

FEMA Region VIII Individual and Community Preparedness





FEMA Mission: Helping people before, during, and after disasters.

I.

BUILD A

CULTURE OF

PREPAREDNESS





1.1 Incentivize investments that reduce risk, including pre-disaster mitigation, and reduce disaster costs at all levels



BJECTIVES

1.2 Close the insurance gap



1.3 Help people prepare for disasters



1.4 Better learn from past disasters, improve continuously, and innovate

READY THE NATION FOR CATASTROPHIC

DISASTERS





2.1 Organize the "BEST" (Build, Empower, Sustain, and Train) scalable and capable incident workforce



2.2 Enhance intergovernmental coordination through FEMA Integration Teams



2.3 Posture FEMA and the whole community to provide life-saving and life-sustaining commodities, equipment, and personnel from all available sources



2.4 Improve continuity and resilient communications capabilities

III.
REDUCE THE
COMPLEXITY
OF FEMA





3.1 Streamline the disaster survivor and grantee experience



3.2 Mature the National Disaster Recovery Framework



3.3 Develop innovative systems and business processes that enable FEMA's employees to rapidly and effectively deliver the agency's mission



3.4 Strengthen grants management, increase transparency, and improve data analytics

FEMA Vision:

A prepared and resilient Nation.





Ready today.

The Region VIII Way - People First

Strengthen the Team

Relevant tomorrow.

Resilient always.



Resilient Wasatch Front by 2023

Build a Culture / Ready the Nation

Self-Sustaining Multiple Regional Level Disasters

Ready the Nation

New Partnerships & Stronger Existing Relationships

Build a Culture / Ready the Nation / Reduce the Complexity

Region VIII Priorities 2019 - 2023

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Region VIII National Preparedness Division

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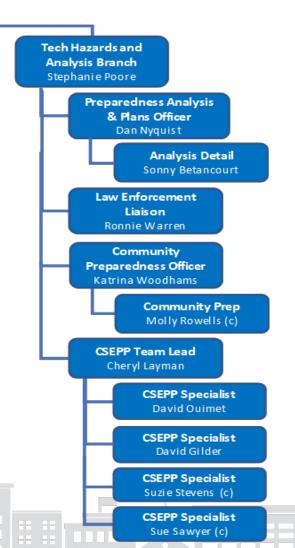
Regional Training Manager James Taylor

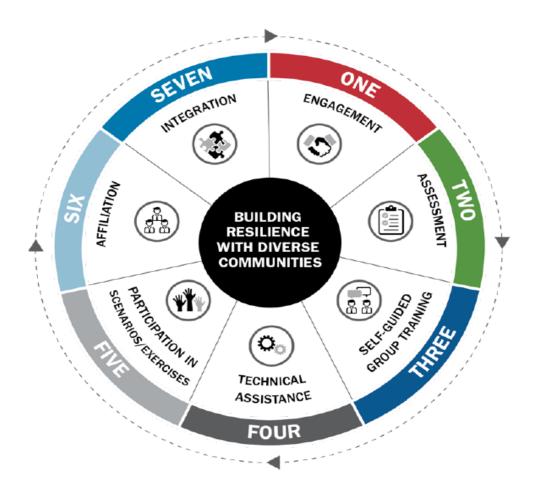
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Region VIII Individual & Community Preparedness

Connects individuals, organizations, and communities with ICP programs, research, tools, and best practices to promote, build, and sustain preparedness and resilience for any disaster or emergency.



New Partnerships & Stronger Existing Relationships

Build a Culture / Ready the Nation / Reduce the Complexity



- Enhance Integrated Outreach and Support to Our States
 - Build Capability in Region VIII Stakeholders Relevant to Identified Gaps
 - Implement a Region VIII Outreach Management Framework
 - Conduct Targeted, Coordinated Engagement with Our Tribal Nations
 - Build Capacity and Resilience for Individuals, Communities, and Organizations in Region VIII

New Partnerships & Stronger Existing Relationships - Objective 5

Build Capacity and Resilience for Individuals, Communities, and Organizations in Region VIII

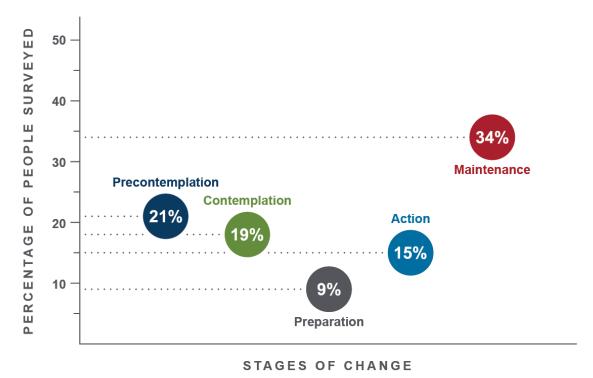


- Leverage existing and emergent data to collaboratively target Regional programs towards a risk-based focus on populations most disproportionately impacted by disasters.2019
- Enhance K-12/youth preparedness programming via a regional K-12 strategy and increase the number of partnerships across Region VIII states. 2019/2020
- Implement the Region VIII Higher Education Plan and determine regional programmatic coordination and support to build capacity and relationships with Higher Ed institutions across Region VIII states. 2019

PREPAREDNESS RESEARCH

ICP identifies effective strategies for motivating communities to take actions to prepare.

Connects science-based research to inform preparedness programs and education for the Whole Community.

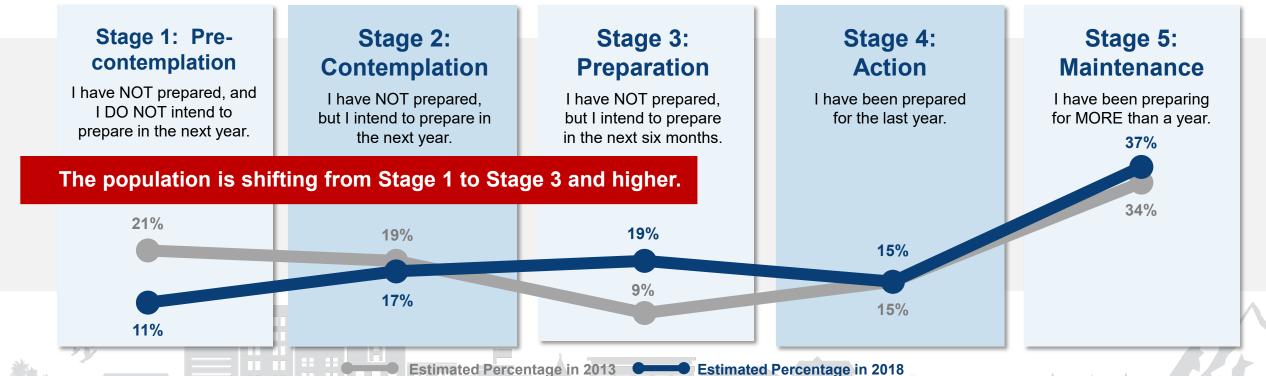


*FEMA (2013) Preparedness in America: Research Insights to Increase Individual, Organizations, and Community Action

What progress have we made in changing preparedness behavior?

- Behavior changes in people can take time, especially a noticeable change happening at the national level.
- We need to recognize what makes a person change behavior and decide to prepare for possible hazards.

- FEMA uses a Stages of Change Model to measure a person's attitude and behavior regarding preparedness.
- The process of changing one's behavior occurs progressively across five stages as shown below with recent survey results.

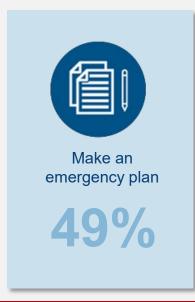


To what extent are people taking action to prepare for a hazard?

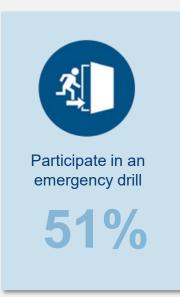
Six basic preparedness actions lay the groundwork for pursuing other actions













In 2018, **57%** took three or more of these six preparedness actions, and **94%** took at least one of these six actions.

What are key takeaways from the 2018 NHS on the culture of preparedness?



Preparedness

While a growing number of people are willing to invest time in preparation activities, about 11% still see no need to prepare



Preparedness Influencers

Ensuring people can get convenient access to information on preparedness can help increase preparedness behavior



Taking Actions

While slightly more than half of the population have taken at least 3 actions, opportunity remains for increasing awareness around the importance of taking preparedness actions



Hurricane area residents

have higher percentages who have taken key preparedness actions, have greater awareness, and are more likely to be prepared



Higher education levels

are associated with increased financial preparedness and hazard awareness

Awareness and preparation may vary by the hazard type and the approach to changing the culture should be customized by demographic groups and their individualized needs.

INFLUENCING PREPAREDNESS IN HISTORICALLY VULNERABLE COMMUNITIES

- Preparedness messaging is not reaching some underserved populations.
- Access to basic information and preparedness resources is essential to encouraging preparedness.
- ICP researches strategies and uses riskbased data to expand engagement to target historically underserved individuals, families, and communities.
- Federal Reserve reports that close to half of all American families cannot cover a \$400 expense without borrowing money or selling something.



PEOPLE WITH DISABILITIES/ ACCESS AND FUNCTIONAL NEEDS/ OLDER ADULTS



Challenges:

- Inclusive planning with seniors and those with disabilities and access and functional needs emergency commonly is missing
- Larges gaps in data captured to provide real picture of need
- Significantly underfunded

Opportunities:

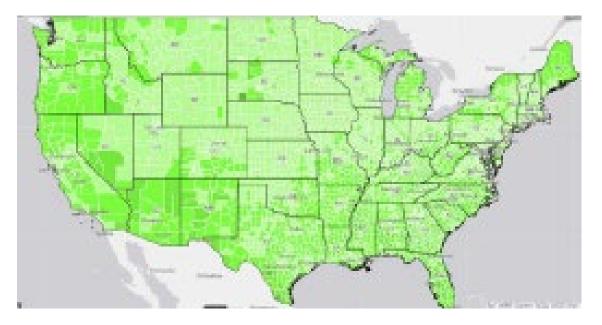
- State Disability Coordinator and FEMA Regional Integration Specialist
- Develop assessment that captures data comprehensively
- Build capacity for social service networks and communitybased organizations focused on these populations
- Best practices Colorado Getting it Right initiative, Ready Seniors (FEMA Region II), Senior Bucket (WY), others?

Using Data to Build Community Resilience

Resilience Analysis and Planning Tool (RAPT)

- FEMA's National Integration Center (NIC) TA and Argonne National Laboratory analyzed community resilience research to provide a data-driven understanding of community resilience challenges in counties throughout the United States.
- Identified 20 commonly used indicators, 11 with a population focus and 9 with a community focus. The research team then developed a process to combine all 20 indicators into one county-level aggregate resilience indicator.
- Implications for Emergency Managers:
 Indicators highlight areas of focus to consider targeted outreach and technical assistance strategies and emergency operations plans.

 RAPT Webmap: The interactive map viewer on FEMA's Disasters Geoplatform portal at http://bit.ly/ResiliencePlanning.



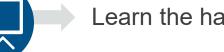
Aggregate Community Resilience Indicator Map

**Coming soon – census tract data population of RVIII



YOUTH PREPAREDNESS





Learn the hazards that affect their community.

FEMA's youth
preparedness programs
provide resources and
know-how to communities
across the country,
empowering youth to:



Understand how to stay safe in an emergency.



Practice critical emergency response skills.



Lead preparedness-building activities in their communities.

STUDENT TOOLS FOR EMERGENCY PLANNING (STEP)



REGION VIII YOUTH PREPAREDNESS COUNCIL









Encourages members to complete preparedness projects at home and in their communities.

Brings together youth leaders in 8th – 12th grade from across Region VIII states to build preparedness and resilience.

Selection based on:

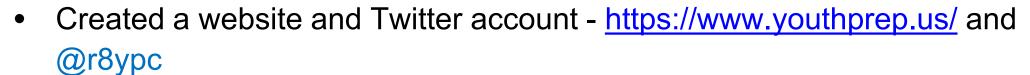
Dedication to public service Efforts in making a difference in their communities

Potential to expand their impact as regional advocates for youth preparedness.

Natl Council members attend an annual summit in Washington, D.C. and work together to complete emergency preparedness projects.

REGION VIII YOUTH PREPAREDNESS COUNCIL

- Starting 2nd year of Regional YPC held two meetings to date
- Membership 7 Regional YPC members and two Advisors



 Working on establishing 2020/2021 goals and objectives that will result in projects

Regional members for 2019-2020:

- Camden Larsen (ND) and Sibi Raja (CO) Regional Advisors and National YPC members
- Returning members Justin Lee (CO), Kai Haukaas (WY)
- New members Breann Ritter (CO), Bonnie Skalecke (CO), Aspen Brinkerhoff (UT)



REGION VIII YOUTH PREPAREDNESS COUNCIL

Members may fill three (3) roles:

- Project planners and managers
- Ambassadors for youth preparedness
- Liaison to FEMA on the youth perspective

Projects:

- starting preparedness programs in schools and communities;
- helping to establish state youth preparedness councils;
- developing PSAs or web-based applications for first responders;
- and hosting disaster preparedness exercises and events.

State Engagement:

 Encourage states to work directly with their nearby members to assist with supporting their activities or events.

New Partnerships & Stronger Existing Relationships – Objective 5

2019 Accomplishments

Youth Preparedness Council

- Completed first year of Regional YPC with 10 members in 2018 2019.
- Two regional members were selected for 2019

 2020 National YPC (Sibi Raja (CO) &
 Camden Larsen (ND) and FEMA Student
 Volunteers.
- Six Regional YPC members participated in over eight community events talking to the public and students about preparedness.
- Highlighted YPC members at least 9 times in social media posts.



YOUTH PREPAREDNESS RESOURCES



- Youth Preparedness Catalogue
- https://www.ready.gov/kids
- Implementing A Community-Based Program www.fema.gov/media-library/assets/documents/30515
- FEMA's Youth Preparedness Council www.ready.gov/youth-preparedness
- Ready 2 Help https://www.youtube.com/watch?v=nt4gyxecADM
- Student Tools for Emergency Planning www.fema.gov/media-library/assets/documents/110946
- My PI http://mypinational.extension.msstate.edu/
- TEEN CERT- https://www.fema.gov/media-library/assets/documents/28048

TRAINING AND PREPARING COMMUNITY-BASED ORGANIZATIONS (CBO)



- Help to deliver training to community-based and non-profit organizations to prepare them for disasters and help to continue service delivery following disasters.
- ICPD is in the process of developing training to promote 10 actions encouraging CBOs to take. (not Ready Business)
- Community-based organizations can include non-profit/governmental organizations, VOAD/COAD/NOAD, food banks, child care centers, small to medium sized businesses, etc.



Organizations Preparing for Emergency Needs

Course Goal:

 The goal of this course is to empower Community Based Organizations (CBOs) to prepare for incidents.

Course Objectives:

- Describe the important roles CBOs play in incidents.
- Identify risks to your CBO.
- Describe the preparedness actions you can take to assist your CBO in preparing for incidents.
- Locate resources that can help you execute preparedness actions.













Grassroots programs engage partners in preparedness

- Volunteers in Police Service (VIPS) works to enhance the capacity of state and local law enforcement to use volunteers
- Neighborhood Watch/USAonWatch incorporates terrorism awareness education into its existing crime prevention mission
- The Community Emergency Response Team (CERT) program educates and trains citizens in basic disaster response skills
- The Medical Reserve Corps (MRC) program helps medical, public health and other volunteers offer their expertise
- Fire Corps promotes the use of citizen advocates to provide support to fire and rescue departments





Volunteer! CERT trains volunteers

- National CERT Association was formed. Two Region VIII representatives - Wade Mathews from Utah and Harold Tiger from Cheyenne River Sioux tribe in SD.
- Region is assembling a regional cadre of TTTers to supplement federal, tribal, and local deliveries.
- Verifying the number of active CERT programs throughout RVIII to establish a baseline of Region VIII CERT capabilities.
- What are your needs? How can we support your state? Ex: Utah
 Online CERT program support



BUILDING A ROADMAP TO RESILIENT COMMUNITIES



 3-day course helps communities build a Whole Community Approach by teaching Principles, Themes, and Pathways for Action, and other promising practices uncovered by local leaders across the nation.

E0426 Emergency Management Institute or L0426 Onsite Course Delivery

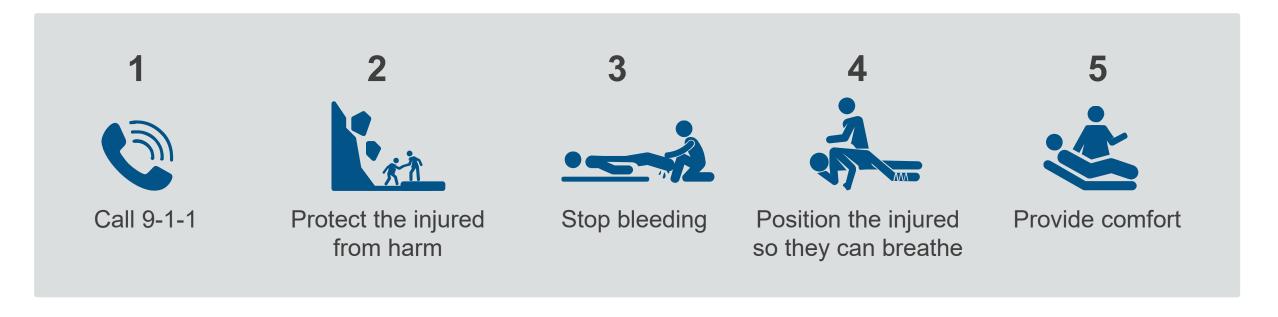
- Participants develop a plan in their own community, receive the tools and knowledge to establish a community coalition, and learn to encourage local leaders to augment resilience within the unique circumstances of their community.
- Provides overview of defining community resilience and understanding social capital and network concepts for community engagement.



YOU ARE THE HELP UNTIL HELP ARRIVES

The Until Help Arrives program teaches basic skills to help keep people alive and safe until professional help arrives www.ready.gov/untilhelparrives

FIVE KEY ACTIONS:



TACTICAL EMERGENCY CASUALTY CARE

- Assembling Train the Trainers to support state, tribal, local needs.
- Supplied tourniquets for real world incident.
- St. Anthony's partnership.









FIRST AID FOR SEVERE TRAUMA (FAST) TRAINING

First Aid for Severe Trauma Training



INCREASING CHANCES OF SURVIVAL

From active shooter scenarios to everyday injuries, survival often depends on the initial life-saving actions taken immediately after an incident. Citizen preparedness is increasingly important as first responders may not arrive quickly enough for the most seriously injured victims. When members of the public can provide immediate assistance to victims, it significantly increases their chances of survival.

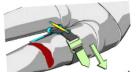
In 2018, the Department of Homeland Security's Science and Technology Directorate (S&T) and Federal Emergency Management Agency's (FEMA) Individual and Community Preparedness Division (ICPD) offered a three-year grant that would provide trauma training for high school-age communities. The National Center for Disaster Medicine and Public Health (NCDMPH), organized within the Uniformed Services University of the Health Sciences, was awarded the grant to develop the First Aid for Severe Trauma (FAST) training program, previously called School-Age Trauma Training program, to offer no-cost trauma training for high school students via the American Red Cross.

APPLYING COMBAT LESSONS LEARNED FOR CIVILIANS

From almost two decades of combat medicine lessons learned from Iraq and Afghanistan, medical professionals discovered that patients' survival rate increased as a result of immediate actions taken after the injury. Examples of immediate first aid include prioritizing the treatment of bleeding and the use of tourniquets for life-threatening bleeding from the limbs. Immediate actions taken to stop bleeding often saved wounded soldiers. FAST takes these first aid techniques and tailors them for civilian students. The first-aid training is expanded to include the best ways to communicate in the midst of a trauma event, such as how to effectively relay information to a 9-1-1 dispatcher and fellow rescuers.

TESTING DIFFERENT LEARNING APPROACHES TO REFINE FAST

As NCDMPH develops and refines the curricula, it is studying different approaches to determine the best ways to teach bleeding control skills and communication during a traumatic incident to high school students. The first aid curricula will be offered in different approaches: purely online learning, blended—online lessons followed by hands-on practical



FAST teaches to high school students proper use of tourniquet techniques with readily available items.

learning, and instructor-led sessions in a classroom. NCDMPH's preliminary findings have demonstrated that school children learned through all three approaches and were eager to learn the material regardless of the teaching method.

FAST is a free, self-sustaining, long-term program that will not require any future federal funds to continue. The program will

- Multimedia training materials and digital applications available through various American Red Cross mediums and distribution channels;
- Online educational outreach to promote content and materials; and
- American Red Cross plan to implement and sustain the FAST program for high school students in a variety of settings, such as schools and youth organizations.

NEXT STEPS

NCDMPH will publish its findings on the learning approaches. The final training course will come with learning and delivery aids, including content in the American Red Cross First Aid mobile app. The FAST project is due for completion in October

PARTNERS

S&T and FEMA's ICPD have provided support and guidance to NCDMPH throughout this project. In addition, NCDMPH is collaborating with the American Red Cross, Health Occupations Students of America-Future Health Professionals and subject matter experts for the development of the curriculum and refinement of the teaching strategies.

- In 2018, the Department of Homeland Security's Science and Technology Directorate (S&T) and FEMA's Individual and Community Preparedness Division (ICPD) offered a three-year grant that would provide trauma training for high school-age communities.
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Contact Us: first.responder@hq.dhs.gov













INSTITUTIONS OF HIGHER EDUCATION

Region VIII Strategy goals:

- positive engagements
- intern opportunities
- research and case study projects
- FEMA as guest instructors
- larger level planning as institution - ReadyCampus
- train the trainers

Region VIII 2019 IHE Symposium Participants

IHE	State	Name
Colorado College	CO	Magdalena Santos
Colorado School of Public Health	CO	Debra Kreisberg
Intermountain Center for Disaster Preparedness	UT	Karen Blackwood Barbara Clark
North Dakota State University	ND	Carol Cwiak Jessica Jensen Sarah Kirkpatrick
Pikes Peak Community College	CO	David Boyd Teresa Ward
University of Colorado - Denver	CO	Noel Metcalf
University of Denver	CO	John Hill
Utah Valley University	UT	David McEntire

INSTITUTIONS OF HIGHER EDUCATION

FEMA and its partners have expanded outreach to institutions of higher education through

National Seminar and Tabletop Exercise for Institutions of Higher Education

- Campus-based events
 promote and test emergency
 preparedness and resilience.
- Participate in workshops and work through a designed emergency scenario.



ReadyCampus program

- Festival-style in a high-visibility area.
- Brings together student organizations, participant and stakeholder booths, presentations, and emergency preparedness drills.



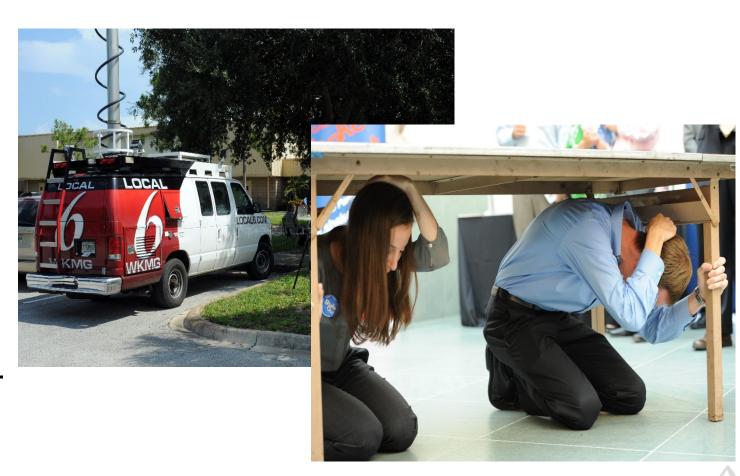
Campus CERT

- Can support and enhance existing capabilities.
- Increase the preparedness and resilience of the on-campus community.



STAKEHOLDER COMMUNICATIONS

- Toolkit developed by FEMA External Affairs that provides public information and messaging on monthly risk communications.
- Tailor messaging that resonate with certain audiences at risk in certain locations.
- Share with local emergency managers and partners outside of traditional communication structures.
- Build relationships with the media.



CULTURAL COMMUNICATIONS



- Community events and outreach on social media and web-based apps in targeted areas. (FEMA does not endorse media outlets)
- Cultural Brokers/Infomediaries: use of trusted and influential agents in communities to spread and influence information. Ex: Cultures of Preparedness report, Boulder County, CO
- Human-centered design study: NFIP deploys targeted marketing campaigns during windows of customer demand and increased flood risk.
- Consider long term recovery recommendations related to preparedness and resilience from previous disasters and exercises.

PROTECTIVE ACTION MESSAGING

If a hurricane warning is issued, find safe shelter right away



Determine your best protection for high winds and flooding.



Evacuate if told to do so.



Take shelter in a designated storm shelter or an interior room for high winds.



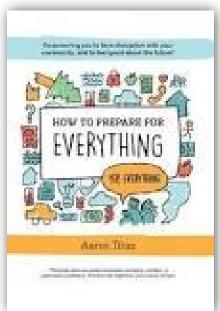
Listen for emergency information and alerts.



Only use generators outdoors and away from windows.



Do not walk, swim, or drive through flood waters.

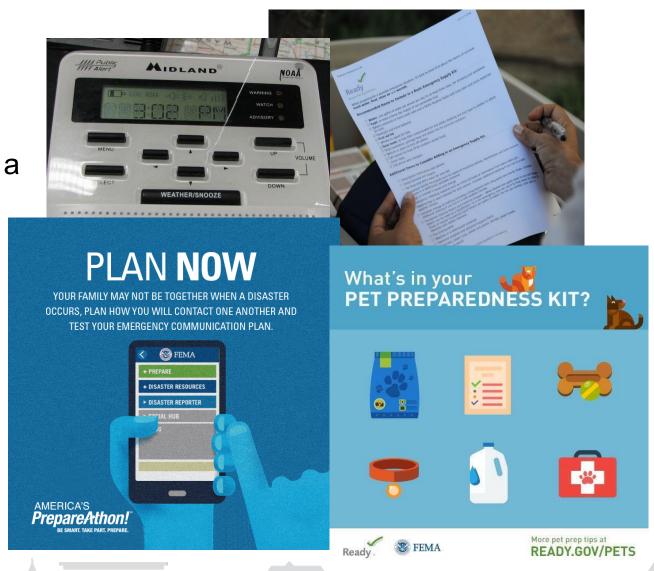


PERSONAL PREPAREDNESS

- Be Informed
- Make a Plan
- Build a Kit on a
- budget







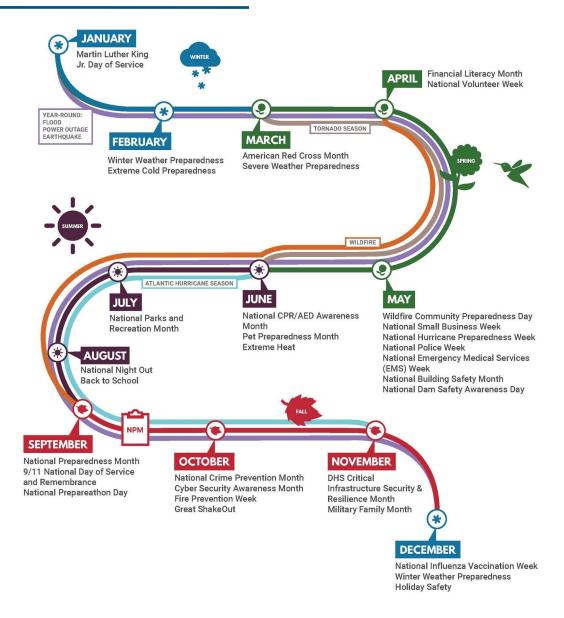
NATIONAL SEASONAL PREPAREDNESS MESSAGING CALENDAR

NATIONAL SEASONAL PREPAREDNESS MESSAGING CALENDAR

ready.gov/calendar

Find Social Media toolkits at: www.ready.gov/toolkits

Flood Safety, Severe Weather, Wildfires, Hurricanes, Extreme Heat, National Preparedness Month, Youth, Pet Preparedness & More.















- Given by subject-matter experts and thought leaders to spread new ideas, spark conversation, and promote innovative leadership for the issues confronting emergency managers now and over the next 20 years.
- Includes a video of the presentation and the question-and-answer (Q&A) session, a discussion guide to support local action, and additional resources.
- Guides help translate the research and expertise showcased in each presentation into action steps to improve disaster preparedness.
- PrepTalk videos from the symposium are produced every three weeks.

NEW PREPAREDNESS PORTAL

- Sign up for ICPD e-brief
- Find activities near you
- Access at Ready.gov/prepare



ADDITIONAL ONLINE RESOURCES

- NEW Preparedness portal
 - ready.gov/prepare
- Disaster preparedness
 - ready.gov
 - ready.gov/get-involved
 - Community Preparedness Toolkit https://www.ready.gov/community-preparedness-toolkit
 - NEW nuclear explosion guidance: ready.gov/nuclear-explosion
- Publications
 - ready.gov/publications
- Emergency Financial First Aid Kit
 - fema.gov/media-library/assets/documents/96123
- PREP talks
 - fema.gov/preptalks
 - FEMA-TARequest@fema.dhs.gov

New Partnerships & Stronger Existing Relationships – Objective 5

2019 Accomplishments

State Support

- Held over eight monthly ICP state calls sharing best practices or information sessions on preparedness topics.
- Leading the 2019 FEMA and State in-person
 Community Preparedness & Resilience
 Roundtable in December.
- Coordinated at least six informational webinars
 i.e. financial prep, youth prep, AFN prep.
- Adopted the integrated preparedness model to support RVIII states in building their Resilience Analysis & Planning capabilities long-term.

Outreach & Engagement

- Participated in over 12 community engagement events to promote preparedness throughout Region VIII.
- Conducted two organizational preparedness trainings for community-based organizations.
- Led **two** in person sessions with Wyoming and Utah preparedness teams on shared priorities.



New Partnerships & Stronger Existing Relationships

Seeking Formal Partnerships in 2020



- Chambers of Commerce/Small Business Administration
- Health Occupations Students of America (HOSA)
- State Health and Human Services
- Boy Scouts/Girl Scouts
- Centers for Independent Living
- State Access & Functional Needs Coordinators
- Faith-based organizations/Community-based organizations
- State Voluntary Organizations Active in Disasters (VOAD)
- State School Safety/Readiness Coordinators and School Education Agencies

Contact FEMA Region VIII at:

Katrina Woodhams, Community Preparedness Officer or (202) 380 – 8431

Molly Rowells, Regional Preparedness Liaison or (202) 957 - 7399

Contact FEMA Headquarters ICPD at: fema-prepare@fema.dhs.gov

Federal Emergency Management Agency Region VIII
National Preparedness Division

755 Parfet St., Denver, Colorado 80215



Additional Information/Resources



FEMA's National Household Survey (NHS)

Six customized hazards in the NHS



Tornado



Flood



Hurricane



Wildfire



Earthquake



Urban Event*

- The NHS assesses how the culture of personal disaster preparedness and resilience has changed over time in the United States.
- FEMA has conducted this survey since 2007.
- The NHS is a **telephone interview survey** in which both landlines and cell phones are selected randomly to answer a set of survey questions.
- FEMA selects a larger set of phone numbers in certain areas of the country that are at higher risk of one of six hazards, to gain more information from residents in those areas. These are called "oversamples" (one oversample taken for each of these hazards).
- In the 2018 NHS, FEMA interviewed 5,003 adults (aged 18 years and older).
 - 2,000 were randomly selected from across the country ("national core")
 - 3,003 additional interviews occurred within the "oversamples" (an additional 500 to 502 surveys for each customized hazard)

^{*} Urban Event respondents were asked questions focused on a nuclear explosion event.

National Preparedness Results

Legend: Gray = 2017 NHS; Blue = 2018 NHS

Taking Action to Prepare for a Disaster

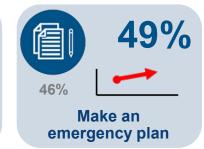








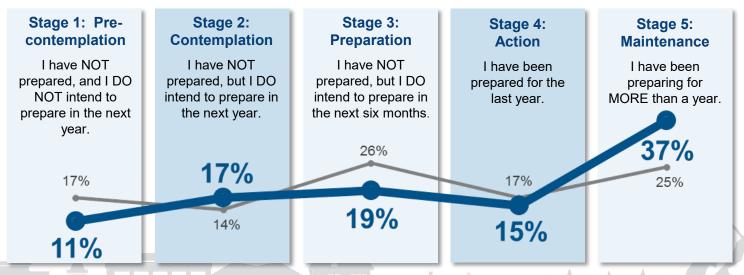




Disaster Preparedness Influencers



Perceived Preparedness for a Disaster



INTERACTIVE VIDEO



- A 5-minute video where viewers have the opportunity to make lifesaving decisions for injured amusement park patrons
- https://www.fema.gov/until-helparrives/video/FEMA_UHA_video01.m
 p4

WEB-BASED TRAINING



- A 25-minute online training module explains the steps people can take to help someone with life-threatening injuries
- https://community.fema.gov/until-helparrives#wbt

INSTRUCTOR-LED TRAINING



- Covers all five topics in depth
- No certification required to be an instructor
- Course materials include a slide deck, supplemental videos and an instructor guide available at ready.gov/untilhelparrives
- Tactical Emergency Casualty Care (TECC) training
 - http://www.c-tecc.org/guidelines/firstresponders-with-a-duty-to-act
 - www.firstrespondertraining.gov

NATIONAL STRATEGY FOR YOUTH PREPAREDNESS

The National Strategy for Youth Preparedness Education presents nine priority steps that partners can take to build a Nation of prepared youth. The steps focus on building:

- Partnerships to enhance youth preparedness learning programs.
- Connecting young people with their families, communities, first responders and other youth.
- 3 Increasing preparedness at school.

66+

public and private sector organizations have affirmed the National Strategy.



NATIONAL STRATEGY

for –

YOUTH PREPAREDNESS EDUCATION





