



Building Resilience Through Community Preparedness and Engagement

American Red Cross

Elaine M. Clyburn, Leadership Volunteer
Disaster Services

What

Preparedness...

- Enables people to respond and react effectively and quickly when disasters strike.

Resilience...

- Is the ability to adapt to changing conditions and withstand and rapidly recover from disruptions due to emergencies.



**American
Red Cross**

So

Preparedness \neq Resilience



3

But

Preparedness \rightarrow Resilience



4

Why

- 1,100 Americans for every career firefighter
- 500 Americans for every police officer
- Issues in response and recovery go beyond professionals
- Bouncing back is a cross-sector effort



5

Why

- Practice makes permanent
- Panic ensues when you search for information and find none
- Volunteer and donor engagement
- If not us, then who?



6

History

“In time of peace and prosperity, prepare for war and calamity”

--Clara Barton, 1898



7

History

- Co-branding of Brochures with FEMA and other agency and business partners
- Masters of Disaster
 - Modular disaster preparedness for K-8
 - Extensively tested in 1999, revised in 2007
- Team Firestoppers
 - Begun in Chicago in 2000
 - 2500 homes to date



8

Opportunity

- Red Cross offices in 1,000 counties
- Preparedness Education paid and volunteer staff trained to deliver the message
- Trusted Brand



9

Goal

We build community resilience. We do this by:

- Motivating people and organizations to take preparedness actions; and
- Cooperating with local community networks to address community-wide preparedness issues.



10

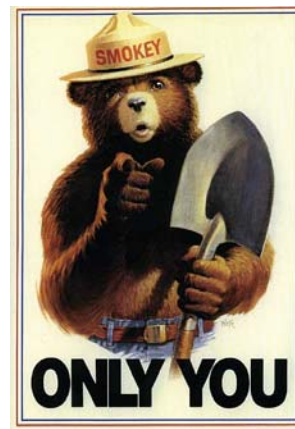
Objectives 2012

- Motivating preparedness action
 - Revitalize existing products
 - Develop focused programs
 - Improve messaging
- Engaging communities
 - Pilot program
 - Lessons Learned
 - Nationwide expansion

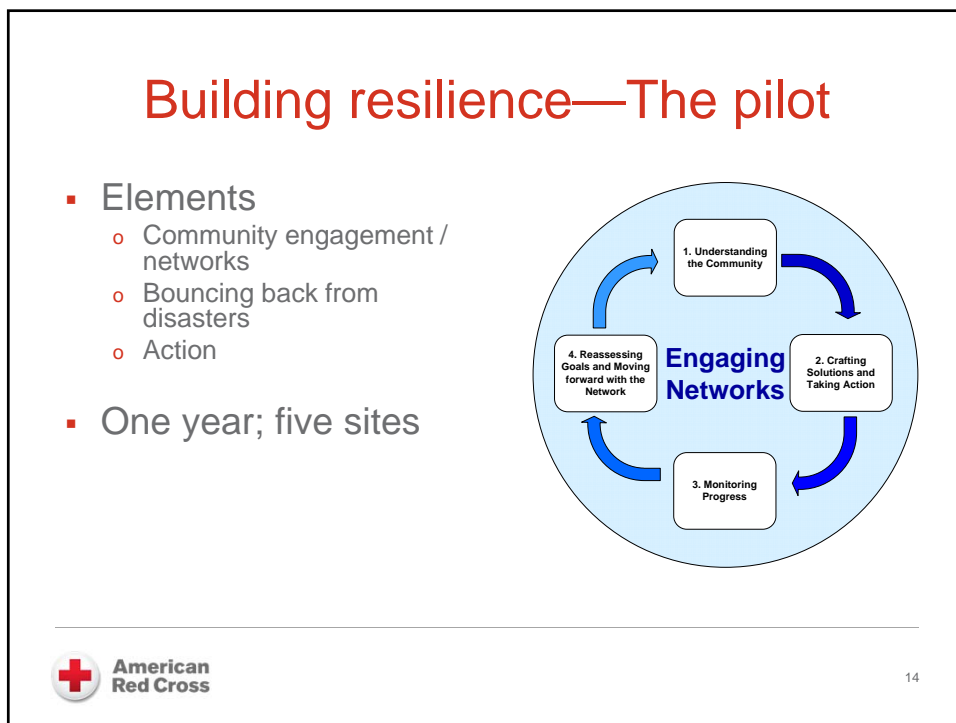
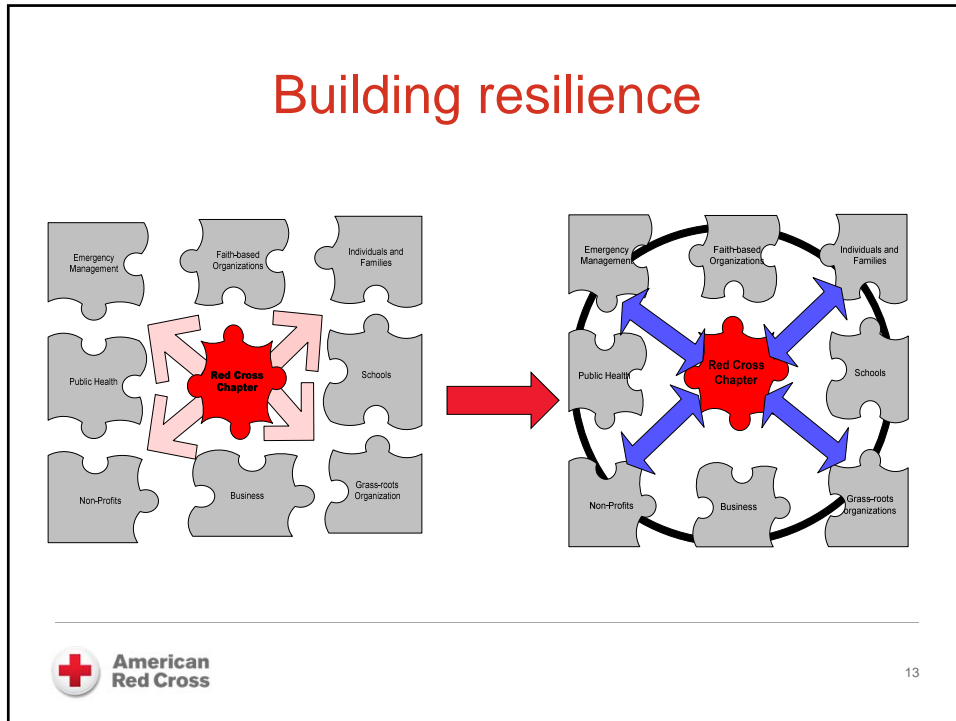


11

We can do better



12



- More than 30 networks established
- Approximately 300 partners engaged, including 125 new partners



15

What does it all mean?

- Partnership comes to the preparedness phase
- We'll tackle issues with partners that are not just OUR issues—because bouncing back is an “all of us” issue
- Preparedness becomes more than Community Disaster Education



16



For more information

Russ Paulsen

Executive Director, Community
Preparedness and Resilience Services
PaulsenRu@usa.redcross.org

American Red Cross