

Always Be Prepared

Emergency Management: Planning,
Preparing, Responding and Recovering
for your Homes and your Businesses



Agenda

* Emergency

Management

- * Business Continuity

- * Personal Planning

* Plan

- * Risks

* Prepare

- * Make a Kit

- * Exercises

* Respond

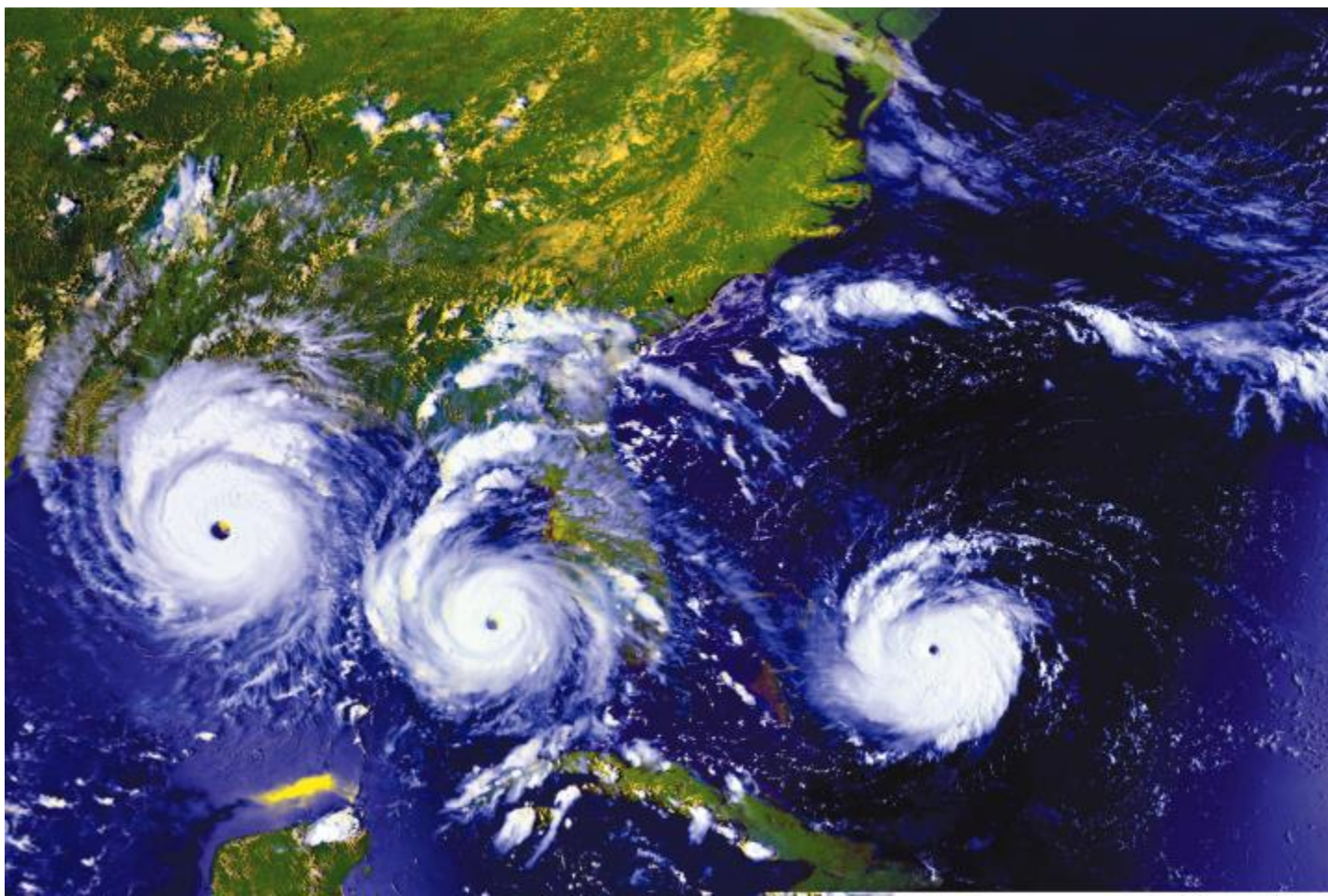
- * All Hazards

- * Emergency Response

* Recover

- * Back to Normal





What is Business Continuity?



- * Business continuity is the activity performed by an organization to ensure that **critical** business functions will be available to customers, suppliers, regulators, and other entities that must have access to those functions. ... Business Continuity refers to those activities performed daily to maintain service, consistency, and recoverability.
- * http://en.wikipedia.org/wiki/Business_continuity



Business Impact of Emergencies

- * Up to 40% of businesses affected by a natural or human-caused disaster never reopen. (Source: Insurance Information Institute)
- * News travels fast and perceptions often differ from reality. Businesses need to reach out to customers and other stakeholders quickly.
- * An Ad Council survey reported that nearly two-thirds (62%) of respondents said they do not have an emergency plan in place for their business.



Personal Preparedness

- * Protect and Take Care of your Home and your Family
- * Ensure Communications with your Friends and Family
 - * Locally
 - * Everyone

Get a Kit



More

Make a Plan



More

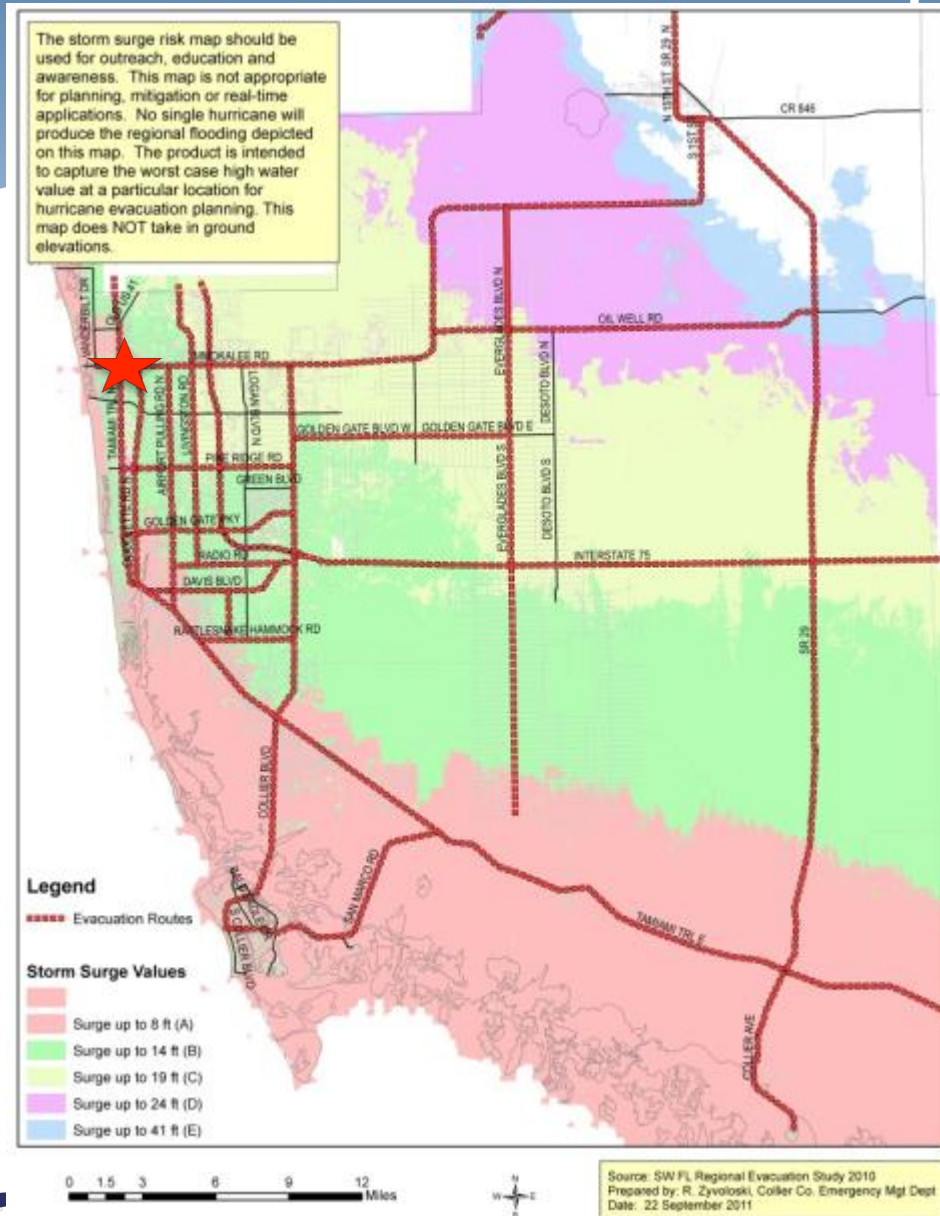
Be Informed



More



What Could Happen to You?



- * Fire
- * Severe Weather
- * Hurricanes
- * Medical Emergencies
- * Flu Outbreak
- * Cyber Attack

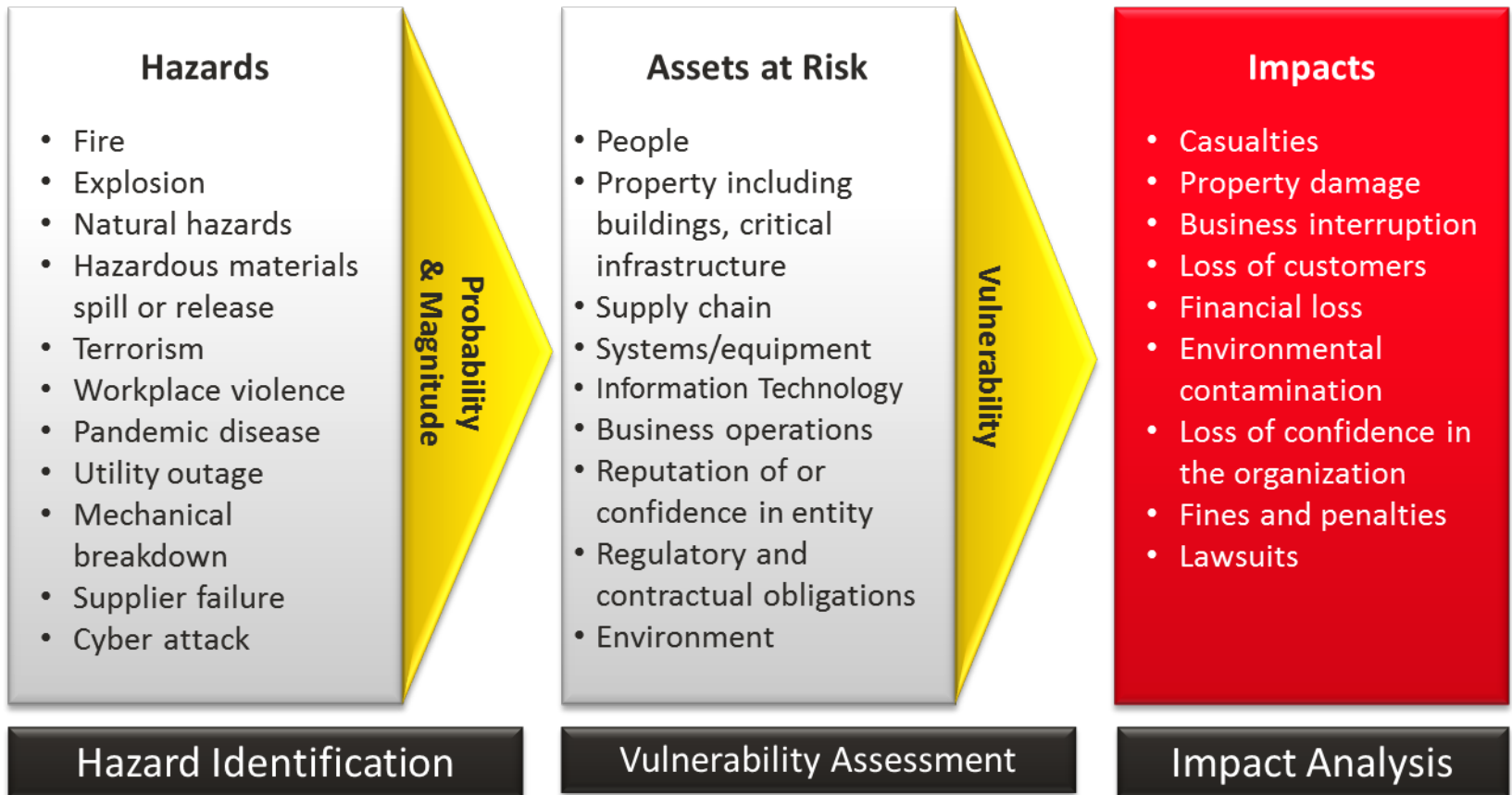


Plan: Risk Assessments for Businesses

- * Identify hazards
- * Determine risk profile
 - * Likelihood of hazard
 - * Consequences of hazard occurrence
- * Provide rationale for risk mitigation
- * Ensure compliance
- * Provide justification for risk planning and disaster recovery



General Risks and Vulnerabilities



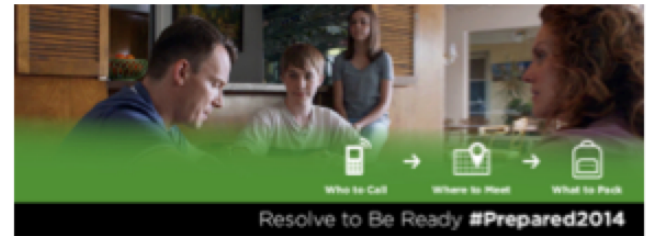
Plan: Mission Essential Functions and Business Impacts

MEF	Low Risk	Moderate Risk	High Risk	Extreme Risk
Tax Payment	Minimal Impact	Minimal Impact	Minimal Impact	Moderate Impact
Alert / Notification	Minimal Impact	Moderate Impact	High Impact	High Impact
Payroll	Moderate Impact	High Impact	High Impact	High Impact
Accounts Payable	Moderate Impact	High Impact	High Impact	High Impact
Treasury Management	Minimal Impact	Moderate Impact	Moderate Impact	High Impact
Client Services	Minimal Impact	Moderate Impact	Moderate Impact	High Impact
Benefits Renewal	Minimal Impact	Minimal Impact	Minimal Impact	Minimal Impact
Hire / Termination	Minimal Impact	Minimal Impact	Minimal Impact	Minimal Impact



Plan: Develop Business Continuity Plan

- * Mission Essential Functions
- * Roles and Responsibilities
- * Response Plans for various Risks
- * Emergency Communications Plan
- * Employee Training

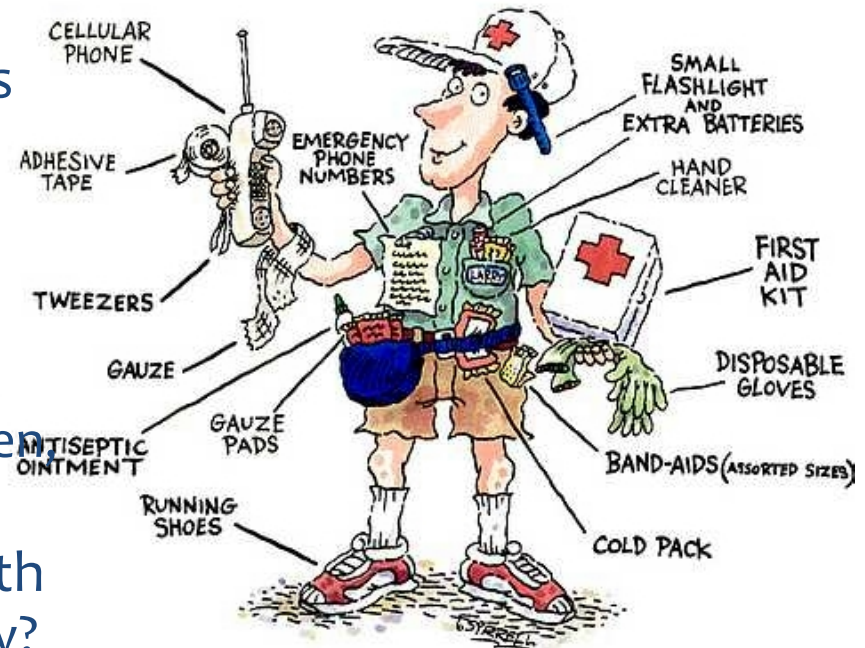


Saint John the Evangelist Catholic Church Business Continuity Plan



Plan: Personal Planning

- * Learn your Risks of your Environment
- * Take Stock of your Possessions
 - * Inventory
 - * Insurance
 - * Technology – backup?
- * Determine what you Need
 - * Others that rely on you? Children, Pets, Neighbors
- * How will you Communicate with Co-Workers, Friends and Family?



Personal: Make a Plan

- * Plan for your risks
- * How will you communicate with your loved ones?
- * Specific considerations:
 - * Evacuation
 - * Timeline (a few hours without power is different than being displaced for one month)
 - * Different locations



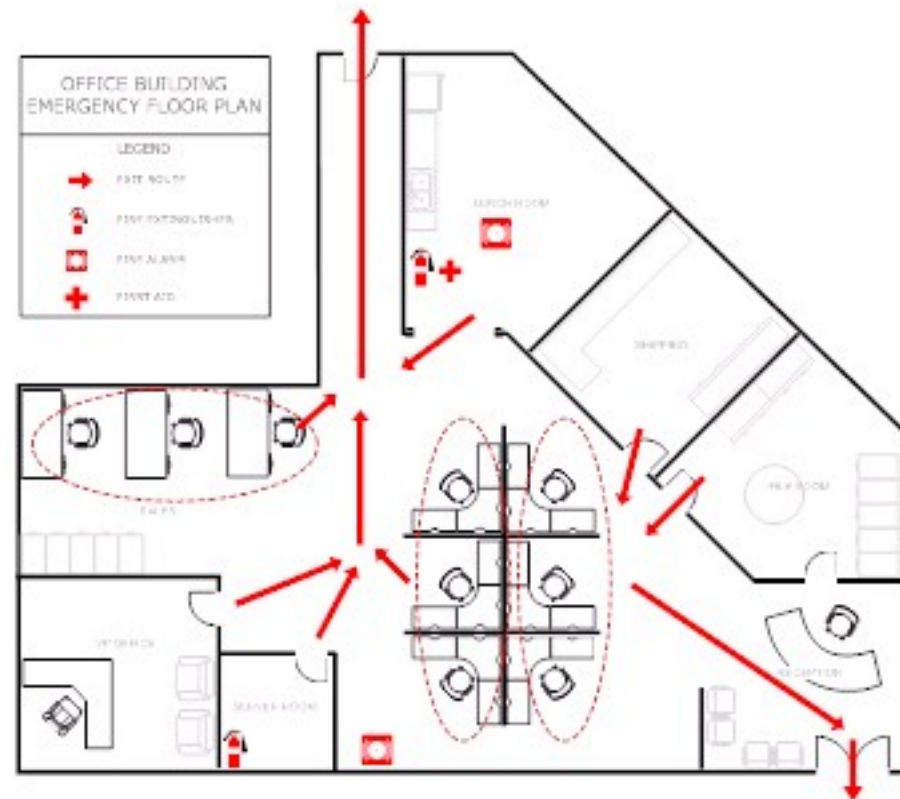
Prepare: Risk Mitigation

- * Processes for reducing risk to acceptable levels
 - * Nothing can remove all risk
 - * Prioritization
 - * Cost Considerations
 - * Probability
- * Mitigation Structure
 - * Possible Options
 - * Recommendations



Prepare: To Stay or Go?

- * Set up “Shelter-in-Place” Procedures
- * Stock of emergency resources
- * Renew resources as appropriate
- * Develop Evacuation Plans
- * Employees need to have 3 ways out



Prepare: Test, Training, and Exercise

- * Test the Plans
 - * Ensures plans actually work
 - * Keeps checklists up-to-date
- * Training for All Employees
 - * Learn the plans and procedures
 - * Help them think about their personal preparedness
- * Exercise
 - * Drills help reinforce training



Prepare: Stay Informed



- * Use all Communications Tools Available
 - * Social Media
 - * Federal, State, Local Emergency Management
 - * News Outlets
 - * Friends and Family



Prepare: Personal Checklists

- * Make a Plan
 - * Who to Call
 - * Where to Go
 - * What to Bring
- * Set up Communications
 - * Cell Phones
 - * Email Lists
 - * Social Media



Are You READY!

Some disasters strike without any warning. Have you thought about those supplies you'll need the most? They will usually be the hardest to come by. Enlist your children to help gather supplies for your family's emergency kit. It'll bring you a sense of relief, and your kids a feeling of empowerment.

Make sure you have enough supplies to last for at least **three days**. Think about where you live and your needs. Consider having a large kit at home, and smaller portable kit in the car or your workplace.


If a big storm is coming...

- ✓ Fill your car with gas
- ✓ Fill plastic bags with water and place them in the freezer
- ✓ Get extra cash out of the bank
- ✓ Fill prescriptions

Emergency Supplies List

<input type="checkbox"/> 3-day supply of non-perishable food (dried fruit, canned tuna fish, peanut butter, etc.)	<input type="checkbox"/> Whistle to signal for help
<input type="checkbox"/> Can opener	<input type="checkbox"/> Household chlorine bleach and medicine dropper (when diluted nine parts water to one part bleach, bleach can be used as a disinfectant. Or in an emergency, you can use it to treat water by using 16 drops of regular household liquid bleach per gallon of water. Do not use scented, color safe or bleaches with added cleaners.)
<input type="checkbox"/> Paper plates, plastic cups and utensils, paper towels	<input type="checkbox"/> Local maps
<input type="checkbox"/> Moist towelettes, garbage bags and plastic ties for personal sanitation	<input type="checkbox"/> Cash or traveler's checks
<input type="checkbox"/> Water – at least a gallon per person, per day for drinking and hygiene	<input type="checkbox"/> Emergency reference material such as first aid book or information from www.ready.gov
<input type="checkbox"/> First aid kit	<input type="checkbox"/> Important family documents such as copies of insurance policies, ID, and bank records in a waterproof, portable container
<input type="checkbox"/> Prescription medication and glasses	<input type="checkbox"/> Pet supplies
<input type="checkbox"/> Sleeping bag or warm blanket for everyone in your family	<input type="checkbox"/> Infant formula and diapers
<input type="checkbox"/> Change of clothes to last for at least 3 days, including sturdy shoes; consider the weather where you live	<input type="checkbox"/> Paper and pencil
<input type="checkbox"/> Matches in a waterproof container	<input type="checkbox"/> Books, games or puzzles (let your kids pick these out themselves!)
<input type="checkbox"/> Toothbrush, toothpaste, soap and other personal items	<input type="checkbox"/> Your child's favorite stuffed animal or security blanket
<input type="checkbox"/> Feminine hygiene supplies	<input type="checkbox"/> Pet food and extra water for your pet
<input type="checkbox"/> Fire extinguisher	
<input type="checkbox"/> Wrench or pliers to turn off utilities	
<input type="checkbox"/> Dust mask, and plastic sheeting and duct tape, to help filter contaminated air	
<input type="checkbox"/> Battery-powered or hand-cranked radio and extra batteries	
<input type="checkbox"/> Flashlights and extra batteries	
<input type="checkbox"/> Cell phone with charger, extra battery and solar charger	

Don't forget to think about infants, elderly, pets, or any family members with special needs!

 <http://www.ready.gov/kids>

DISASTER PREPAREDNESS

RECOMMENDED ITEMS IN A BASIC EMERGENCY SUPPLY KIT

 <p>Water One gallon of water per person per day for at least three days.</p>	 <p>Food At least a three-day supply of non-perishable food.</p>	 <p>Batteries Extra batteries or other means to recharge mobile and electronic devices.</p>	 <p>Radio Battery-powered or hand-crank radio with extra batteries or solar panel.</p>	 <p>Flashlight Flashlights should be checked and have fully-charged batteries.</p>
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Additional items to consider in an Emergency Supply Kit

 <p>First Aid Kit</p>	 <p>Prescription medications</p>	 <p>Whistle</p>	 <p>Cell phone with charger</p>
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Social Medias Used

during Emergencies

TOP 5

SOCIAL NETWORKING



What is Social Media?

Technology enabled social interaction.
Community-based interaction.

Top 3 Social Media Tools, FEMA

YouTube
Users can watch videos detailing response and recovery efforts.

Facebook
Facebook users can see profiles, pictures, videos and status updates. This allows for a quick exchange of information by connected users and organizations.

Twitter
Information and updates can be shared on a large scale in real time.
Breaking news from people at the scene are shared often before major news outlets can cover it.

Importance of Social Media

in Emergency Management, FEMA

- ✓ Provides the tools needed to minimize the communication gap and participate effectively in an active, ongoing dialogue.
- ✓ Allows quick and specific sharing of information with state and local governments as well as the public.
- ✓ Helps disseminate important information to individuals and communities.
- ✓ Allows receiving of essential real-time updates from those with first-hand awareness.
- ✓ Imperative to emergency management because the public uses these communication tools regularly.



Prepare: Build a Kit

- * Water, one gallon of water per person per day, for drinking and sanitation
- * Food, at least a three-day supply of non-perishable food
- * Battery-powered radio and a NOAA Weather Radio with tone alert, and extra batteries for both
- * Flashlight and extra batteries
- * First Aid kit
- * Whistle to signal for help
- * Infant formula and diapers, if you have an infant
- * Moist towelettes, garbage bags and plastic ties for personal sanitation
- * Dust mask or cotton t-shirt, to help filter the air
- * Plastic sheeting and duct tape to shelter-in-place
- * Wrench or pliers to turn off utilities
- * Can opener for food (if kit contains canned food)



Respond: All-Hazards

- * Life-Safety
 - * Evacuate / Shelter-in-Place
- * Facilities
 - * Command and Control
 - * Local Response
- * Technology and Communications
 - * Resiliency
 - * Backup and Cloud Services



Respond: Crisis Communications

- * Multiple Channels
 - * Voice
 - * Internet
- * Alerts
 - * Description of event
 - * Commands and procedures to enact
- * Notifications
 - * Follow-up communications
 - * Additional information



Response: Personal Preparedness

- * Evacuate vs. Shelter-in-Place
- * Communications to Friends and Family
- * Circumstances Change - Adapt



Recovery: Assess and Reconstitute

- * Damage Assessment
 - * Insurance Support
- * Establish Remote Workforce
 - * Alternate sites
 - * Dispersed workforce
- * Helping Others
- * Communicate Capabilities and Timeframes
- * Reconstitution
 - * “Back to normal”
 - * Asses for next event



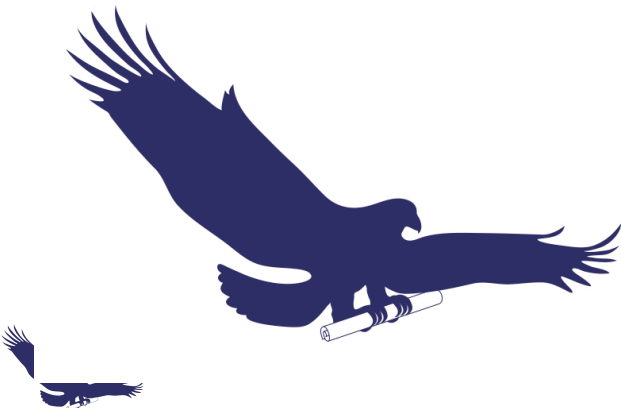
Recovery: Personal Preparedness

- * Assess Damage to Home and Possessions
- * Health and Safety Issues
- * Disaster Assistance
- * Helping Others
- * Coping with Disasters



Saint John the Evangelist Church

Thank you so much!!



<http://www.saintjohntheevangelist.com>

Twitter: <http://www.twitter.com/sjecc>