



American Red Cross
Community
Preparedness
Initiatives

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



1. 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**



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.



2. MATERIAL

“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**

