

Building/Leveraging Sustaining PARTNERSHIPS

- In Response
 - In Recovery
 - In Preparedness
 - In Mitigation
-
- Before Disaster Strikes
-
- Emergency Sheltering Under One Roof
 - EDITS- October 18th, 2012
 - Leo Pratte- [American Red Cross](#)

Mission

Mission of the American Red Cross

The American Red Cross,

- A humanitarian organization led by volunteers and
- Guided by its Congressional charter and Fundamental Principles of the International Red Cross and Red Crescent Movement,
- Will provide relief to victims of disasters and
- Help people prevent, prepare for and respond to emergencies.



Disaster Response System

The Disaster Response System for the American Red Cross is a coordinated network of 638 local chapters and National Headquarter operations with the capacity to provide disaster relief services 24 hours a day, 365 days a year.



Partnerships

The American Red Cross coordinates with partners at all levels – community, regional and national – throughout the year in communities across the country.



FEMA's Whole Community...

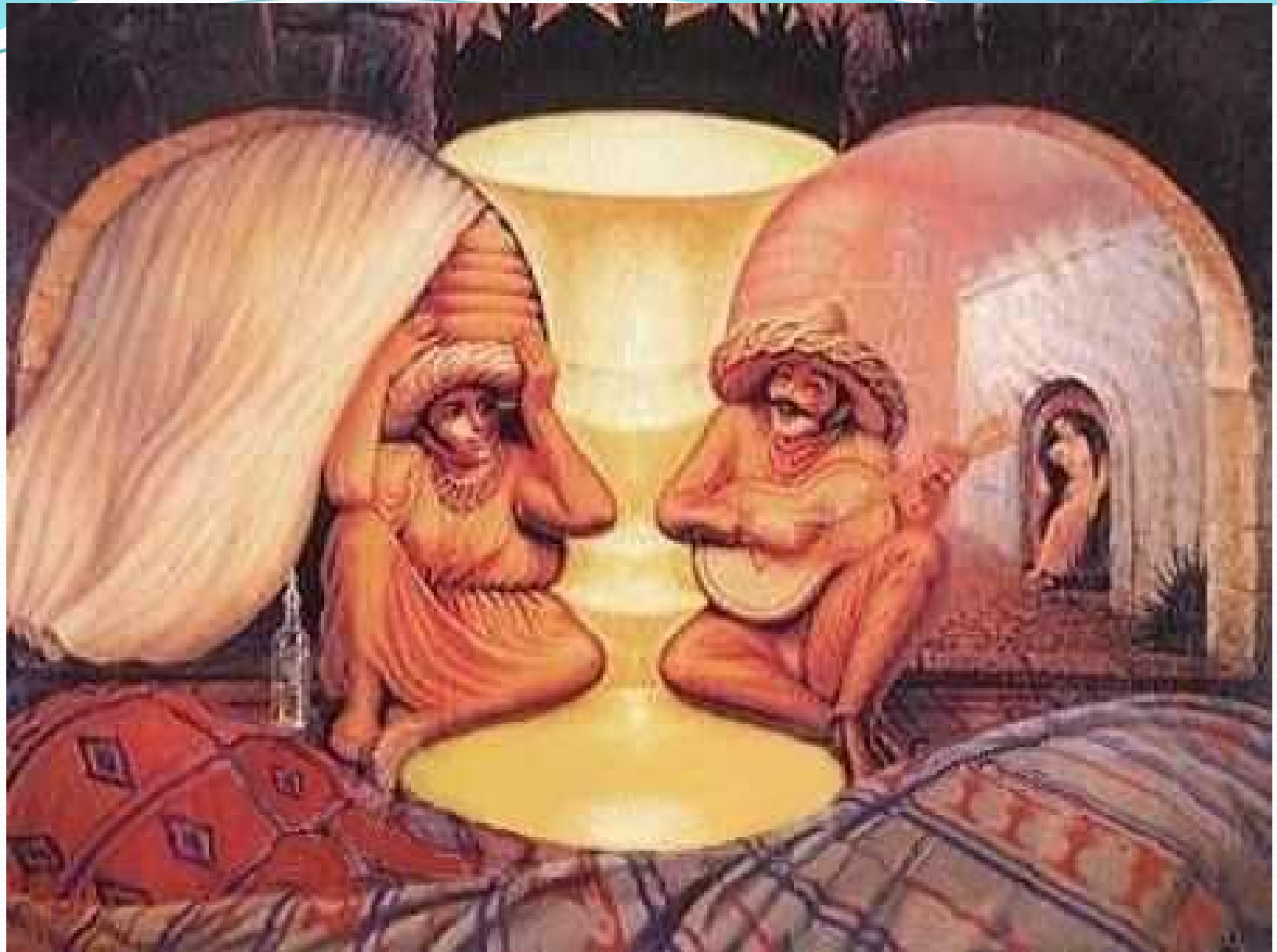
- Government can no longer assume that it can solve disaster management challenges on its own, and how effectively government at every level engages with and leverages the resources of other segments of society will determine how successful the nation's response is, as a whole.
- At the same time, experience has taught us that we must do a better job of providing services for the entire community, regardless of their background, demographics, or challenges. This means planning for the actual makeup of a community, making sure we meet the needs of every disaster survivor regardless of age, economics, or accessibility requirements.
- Addressing these related concerns cannot be achieved by simply improving on what we have always done – we must fundamentally change how we go about disaster preparedness, response, recovery and mitigation, involving the communities we serve directly in these efforts. We must look beyond the traditional, “government-centric” approach to emergency management and embrace a philosophy and operational posture that leverages, and serves, the Whole Community.

Reshaping Planning and Preparedness

- Being prepared as a nation means moving beyond a federal or government-centric approach to emergency management. As a team, we need to implement solutions that serve the entire community while also leveraging the resources that the entire community brings to the table. But how do we implement this *Whole Community concept into the work that FEMA and our partners do every day?*

First Step...

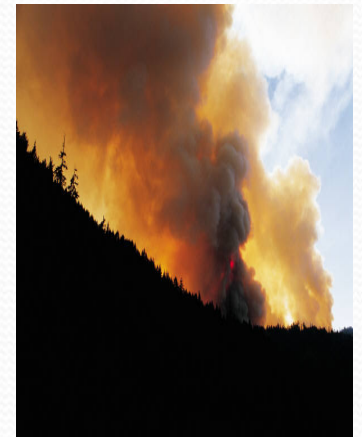
- *FEMA has begun driving this concept into its operations, starting with a catastrophic planning initiative known as the *Maximum of Maximums*: planning and preparing for a catastrophe where extraordinary levels of mass casualties, damage, and disruption overwhelm our traditional, and well established, response and recovery plans and procedures. Though the Whole Community approach will eventually be applied to all of our core missions, this *Maximum of Maximums* effort is an important first step in making concrete changes in the way we conduct our operations.*





Incident/Event

An incident is an occurrence, either caused by humans or natural phenomena, that require response to actions to prevent or minimize loss of life or damage to property and or the environment.



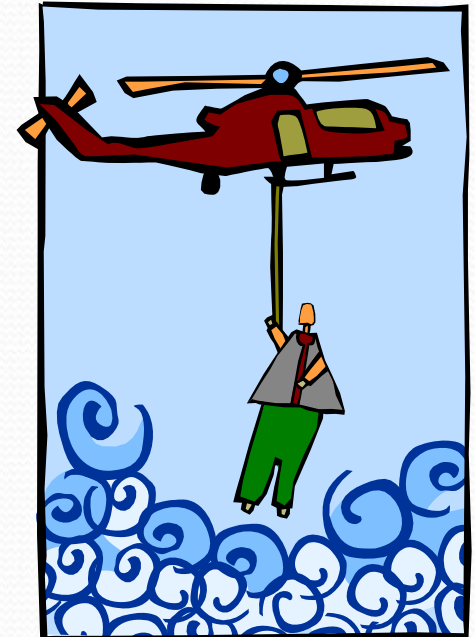
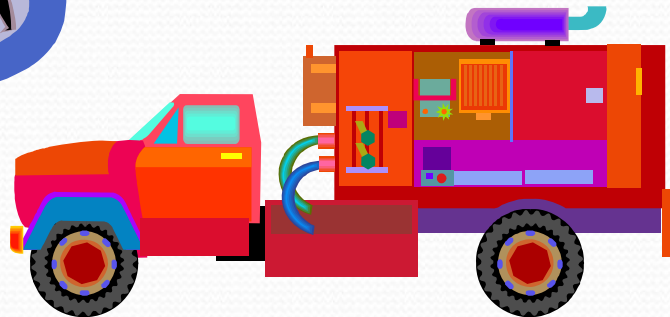
- # Types of Disasters
- Fires
 - Winter Storms/Ice
 - Tornados
 - Hurricanes
 - Haz Mat Incidents
 - WMD/Terrorism
 - Mass Casualty Events
 - Floods



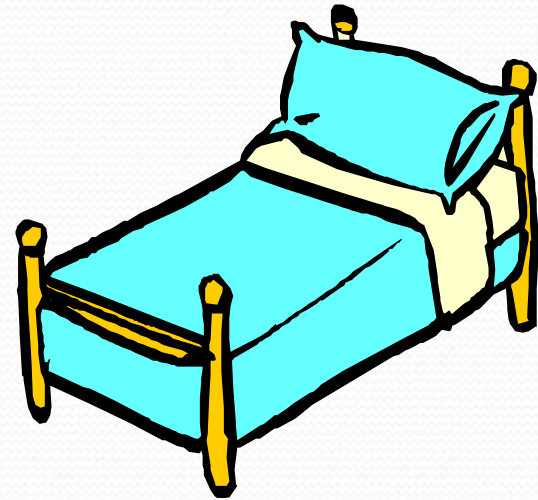
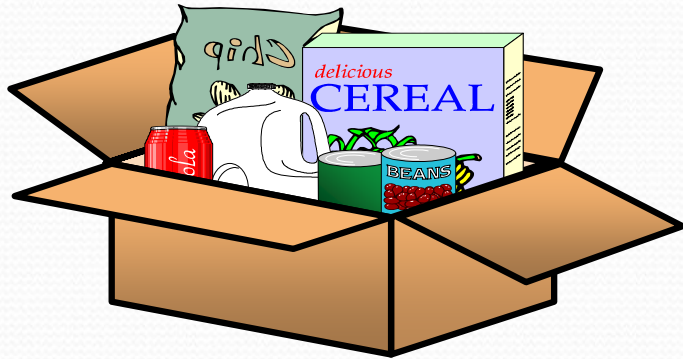
Disaster Recovery Timeline

Based on the United Methodist Committee on Relief (UMCOR) disaster recovery formula, each phase of this disaster recovery is estimated to last:

Emergency Response = 4 days



Relief - 4 x 10 = 40 days (One month +)



Recovery $40 \times 10 = 400$ days (1.10 year)



Disaster Phases

| <u>Phase</u> | <u>When</u> | <u>Responses</u> |
|------------------------|---|---|
| <i>Heroic</i> | before, during and right after | risk taking, confusion, shock, denial, grief, etc. |
| <i>Honeymoon</i> | during early relief efforts | relief, hope, high expectations for help |
| <i>Disillusionment</i> | as relief effort continues | frustration, increased stress, more visible emotions |
| <i>Reconstruction</i> | as emergency relief effort comes to an end | acceptance of personal responsibility for recovery, resignation |

Before a Disaster Strikes

Know your Partners:

Government

- Local
- State
- Federal

Private

Non-Profit (NGO)

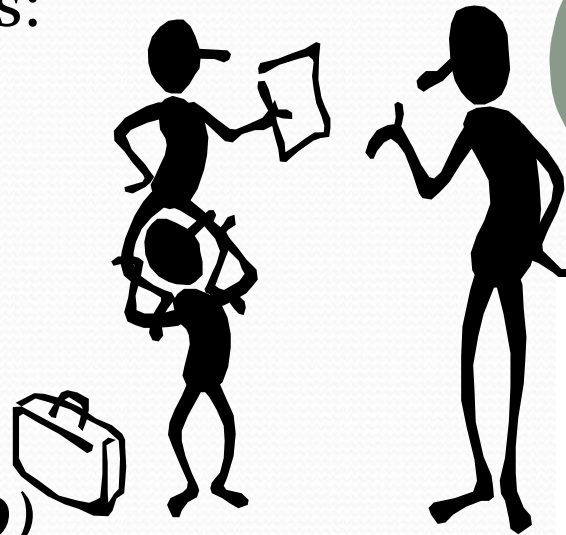
Faith Based Organizations (FBO)

Volunteer Agencies (VOAD)

Community Based Organization (CBO)

Organized Labor

Advocacy Groups



Extending Partnerships

Why partner with more than just “traditional” disaster responders?

- Facilitate coordination & engagement – ensure holistic community response, working together to meet community needs
- Enhance capacity – shelter & bulk distribution sites, volunteers, referrals for clients
- Bridge expertise – work with partners to learn how to better meet specific needs (people with disabilities, children, pets, language needs)
- Extend reach & trust – work with partners to make sure “we” are seen as a trusted provider of services and be able to reach communities that are traditionally underserved or hard to reach

Extending Partnerships

Is there an invitation, opportunity and/or obligation to be a leader?

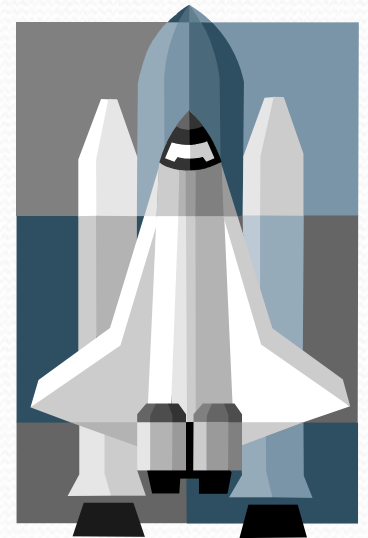
- Strive to create an environment for holistic community preparedness, response and recovery
- Exceed public expectation
- “*Step up*” and provide facilitative leadership
- Serve as a community convener for mutual exchange of expertise & resources
- Foster a welcoming environment of diversity & inclusion

Do you know your community



Plan for the Real Event

- Plan to the maximum
- Understand capacity of partners
- Define expectations by planning
- Communicate on an ongoing basis



Evaluate

- Risks
- Needs
- Progress
- Priorities
- Information
- Resources
- Make necessary adjustments



Prepare

- Identify risks
- Assess potential damage
- Assess community vulnerability
- Teach constituency
- Engage volunteers
- Define expectations
- Understand State/local/community Emergency Disaster Plans
- Define and understand government/community's expectations for response activities
- Educate yourself (ICS, FEMA etc)
- Become involved

Response

- **Physical**

Mass Care (feeding, sheltering, bulk distribution)

Search and Rescue

Medical

- **Moral or Psychological**

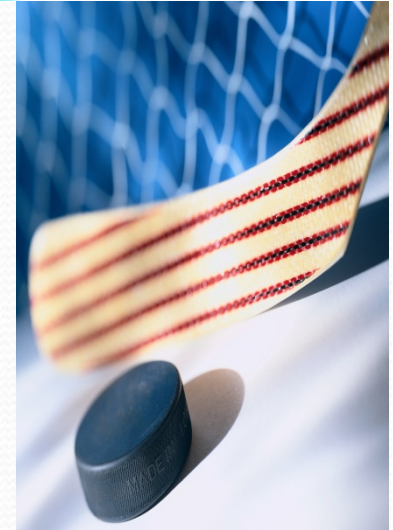
Spiritual

Psychological

Legal

The GOAL is *RECOVERY*

- Identify Unmet needs
- Develop a Recovery Plan
- Verify Needs and Available Resources
- Partners *Coordinate* together to support clients until they can achieve recovery



Salvation Army

UMCOR

NOVA

VOAD

United Way

Episcopal

Office of Emergency Management

FEMA

Long Term Recovery Committee

Disaster Survivor
Unmet needs

Kiwanis
Catholic Charities

Presbyterian

Food Bank

Social Services

Baptist

services to the Blind

Agency on Aging

Conference of Churches

church World Service

Local Church

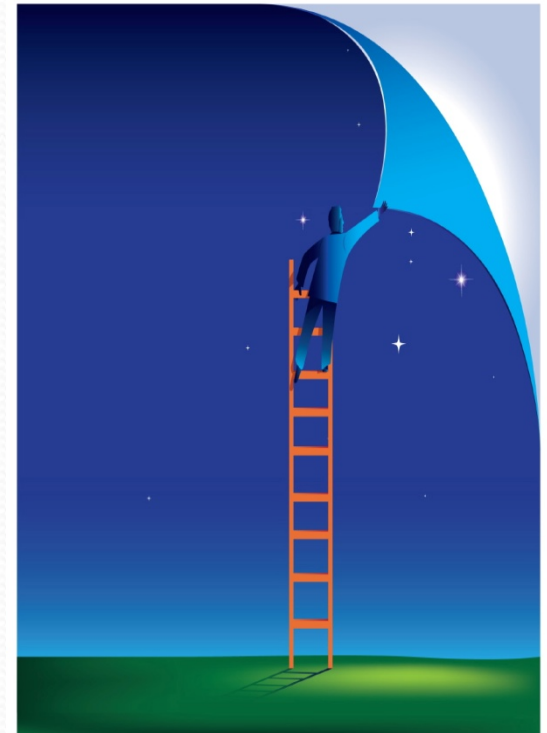
Local/State Government

Local Business

ME

Partnering,

- Is not really a dream
- Is a **reality**, if
 - We work together
 - We trust each other
 - We communicate on a regular basis
 - We understand expectations
 - We commit to **MAKE IT HAPPEN**



The 4 C's

- COMMUNICATE
- COLLABORATE
- COOPERATE
- COORDINATION





QUESTIONS?

LINKS

- FEMA. Information on a myriad of topics including ISC (Independent Study Courses), Whole Community, Presidential/Emergency Declarations.
Fema.gov
- Red Cross. Redcross.org
- Write with your thoughts and ideas about Community Partnerships at:
NGOPartners@usa.redcross.org
- VOAD. nvoad.org
- Minnesota HSEM: <https://dps.mn.gov/divisions/hsem>