A Whole Community Approach to Disaster Planning and Management

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Karin Ford, MSPS, IACEM
Iowa Department of Public Health
Objectives

- Understanding the “whole community” philosophy
- How to use existing infrastructure
- Create coalitions
- Public engagement for personal responsibility
Whole Community Defined

- Is a means which residents, emergency management, public and private entities can assess and understand the needs of the community
- Begin operational based discussions
- Identify risks
- Organize, strengthen assets and capabilities
- Community continuity planning
Operational Based Discussions

Familiarize community with:

- current plans, policies, agreements & procedures
- develop new plans

Form of seminars, workshops, tabletop exercises or games that simulate operations
The Community

Private/public, nonprofit business, faith based, retail, schools, disability organizations, professional associations, general public along with the usual suspects, local, tribal, state and Federal partners

Photo courtesy of Mark Wolfe/FEMA
Preparedness

- Preparedness means something different to each entity
- Each has own priorities, different decisions and ways of planning
- Or none at all
- Most plan for the infrastructure being in place
- 911 is their response plan
Challenges for Emergency Management

- Public engagement and maintaining it
- Understanding the diversity of each entity
- Knowing their level of preparedness
- Entities investment
- Emerge with a cohesive plan of all hazard planning to prevent, protect, mitigate, respond and recover
Mitigation

What is Mitigation?

Helps you find the best solutions to safeguard you, your home, your community.

Photo courtesy of Mark Wolfe/FEMA
Benefits of Whole Community Planning

- Shared, informed understanding of needs, risks and capabilities
- Establishment of relationship across communities
- Integration of resources
- Stronger social infrastructure
- Increased individual preparedness
- Everybody has skin in the game
Understanding Your Community

- Know the demographics
- Know languages, traditions, values
- Know the city planners and events
  - If there is going to be events which would bring a large number of visitors to the area
- Know where the real conversations/decisions take place
  - community centers, local tap, barber shop, coffee shop, places of worship
Demographics Are Changing

• Senior population is growing
• People with disabilities/chronic conditions are living in communities instead of institutions
• Diverse ethnic background
• Home schooling, work from home
• We live differently due to technology
The Numbers

- Population 309 million in 2010
- Estimated 439 million in 2050
- Estimated that 82% of that increase will be immigrants and their families
- Elderly 12% in 2000, est. 21% in 2050
- 2012 50% of the births are minority
- Urban sprawl or “megaregions”
- Creates interlocking economic systems
- Rust belt is de-populating
- Economic and population growth on the coast
New and Ongoing Challenges

- Meeting the needs of elderly, access and functional
- Ethnic and language barrier
- Climate change
- Deteriorating critical infrastructure
- Terrorist threat
- Money
Resources

• US census
  – www.census.gov/

• American Community Survey
  – www.census.gov/acs/

• State Data Center
  – www.iowadataportal.org/

• Can use as planning tool

• Will provide percentages not hard numbers

• Population, age, language in the county
Possible Partnerships

• Sports clubs
• Schools
• Disability community
• Scout troops
• Faith based
• Social clubs
• Groups that are unique to your area
Who Else?

• Connect with providers, services that interact with the public regularly
• ISU Extension
• Energy assistance and weatherization programs
  - Work a component into the application
• Food banks
• Faith based, dedicate a Sunday sermon periodically towards preparedness and volunteerism
• Disability community will know how to get assistive technology, accessible transportation, service providers in the area
• Use to disseminate information
And

- Grocery stores, pharmacies, medical clinics
- Hair salons, barber shops, nail salons
- Convenience stores, restaurants, local watering holes
- Anywhere there is traffic, there is conversation
- You want your message to be the topic
- Don’t need hard product, build resources on county website
Public/Private Sector

- Business plays an important role in resilient communities
- Must know their role
- Must have business continuity plans
- Help them with that process
Town Hall Meetings

- Open meetings public input
- Have an agenda and stick to it - consider a facilitator
- Goal is to get away from rescue mentality to a prepared mentality
Social Media/Networking

- Use Facebook, Twitter for message dissemination, information, planning tips
- Low cost, high impact
- Social networking accounts for 22% of time online
- Over 234 million over age 13 use mobile device
- Average 400 million tweets per day
- There is upkeep
Local Media

• Get all the air time you can
• Try to get a regular time to update the community
• Be the face of planning and response
• Sell what it is you do
• Important to differentiate between preparing and routine emergencies
Review

• Whole Community planning cultivating and sustaining relationships
• Will take time upfront
• Commitment from more than just the response community
• Resource smart
• Identifies critical infrastructure
Possible Partners

• CERT Teams
  – Community Emergency Response Teams

• VOAD’s
  – Voluntary Organizations Active in Disaster

• LEPC
  – Local Emergency Planning Committees

• Keeps these teams engaged during down time
Task Out Maintenance

- Put the experts in charge or lead
- Check in periodically, let them meet
- Use technology to maintain contact
- Become a virtual participant
What They Can Do

• Transportation - use service providers, disability community, faith based to identify accessible transportation, drivers

• Maintain resource list

• Sheltering - expand volunteer base to work with service providers, faith based

• Using churches for sheltering, establish response network within congregation
More Benefits

• Public engagement
• Response effective and cost effective
• Educating the public about donations management - what you really need
• Educating the public on personal preparedness
Changing Face of Emergency Management

- Not just for disasters anymore
- Intrinsic part of the community
- Must be included in community planning and infrastructure
- If community leaders only engage during disaster you already know the outcome
- Whole Community Planning gets your foot in the door
Questions?
Contact

Karin Ford, MSPS, IACEM
Iowa Department of Public Health
321 E. 12th Street
Des Moines, Iowa 50319-0075
Karin.Ford@idph.iowa.gov
515-242-6336