In the American Red Cross, *Emergency Services Department*, **PREPAREDNESS** is a **Core Component**:

1. Disaster Relief / DAT
2. SAF
3. International Services
4. Preparedness Education
The American Red Cross Strives to **PREPARE** for Every Type of Event, and we Strive to **PREPARE** Every Community!

**LOCAL PREPAREDNESS - OUR FOCUS:**

1. Audiences
2. Material
3. Presentations
4. Volunteer Initiatives
1. AUDIENCES

We are TARGETING SPECIAL AUDIENCES

- DEAF and HARD OF HEARING COMMUNITY

- In January, we partnered with the NWS and BRIDGES to host the First Ever SKYWARN Class for the DEAF and HARD OF HEARING

American Red Cross
1. AUDIENCES

FUNCTIONAL NEEDS / FNSS COMMUNITY

- With the changes that have taken place concerning the best methods of serving those with Functional Needs, has come the need to better communicate to the FNSS Community and to all those who are our PARTNERS in Mass Care & Client Services activities.

1. AUDIENCES

Recognizing DIVERSE LANGUAGES

- Courses in SPANISH
- We have Preparedness “Tear Sheets” available in approximately 20 different languages.
1. AUDIENCES

• Reworked the “MASTER OF DISASTER” PROGRAM for CHILDREN.

• Striving to develop ADDITIONAL “Master of Disaster” Programs with an EMPHASIS ON DIFFERENT TYPES OF DISASTERS (like earthquakes).

2. MATERIAL

We GO BEYOND “Build a Kit, Make a Plan, Be Informed.”
2. MATERIAL

As we addressed our AUDIENCES, we have already begun to Touch On our MATERIAL.

MATERIAL Specific to the Needs of:

• The DEAF/HEARING IMPAIRED
• “TEAR SHEETS” & COURSES in 20+ LANGUAGES
• Updated “MASTERS OF DISASTERS” for Children

2. MATERIAL

• Providing EVENT/DISASTER SPECIFIC INFORMATION (Focus on Ice Storms in the Winter, etc.)

• Facilitating EVENT/DISASTER SPECIFIC COMMUNITY PREPAREDNESS (address High Risk types of Disasters or Disasters that could be Catastrophic)
2. MATERIAL

We have also developed some very CREATIVE TYPES OF MATERIAL like the “READY RATING” Program

- Web-based material, assessment tools, response plan templates, etc.

“READY RATING” Example of Success:

- LIPSCOMB UNIVERSITY has fully utilized the available MATERIAL and PROGRAM. Through a lot of hard work, the school is now PREPARED to be SELF-SUFFICIENT for UP TO 5 DAYS, allowing as many as 1,400 STUDENTS & FACILITY MEMBERS to LIVE INDEPENDENTLY ON CAMPUS IN THE EVENT OF A LARGE-SCALE DISASTER
3. PRESENTATIONS

NEW ..... CONCEPTS & METHODS

3. PRESENTATIONS

• **Keeping the Audience’s Attention:** Preparedness Education Program (PEP) is COMPLETELY INTERACTIVE.

• **Custom Made:** A custom presentation was made specifically for a PHYSICIAN’S ORGANIZATION. (They had unique concerns, such as how certain Disasters could impact the healthcare community, their role in FNSS, etc.)
3. PRESENTATIONS

WEB-BASED PRESENTATIONS
• More & More of our Courses will be Offered ON-LINE
• We are making extensive use of WEBINARS
• HIGHLY INTERACTIVE Training using tools such as “GO-TO-MEETING”

4. VOLUNTEER INITIATIVES

The American Red Cross is Continually RECRUITING and TRAINING DISASTER SERVICES VOLUNTEERS
• We often receive reports of Volunteers SHARING PREPAREDNESS KNOWLEDGE with FRIENDS, FAMILY, & their COMMUNITY!
4. VOLUNTEER INITIATIVES

The American Red Cross is continually RECRUITING and TRAINING DISASTER SERVICES VOLUNTEERS with the COMMUNITY In Mind!

• There is a GREATER EMPHASIS on VOLUNTEERS being INVOLVED IN COMMUNITY PREPAREDNESS.

4. VOLUNTEER INITIATIVES

• FAITH BASED CONGREGATIONS and UNIVERSITIES are RECRUITED and TRAINED to be AMERICAN RED CROSS SHELTER TEAMS

• WITH EACH NEW SHELTER TEAM, a COMMUNITY IS BETTER PREPARED!
4. VOLUNTEER INITIATIVES

We are using INNOVATIVE APPROACHES

• CORPORATIONS and BUSINESSES are recruited and trained in the “PARTNER PROGRAM”

• CORPORATE PARTNERS commit between 2 – 90 EMPLOYEES (and some are bringing in Family Members)

4. VOLUNTEER INITIATIVES

Greater Emphasis on YOUTH

• Youth Clubs in High Schools and Universities

• Extensive work with Organizations such as Boy Scouts & Girl Scouts

YOUTH quickly learn Preparedness Essentials and they become Passionate Ambassadors to their Communities & Families!
COMMUNITY PREPAREDNESS is a PRIORITY for the AMERICAN RED CROSS!

We Hope to be Increasingly More Effective by Focusing On ….

1. Audiences
2. Material
3. Presentations
4. Volunteer Initiatives