Please contact me by e-mail or phone if you learn of an available bed, I will pass the information along to those assisting them at this time! Thank you!

Judith Naler Community Outreach Coordinator/Paralegal Legal Services of North Florida, Inc  
118 South Baylen Street, Pensacola, FL. 32502 **850-432-8222 ext 5008**

### SOFA BED DONATIONS

We have an organization that has sofa beds for anyone that needs them. This is a good time to think about the homeless, near homeless or those that just need a place to sleep. Contact Janis Wilson at [pcolajan@yahoo.com](mailto:pcolajan@yahoo.com)

## INFORMATION

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

### KUDO SECTION

Send in your own bragging rights or thank you messages to SAFER members for jobs well done.

Kudos to Helena Baillio, a local Gulf Breeze resident and a SAFER member, who was recently honored with induction into the Golden Key International Honor Society by maintaining a 4.0 GPA in a Ph.D. program in International Psychology.

Thank you to Serene with the **EscaRosa Coalition on the Homeless** and Jan with the **Center for Strategic Military Excellence** for helping to clear out a storage area at Arcadia Storage and getting the stuff in it to those that are helping the poor in our community.

Thank you to Jimmie with **Sandy Ridge** and Adair with the **Clerk of Court** for helping clear out a storage room at Fort Storage and getting the goods in it to the needy, to include toys to kids.

A big thanks to both **Fort Storage on Avalon blvd** and **Arcadia Storage on HWY 90** for their awesome support of the community the last few years. It is the selfless and altruistic attitude of businesses, organizations, and people, like Fort Storage and Arcadia Storage, and those volunteers listed above, that make our community well worth being a part of.

**JOIN SANTA ROSA HEALTH AND REHAB FOR THEIR 40 ANNIVERSARY!**

40

Please join us for an anniversary celebration

Santa Rosa Health & Rehab Center

We look forward to celebrating with you!

Thursday, September 15, 2011

4pm until 7pm

5386 Broad Street

Milton Florida

850 623-1661

**EIGHT SIGNS OF TERRORISM**

*Terrorist operations usually begin with extensive planning. You can help prevent and detect terrorism – and other types of crime – by watching out for suspicious activities and reporting them to the proper authorities. Be alert for the eight signs of terrorism!*

1. **Surveillance** – Someone recording or monitoring activities. This may include the use of cameras, note taking, drawing diagrams, annotating on maps, or using binoculars or other vision-enhancing devices.
2. **Elicitation** – People or organizations attempting to gain information about military operations, capabilities, or people. Elicitation attempts may be made by mail, email, telephone, or in person. This could also include eavesdropping or friendly conversation.
3. **Tests of Security** – Any attempts to measure reaction times to security breaches, attempts to penetrate physical security barriers, or monitor procedures in order to assess strengths and weaknesses.
4. **Funding** – Suspicious transactions involving large cash payments, deposits, or withdrawals are common signs of terrorist funding. Collections for donations, the solicitation for money and criminal activity are also warning signs.
5. **Supplies** – Purchasing or stealing explosives, weapons, ammunition, etc. This also includes acquiring military uniforms, decals, flight manuals, passes or badges (or the equipment of manufacture such items) and any other controlled items.
6. **Impersonation** - People who don't seem to belong in the workplace, neighborhood, business establishment, or anywhere else. This includes suspicious border crossings, the impersonation of law enforcement, military personnel, or company employees is also a sign.

7. **Rehearsal** – Putting people in position and moving them around according to their plan without actually committing the terrorist act. An element of this activity could also include mapping out routes and determining the timing of traffic lights and flow.
8. **Deployment** – People and supplies getting into position to commit the act. This is the person’s last chance to alert authorities before the terrorist act occurs.

### **GOVERNOR SCOTT JOINS DOMESTIC SECURITY OFFICIALS TO LAUNCH “IF YOU SEE SOMETHING, SAY SOMETHING”™ CAMPAIGN IN FLORIDA**

Governor Rick Scott today joined Florida Department of Law Enforcement Commissioner Gerald Bailey, Department of Homeland Security (DHS) Assistant Secretary of Intergovernmental Affairs Betsy Markey, and the leadership of Florida’s Domestic Security Oversight Council to launch “If You See Something, Say Something”™ in Florida. The initiative features a toll-free, statewide hotline and online reporting form for citizens to report suspicious activity.

“As we draw closer to the 10-year anniversary of 9-11, there is no better time to remember the many lives lost that day a decade ago, and to remind citizens of the need to remain vigilant,” said Governor Scott. “This is another tool that citizens and tourists can use to contact authorities when they witness something they know is out of place.”

Tips received through the hotline and online reporting form will go to the Florida Fusion Center, a 24-hour watch desk at FDLE, where intelligence analysts will assess the information and take action in conjunction with the state’s Regional Domestic Security Task Forces.

“Florida has sophisticated domestic security and information sharing systems in place and we are safer than ever before,” said Commissioner Bailey, chair of the Domestic Security Oversight Council. “Prevention is our first priority, and people who report suspicious activity help us identify and address potential threats early on.”

“Our nation’s security is a shared responsibility and every citizen plays a critical role in identifying and reporting suspicious activities and threats,” said U.S. Department of Homeland Security Secretary Janet Napolitano. “The new partnership between Florida and DHS on the ‘If You See Something, Say Something’™ campaign will help to create a more safe and secure homeland.”

DHS recently unveiled television and radio public service announcements that will be broadcast in Florida and across the nation. The state campaign will also include displays on mall posters, bus stops, and other transportation hubs. To help encourage public awareness, the Florida Outdoor Advertising Association, through its member network of companies, has donated space on digital billboards statewide until mid-September.

“If You See Something, Say Something”™ was originally created by the New York City Transportation Authority and subsequently adopted by the DHS, which has partnered and launched the initiative with NCAA, the Massachusetts Bay Transportation Authority, the NBA, the NFL, as well as several states including Colorado, Minnesota and New Jersey, more than 9,000 federal buildings nationwide, Walmart, Mall of America, the American Hotel and Lodging Association, Amtrak, the Washington Metropolitan Area Transit Authority, the general aviation industry, and state and local fusion centers across the country. For more information please visit [www.dhs.gov/IfYouSeeSomethingSaySomething](http://www.dhs.gov/IfYouSeeSomethingSaySomething)

Officials encourage anyone who sees suspicious activity to report it to local authorities or call 1-855-FLA-SAFE (1-855-352-7233). It can also be reported online through FDLE’s website at [www.fdle.state.fl.us](http://www.fdle.state.fl.us)

### **INVITATION**

Dear National Preparedness Coalition Member, (SAFER is a member, as is Citizen Corps and Emergency Management)

It’s September 1 (ok, it’s really the 6<sup>th</sup>, but it is never too late!), which means it’s officially National Preparedness Month. Thank you for taking the initiative to prepare your community.

Hurricane Irene, the east coast earthquake, and this year's tornadoes in Tuscaloosa and Joplin have all been critical reminders about the importance of preparedness.

FEMA Administrator Craig Fugate is in New York City today kicking off National Preparedness Month, helping to get the word out and asking people: Are you ready? As you prepare your community, we need your help to continue to get the word out.

We're asking Members to [invite 5 other people](#) to be part of our Coalition to increase awareness about emergency preparedness. You can use this easy to use invitation form: <http://community.fema.gov/connect.ti/READYNPM/invite>

The more people who know about the online tools that are available, the more prepared our communities and businesses will be, and the easier it will be for them to bounce back after a disaster strikes.

And don't forget, [the online calendar](#) is a great resource you can use to increase awareness of your preparedness events and see what others in the Coalition are doing. After your event is completed, be sure to brag about it and share how great it was by submitting a [\\*\\*Success Story\\*\\*](#) with everyone!

### **SEPTEMBER IS HERE**

Today marks the first day of [National Preparedness Month](#), a nationwide effort designed to encourage Americans to take simple steps to prepare for emergencies in their homes, workplace and communities. For the seventh consecutive year, Agility is partnering with [FEMA's Ready Campaign](#) to educate all businesses about the importance of continuity planning.

This year's National Preparedness Month slogan: "A Time to Remember. A Time to Prepare.", recognizes the 10 year anniversary of the 9/11 terrorist attacks, which united our country both in our shared grief and in our commitment to prepare and plan for emergencies.

In honor of National Preparedness Month, Agility is offering free educational webinars, tools and resources throughout the month of September. For more information [click here](#). We hope you can actively participate and help us build a culture of preparedness

### **5th ANNUAL NORTHWEST FLORIDA VETERANS & MILITARY HIRING FAIR**

See the attached PDF for information on the job fair, distribute widely.



NORTHWEST  
FLORIDA'S Veterans :

### **FREE EMERGENCY PREPAREDNESS EVENT**

IN OBSERVANCE OF THE 10<sup>TH</sup> ANNIVERSARY OF 9/11

Thursday, September 8<sup>th</sup>, 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 10<sup>th</sup> 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](mailto:brsvpsantarosa@mchsi.com) or 850-983-5220



vendor application  
emergency preparedness

### **SRYP SEPTEMBER EVENTS**

#### **Lunch Bunch sponsored by 102.7 WXBM**

**When:** Thursday, September 8 (11:30 a.m. - 12:30 p.m.)

**Where:** Ruby Tuesday, 4917 Highway 90, Pace

*\*Please be sure to RSVP to Jayer Williamson by the end of the day September 7 (Wednesday) to reserve your seat. Even if you are a "maybe," please RSVP so we have enough spaces at the table. You can RSVP by clicking "attending" on our Facebook page as well.*

#### **Social sponsored by Gulf Power Company**

**When:** Friday, September 23 at 5:00pm

**Where:** Chili's Bar & Grill, 4701 Highway 90, Pace

TGIF! Start your weekend out right with some cold beverages, good food and great fellowship with friends.

\*Please RSVP to Jayer Williamson by Wednesday, September 21 so we can reserve the appropriate amount of tables to accommodate our group.

#### **SRYP Members needed for a FUN event!**

Once again this year, SRYP will be sponsoring a hole and serving our ,now famous, "Lemonade" & "Dirty Lemonade" at the 4th Annual "Help the House" Golf Tournament on Friday, September 16, 2011. This year's tournament will be held at Stonebrook Golf Club in Pace. We will need you there by 11:30am. Tournament starts at noon. Be sure to wear your SRYP t-shirt. Email Jayer Williamson for more details since he got us into this again this year!

#### **Volunteer Opportunity:**

Saddle up partners, yeehaw!! Covenant Hospice is looking for volunteers to help with their Blue Jeans & BBQ event October 1. Click this link, Blue Jeans & BBQ for more information and email Angie before September 16 to volunteer for what is sure to be a great event.

#### **Discount offered to SRYP Members:**

Strap on your jogging shoes and get to moving! This year's Riverwalk Run 5K is October 1 at 5pm and all SRYP Members receive a \$10 discount. For more information on this run/walk, visit their website - Riverwalk Run 5K. Email Linsey Williamson to receive the special sign up form specifically for SRYP Members. Discount only offered if you sign up by September 8 so act fast!

### **CAMPAIGN KICK OFF SEPTEMBER 16**

We invite you, your colleagues and friends to our annual campaign kickoff 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](#)! Thank you so much for all you do. Please RSVP to [kendra@unitedwaysrc.org](mailto:kendra@unitedwaysrc.org)

### **VETERANS SUMMIT - SEPT 29, 2011**

Please mark your calendar for this event! We are pleased to partner with Santa Rosa County United Way to bring this great program for you. Be sure to register early to reserve your spot! Help us spread the word and forward these attachments to all veterans and community and government agencies that have any interest in veteran issues.

This is a great opportunity to learn what your business can do to help veterans and how the veteran issues impact your business and our entire community. We will be taking a closer look at many new programs to help our veterans and to help organizations that can provide assistance for veterans.

The attached flyer gives the details and the registration forms are in both pdf and doc formats for your convenience.

Hope to see you at our Veterans Summit on September 29th in Milton.



Janis Wilson  
CSME Program Director  
850-341-1399  
[pcolajan@yahoo.com](mailto:pcolajan@yahoo.com)

### **THE INAUGURAL GULF COAST VETERANS SUMMIT**

Thursday, September 29 8 a.m. to 5 p.m.

Santa Rosa County Auditorium  
4530 Spikes Way  
Milton, FL 32570

The Center for Strategic Military Excellence and United Way of Santa Rosa County are proud to present the first Gulf Coast Veterans Summit. Don't miss this opportunity to take a closer look at Veteran-specific programs and how they will affect your business. Find out what programs are in place, what challenges and systemic issues plague our veterans, what options and programs are needed, and how you can get connected.

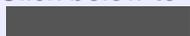
Our Gulf Coast Community is the cradle of military training and home to thousands of veterans, now is our time to give back to those who gave for our freedom. You will have an opportunity to participate in break-out sessions, networking, goal setting and developing action plans and new collaborations to benefit veterans and their families in your community.

Participants will discuss:

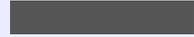
- **Economic Impact** - Employment Incentives & Connecting to Tri-Care
- **Health Care Options** - Persons with Disabilities & Suicide Risks
- **Collaborations** - Who, When & How
- **Understanding the VA**- What is it & How to Connect

The cost of the event is \$35 per attendee and includes a continental breakfast, lunch and refreshments. Limited scholarships available. Funds raised will be used for United Way's Veterans Benevolence Fund.

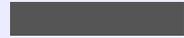
Click below to View the Flyer!



Click below to Sponsor!



Click below to Register!



For more information on scholarships or to register, contact United Way at (850) 623-4507.

## **DISASTER MANAGEMENT FOR SOCIOECONOMIC STATUS CHALLENGED POPULATIONS**

Please consider participating in this research.

This research will improve disaster management practices to help low socioeconomic status populations before, during, and after disasters strike.

<https://www.surveymonkey.com/s/disastermanagementsurvey>

## **YES VIRGINIA, THERE IS A USE FOR GOVERNMENT SOCIAL MEDIA IN EMERGENCIES**

Social media—it's an emergency manager's ultimate foe or best friend. Pick a day, and see which way the pendulum swings.

Today, it might sway toward friend, thanks to a recent report from Queensland Police Services.

***Disaster Management and Social Media—A Case Study*** details the amazing results the QPS had using Twitter, YouTube, and Facebook for mass communication during Queensland's 2010-2011 flooding.

Many response agencies have made tentative forays into social media, and the QPS was no different. The agency created several social media accounts in May 2010 and let them slowly grow without fanfare, according to the report. By November, about 8,000 people were tracking the agency's **Facebook page** and it had about 1,000 **Twitter followers**.

That all changed when bout of extreme weather began in December 2010 and ran into January 2011. The QPS's need to continuously communicate about the disaster led it to "instinctively [gravitate] towards the social media channels because they were clearly the fastest and best way to distribute important public safety information," the report states.

During the emergency, the agency posted information updates to its Facebook and Twitter account, streamed media conferences on YouTube, and posted audio updates via several mediums. They also used the channels to coordinate resources and correct misinformation.

These efforts were magnified by the mainstream media's use of the new information sources.

"Within days, not only were the media relying on the QPS social media accounts as their key source of information but they were actively referring the public to our social media channels.

QPS tweets would appear in national TV networks news tickers and would be read out by radio station announcers within moments of the media team publishing them," the report states. "This almost instant crossover from 'new media' to 'old media' allowed information published by the team to be distributed at a speed and to a sheer number of people not previously possible."

Then, in just one day following a significant flash flood, the number of QPS Facebook users jumped from 17,000 to 100,000. It was soon clear that social media was the only way some people could access information, according to QPS Superintendent Greg Flint.

"In some areas where phone services were impeded or down ... a lot of people were still using Facebook as a means to keep up to date," Flint told **ZDNet**. "I suspect if we didn't have that forum ... we would have been severely embarrassed in terms of our capacity to react."

The Queensland floods were the perfect environment for QPS social media to gain momentum, but the QPS' approach is what spurred things along. Social media streams rely on a consistent flow of useful information to retain their followers. Because the QPS allowed staff to update information streams without an elaborate chain of approval, they created a more sustainable use of the social media platforms.

"The QPS streamlined [established communication] processes during the disaster and the team organically turned to social media as the vehicle to reach the public and the media in the shortest timeframe," the report states. "Given the majority of the information the QPS released

was factual and in the interests of public safety it could be released immediately and without a clearance process.”

Whether government-run social media is vaunted or vilified, a cavalier attitude toward releasing official information is often cited as a concern. And while there are [guides for governments on creating social media policy](#), many focus on the cover-your-assets aspects of implementation, rather than how to craft a successful venture.

Even with the ideal guide, sometimes you need to punt when interacting with the public, QPS Digital Media Officer James Kliemt told [Intermedium](#). “There is no way known to write a policy that is going to be able to deal with all of the issues that come up on our Facebook page,” he said.

Instead of trying, the report recommends building a strong social media presence *before* disaster strikes, trusting your staff to share information, and becoming involved in your online community. There’s a tendency to devalue social media because it’s free, but an agency should think twice before squandering those resources, said Peter Alexander, a former Australian Government assistant finance secretary.

“The Queensland Police should be thinking, what would have happened if we didn’t have Facebook—if we had to build our own platform or even have people travelling around Queensland to get our information across?” Alexander told Intermedium. “How much would it have cost us?”

### **FEMA APPLICATION FOR PHONES**

In the new FEMA App, you’ll be able to:

- Check off the items you have in your family’s emergency kit,
- Enter your family emergency meeting locations,
- Review safety tips on what to do before, during and after a disaster,
- View a map of shelters and disaster recovery centers across the U.S., and
- Read our latest blog posts.

When we built the app, we kept the disaster survivor in mind, making sure much of the information would be available even if cell phone service isn’t, so you’ll be able to access the important information on how to safe after a disaster, as well as your family emergency meeting locations.

So as Administrator Fugate said, you can download our app today in the [Android market](#), and look for FEMA App for Blackberry version 6 devices and iPhones in the coming weeks.

### **FEMA Text Messages**

A new and separate service from the new app, our text message updates will allow cell phone users to receive text message updates from FEMA.

- Text **PREPARE** to **43362** (4FEMA) to sign up to receive monthly disaster safety tips
- Text **SHELTER** + your ZIP code to **43362** (4FEMA) to find the nearest shelter in your area (example: **shelter 12345**)  
(For availability of shelters and services, contact your local emergency management agency.)
- Text **DRC** + your ZIP code to **43362** (4FEMA) to find the nearest disaster recovery center in your area (for example, if you lived in Annandale, Virginia with a Zip Code of 22003, you’d text **DRC 22003**).

We’re excited to provide these two new ways you can access information on your mobile device, in addition to our already existing mobile site – [m.fema.gov](#). Stay tuned to our [blog](#), [Facebook](#) and [Twitter](#) channels as we roll out our app to the remaining smartphone operating systems and make enhancements to our text messages program.

So [download the app](#) or text **PREPARE** to **43362**, and then leave us a comment and let us know what you think. We encourage you to tell a family member, friend, or neighbor as well, so they can have disaster safety information always at their fingertips.

### **FEMA app frequently asked questions**

*Q: Will I get emergency alerts and warnings through the FEMA App?*

A: No. The FEMA App provides preparedness and disaster recovery information only. If you are in an emergency situation and need to reach a first responder, you should always dial 911. And remember to listen to your state and local officials for instructions and updates about emergencies where you live.

Q: *Can I discontinue using the App at anytime?*

A: Yes. To discontinue using the FEMA App, simply delete the icon on your smartphone or remove it just like you remove any other App on your smartphone.

Q: *What are the future enhancements?*

A: If you have suggestions/ideas for future enhancements, please send them to: [FEMA-new-media@dhs.gov](mailto:FEMA-new-media@dhs.gov). FEMA will continue to develop enhancements and add them to updated versions of the App, and we welcome your input.

-----  
**FEMA text messages frequently asked questions**

Q: *Can I discontinue using this service at anytime?*

A: Yes. To stop receiving Text Messages from FEMA, simply text: **STOP** to **43362** (4FEMA).

Q: *How often will I receive these messages?*

A: If you sign up for the monthly preparedness message, then obviously once a month. When we create additional keywords to sign up for more information, we will let you know how often we think we will send updates. At any time, you can unsubscribe from updates by texting: **Stop** to **43362** (4FEMA).

Q: *What are the future enhancements?*

A: If you have suggestions/ideas for other information you would like to receive via text message, please send them to: [FEMA-new-media@dhs.gov](mailto:FEMA-new-media@dhs.gov)

Q: *Will I get emergency alerts and warnings through the FEMA Text Messaging?*

A: No. FEMA Text Messages are not for emergency alerts or notifications. If you are in an emergency situation and need to reach a first responder, you should always dial 911. And remember to listen to your state and local officials for instructions and updates about emergencies where you live

**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](mailto: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](http://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 18<sup>th</sup>)  
Banner display space at event (company to provide banner to BRACE by August 29<sup>th</sup>).  
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 29<sup>th</sup>).  
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 29<sup>th</sup>).  
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](mailto: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 that 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!

### **HEALTH FAIR**



Thursday, September 15<sup>th</sup>, 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

### **FACEBOOK**

SAFER is on Facebook, find us and become our friend ;-)  
We are up to 269 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, 4<sup>th</sup> of July etc...) that are free and open to the public, with the understanding that the user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up. 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*

#### **THE ACTIVE SHOOTER AWARENESS VIRTUAL ROUNDTABLE**

Active shooters engage in killing or attempting to kill innocent and unsuspecting people in both private and public areas. In many cases, there is no pattern or method to the selection of victims by an active shooter, and these situations are unpredictable and evolve quickly. To help you prepare for the possibility of an active shooter incident, the Active Shooter Awareness Virtual Roundtable will raise awareness of common triggers and characteristics of active shooters and help you understand how to prepare for potential incidents. This free, online interactive roundtable will include video, commentary by behavioral and security experts, and a question-and-answer session. This roundtable will better prepare you to deal with an active shooter situation and to recognize dangerous behavior before it turns deadly.

**Date:** Tuesday, September 27, 2011

**Time:** 2:00 – 3:30 pm (EDT)

**Who Should Attend:** Security staff, private sector owners and operators, government agencies and organizations, and employees from all industries

**Moderator:** Andrea Schultz, Sector-Specific Agency Executive Management Office, National Protection and Programs, Dept. of Homeland Security

**Panelists:** Samuel Mayhugh, Ph.D., Founder, Office of the President, Integrated Behavioral Health, Jim McGinty, Vice President of Training and Safety, Covenant Security Services

**Sign Up:** Register and log in through [Visual Webcaster](#) to participate in this important,

interactive virtual roundtable. A limited number of phone lines will be available for participants, so please plan to listen online using either your computer's speakers or headphones.

**Registration closes September 23, 2011.**

For more information, contact [activeshooterawareness@dhs.gov](mailto:activeshooterawareness@dhs.gov).

[Register for email updates for the next Critical Infrastructure Learning Series Webinar.](http://www.dhs.gov/files/programs/gc_1231165582452.shtm)  
[http://www.dhs.gov/files/programs/gc\\_1231165582452.shtm](http://www.dhs.gov/files/programs/gc_1231165582452.shtm)

**NEW SKYWARN SPOTTER TRAINING COURSE FROM COMET**

The COMET Program is pleased to announce the publication of the SKYWARN Spotter Training Course. This course consists of two modules, "Role of the SKYWARN Spotter" and "SKYWARN Spotter Convective Basics", that provide baseline training for spotters including an overview of the national program and its history as well as actions to take during severe thunderstorms. Learners review multiple scenarios that walk them through procedures for making spotter reports with best practices for maintaining personal safety. They work through image galleries to practice identifying the spectrum of each storm feature in the field.

This course includes photographs, video, audio narration, and companion print versions. The intended audience for the SKYWARN Spotter Training Course is the general public interested in becoming storm spotters, and after this training, you can register to become a SKYWARN spotter with the NWS. Please follow this link to enroll in the course:

[http://www.meted.ucar.edu/training\\_course.php?id=23](http://www.meted.ucar.edu/training_course.php?id=23).

Most COMET modules use JavaScript and Adobe® Flash® for navigation, animation, and/or presentation of multimedia elements. Ensure that you have a browser updated to its latest version with JavaScript enabled and the latest version of the Adobe FlashPlayer installed (<http://get.adobe.com/flashplayer/>). For technical support for this module please visit our Registration and Support FAQs at [http://www.meted.ucar.edu/resources\\_faq.php](http://www.meted.ucar.edu/resources_faq.php).

We welcome any comments or questions you may have regarding the content, instructional approach, or use of this module. Please e-mail your comments or questions to Bryan Guarente ([guarente@comet.ucar.edu](mailto:guarente@comet.ucar.edu)) or Liz Page ([epage@comet.ucar.edu](mailto:epage@comet.ucar.edu))

**DEPARTMENT OF HEALTH, OFFICE OF INJURY PREVENTION AND  
DEPARTMENT OF ELDER AFFAIRS, ELDER RIGHTS BUREAU IN A JOINT  
PARTNERSHIP, WILL PRESENT A:**

***Live Webinar***

***9:00 am to 10:30 am, September 23, 2011***

***National Falls Prevention Awareness Day***

***The Senior Falls Prevention and Interventions for Health Care Professionals***

**Why? To provide Health Professionals, dealing with adults over 60, with quality information on balance assessment, traumatic brain injury and falls prevention  
Did you know? Falls are the leading cause of injury-related death among Florida residents, age 65 and older.**

**Purpose:** To provide Health Professionals, dealing with adults over the age of 60, with quality information on balance assessment and falls prevention

**During this broadcast and webinar you will:**

- Understand the magnitude of the senior falls problem and how it impacts Florida
- Learn how to perform a risk assessment for senior falls
- Determine how to implement screening for high-risk fallers in an office-based setting.
- Learn about the effects of Traumatic Brain Injury and the Brain Injury Association
- Find out why physicians should recommend Tai Chi: Moving for Better Balance as a fall prevention intervention.

**Speakers:**

- Charles Corley, Interim Director, Department of Elder Affairs
- Charles G. Maitland, M.D., Neuro-Ophthalmology
- Alice Pomidor, M.D., M.P.H., FSU College of Medicine, Department of Geriatrics
- Valerie Breen, Executive Director of the Brain Injury Association

- o Patricia Sovonick, Community Aging and Retirement Services of Pasco County

**Registration:** Registration for this event is located at <http://www.surveymonkey.com/s/ZNQDRCY>. The webcast will be available via a link provided to the participants

### **SPECIAL NEEDS OVERVIEW**

Thursday, September 15<sup>th</sup> from 2:00 pm – 3:00 pm



SpNS Overview  
Marketing Santa Rosa



SpNS Overview  
Registration.doc

For more information contact Vyvyan at Office: (850) 983-5200 X166

### **PER 259 SHARING INFORMATION AND INTELLIGENCE RELATED TO FOOD IMPORTATION AND TRANSPORTATION**

The Florida Department of Agriculture and Consumer Services is collaborating with the Center for Agriculture and Food Security and Preparedness at the University of Tennessee-College of Veterinary Medicine, the University of Florida-Institute for Food and Agricultural Sciences, and the Regional Domestic Security Task Forces to offer these Department of Homeland Security (DHS) certified courses in Florida. **The courses are open to all United States Citizens, and are free of charge through DHS grant funding.**

#### **PER Course Offerings:**

##### **PER 259 Sharing Information and Intelligence Related to Food Importation and Transportation**

- Tuesday, October 25, 2011 from 8:00 am to 5:00 pm with an hour lunch break at the Escambia County Public Safety Facility, 6575 “W” Street, Pensacola, FL 32505

*register or get more information, by clicking on link: [www.flsart.org/mgtcourses](http://www.flsart.org/mgtcourses)*

If you have questions or comments regarding this course, please contact John Burkette with the Office of Agricultural Emergency Preparedness, Office of Agricultural Law Enforcement, Florida Department of Agriculture and Consumer Services at [John.Burkette@freshfromflorida.com](mailto:John.Burkette@freshfromflorida.com) or (850) 245-1387

### **NURSE ASSISTANT TRAINING CLASS CNA PREPARATORY COURSE**

**September 27 - December 15 Tuesdays & Thursdays from 8:00 am - Noon**  
**Red Cross Classroom - Pensacola**

*Imagine a job that is exciting and challenging...a job where you make a difference.*

Whether you're just starting your career or ready for a change, now is the time to consider becoming a nurse assistant.

The American Red Cross Nurse Assistant Training course helps you develop patient care and other job-related skills. Classwork includes learning:

- Medical terms
- Body systems and how they function
- Communication skills
- Nurse Assistant roles and responsibilities
- How to provide care to individuals in nursing homes and other settings

Course cost is \$1250 and includes state exam fee, background check and scrubs. Students meeting specific criteria can be eligible for a scholarship.

**Click here for more information and registration!**

If you have questions for the the course instructor, you can email him at:

[hasself@usa.redcross.org](mailto:hasself@usa.redcross.org)

## **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 13<sup>th</sup>, 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

## **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

Poll: 42 percent of pet owners wouldn't evacuate in an emergency unless pets could come too  
[http://www.washingtonpost.com/national/poll-42-percent-of-pet-owners-wouldnt-evacuate-in-an-emergency-unless-pets-could-come-too/2011/08/30/gIQApezGqJ\\_story.html](http://www.washingtonpost.com/national/poll-42-percent-of-pet-owners-wouldnt-evacuate-in-an-emergency-unless-pets-could-come-too/2011/08/30/gIQApezGqJ_story.html)

A wireless system that works when disasters hit  
[http://www.msnbc.msn.com/id/44261096/ns/technology\\_and\\_science-wireless/](http://www.msnbc.msn.com/id/44261096/ns/technology_and_science-wireless/)

Sociology in the Storms  
[http://www.insidehighered.com/layout/set/popup/news/2011/08/29/sociologists\\_of\\_disaster\\_see\\_research\\_in\\_storms](http://www.insidehighered.com/layout/set/popup/news/2011/08/29/sociologists_of_disaster_see_research_in_storms)

Planning — or not — for the next disaster  
[http://www.washingtonpost.com/opinions/planning--or-not--for-the-next-disaster/2011/08/26/gIQAiY71qJ\\_story.html?tid=sm\\_facebook](http://www.washingtonpost.com/opinions/planning--or-not--for-the-next-disaster/2011/08/26/gIQAiY71qJ_story.html?tid=sm_facebook)

CDC Evacuation Guidelines: Follow Them

<http://www.campussafetymagazine.com/Blog/Campus-Command-Post/Story/2011/08/CDC-Public-Should-Follow-Government-Evacuation-Guidelines.aspx>

Study shows first responders will report to duty, but need assistance with family matters

<http://www.physorg.com/news/2011-08-duty-family.html>

The Cleanup Grinds On for Months after Disasters

[http://www.nytimes.com/2011/08/05/us/05debris.html?\\_r=2](http://www.nytimes.com/2011/08/05/us/05debris.html?_r=2)

First responders visualize post-event disaster environments

<http://www.rdmag.com/News/2011/08/Information-Technology-Software-First-Responders-Visualize-Post-Event-Disaster-Environments/>

Funding for Public Health Emergency Preparedness Trimmed

<http://www.hstoday.us/industry-news/general/single-article/funding-for-public-health-emergency-preparedness-trimmed/dc5e60a398349f197bfb3859dad61349.html>

*Accurate Disaster Behavioral Response Planning: A Guide for Business Continuity Planners*

<http://bigmedicine.ca/wordpress/2006/12/accurate-disaster-behavioral-response-planning-guide-business-continuity-planners/>

Be ready with disaster preparedness apps

[http://www.msnbc.msn.com/id/44246299/ns/technology\\_and\\_science-wireless/](http://www.msnbc.msn.com/id/44246299/ns/technology_and_science-wireless/)

*Text Messages Aren't Enough When Natural Disasters Strike*

<http://www.fastcompany.com/1775828/why-text-messages-arent-enough-when-disaster-strikes>

Small business vulnerability

[http://www.pcworld.com/article/237457/speedy\\_malware\\_infects\\_more\\_than\\_6\\_million\\_web\\_pages.html](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/d93303fdaf815110277fd28a27479262.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>

Businesses play key role in thwarting terror

[http://www.usatoday.com/news/nation/2011-07-31-arrested-soldier-terror-tips\\_n.htm](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>

*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>