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.
So

Preparedness ⇌ Resilience

But

Preparedness → Resilience
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

Why

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

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

--Clara Barton, 1898

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
Opportunity

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

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.
Objectives 2012

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

We can do better
Building resilience

- Elements
  - Community engagement / networks
  - Bouncing back from disasters
  - Action
- One year; five sites
More than 30 networks established
Approximately 300 partners engaged, including 125 new partners

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
For more information
Russ Paulsen
Executive Director, Community Preparedness and Resilience Services
PaulsenRu@usa.redcross.org

American Red Cross