



**American Red Cross**

*Together, we can save a life*

# **Domestic Preparedness**

**2002 Joint Operations Symposium**

**September 19, 2002**

*Together, we can save a life*

# The American Red Cross

- **Preparing Americans for the unexpected for more than 120 years**
- **Chartered in 1905 by Congress to aid the nation in critical times**
- **Well before September 11, we were starting to prepare our organization for new, emerging types of disasters**
- **Since September 11, we are pursuing our plans even more aggressively, expanding current programs and developing new ones**

**The American Red Cross is committed to:**

**Leading the way in  
collaborative partnerships  
with local, state and federal authorities  
to prepare our citizens for the  
unexpected**

*Together, we can save a life*

# Our strength and vitality

- **Most coverage with nearly 1,000 offices nationwide**
- **Largest human resource network with more than 1.2 million volunteers**
- **Community partner in disaster response and preparedness**
- **Last year, Red Cross responded to 200 disasters each day – both manmade *and* natural – preparing for the unexpected everyday**

*Together, we can save a life*

# Congressional Charter of the American Red Cross

...to carry out a system of *national and international relief* in time of peace, and apply that system in mitigating the suffering caused by *pestilence, famine, fire, floods, and other great national calamities*, and to devise and carry out measures for *preventing* those calamities

*Together, we can save a life*

# Our Federal Mandates

- **A critical part of the Federal Emergency Management Agency Disaster Response Plan**
  - **Emergency Support Functions (ESFs) #6 and #8**
  
- **ESF #6 – Mass Care**
  - **Primary Agency: The American Red Cross**
    - Support the management and coordination of sheltering feeding, emergency first aid services, bulk distribution of emergency relief items, and disaster welfare information services to the disaster-affected population;
    - Provide disaster welfare information to appropriate authorities in response to disaster welfare inquiries and family reunification requests; and
    - Manage mass care logistical and related fiscal activities

# Our Federal Mandates

## – ESF #8 – Health and Medical Services

- **Primary Agency: Health and Human Services**
- **Support Agency: The American Red Cross**
  - **Provide emergency first aid, supportive counseling, health care for minor illnesses and injuries to disaster victims in mass care shelters, selected disaster clean up areas, and other sites;**
  - **Assist community health personnel subject to the availability of staff;**
  - **Provide supportive counseling for the family members of those injured or killed;**
  - **Provide available personnel to assist in temporary infirmaries, morgues, hospitals and nursing homes;**
  - **Acquaint families with available health resources and services, and make appropriate referrals;**
  - **Provide blood and blood products through regional blood centers; and**
  - **Provide coordination for disaster welfare inquiry information**

# What Red Cross has in place today...

## – New Curriculum

- **The Clara Barton Center for Domestic Preparedness in Arkansas is preparing our volunteers to respond safely in the event a manmade catastrophic event hits your community**
  - **Lead Course**
    - » **Weapons of Mass Destruction/Terrorism Response**
  - **Main audience**
    - » **Red Cross volunteers and staff from field units, Disaster Services and Biomedical Services**
  - **Expanding menu of courses and training opportunities**

## – The Largest Corps of Trained Volunteers

- **We've trained thousands of disaster workers around the country on how to respond to disasters of all sizes - from single family house fires to national terrorist attacks**

*Together, we can save a life*

# Our collaborative spirit...

**We work with many national and regional agencies to prevent, prepare for and respond to disasters**

- **Non-profit agencies**
  - **United Services Group (USG)**
  - **United Way**
  - **Salvation Army**
  - **And others**
  
- **Governmental agencies**
  - **Federal Emergency Management Agency**
  - **Centers for Disease Control and Prevention**
  - **Health and Human Services**
  - **Food and Drug Administration**
  - **Office of Homeland Security**

# September 11 Response - Issues/Concerns

## Long term care for victims

- **The September 11 Recovery Project**
  - **American Red Cross joint effort with:**
    - ✓ **September 11th Fund**
    - ✓ **Safe Horizon**
    - ✓ **Project Liberty**
    - ✓ **The Mental Health Association of New York City**

## Ensuring collaboration in future response plans

- **How we can better integrate efforts of NGOs into the local, state, and federal response?**

## Addressing the expectations of victims

- **Government and non-profit financial assistance exceeding what has been done before**

# A New Focus...

- **Expanding Domestic Preparedness**
  - **The Red Cross now includes Weapons of Mass Destruction (WMD) curriculum as a core competency**
  - **Building organizational response plans for nuclear, biological and chemical attacks**
  
- **Implementing Lessons Learned**
  - **September 11 response was extraordinary and will serve as a "case study" for future activities**
  - **Completion of Disaster Services Task Force will offer direction on how to strengthen internal operations and external response**
  - **Importance of establishing pre-existing links and plans with local and state agencies**

*Together, we can save a life*

# Armed Forces Emergency Services

- **Today's American Red Cross is keeping pace with the changing military**
- **Works in tandem with Disaster Services**
- **The American Red Cross AFES Service Center**
  - **Delivers around-the-clock emergency communication services to active duty military personnel, National Guard and Reserve personnel when activated and to their families**
  - **How do we do it?:**
    - **With a 24/7 emergency support network located in chapters across the nation, on 109 worldwide military installations and in two AFES Centers located at Fort Sill and Falls Church, VA**
    - **With 26,831 volunteers serving in chapters throughout the United States and on military installations worldwide**
    - **With a worldwide emergency communications network**
    - **With a call or message relayed every 20 seconds between armed forces emergency service centers, stations, ships at sea and American Red Cross chapters located throughout the United States**

Tomorrow...

## How will we help our communities?

- **We outlined our plan in Congressional testimony in May 2001 with four main points:**
  - ✓ ***Public information and preparedness***
    - **Through schools and the Internet, we've got information to keep your family safe – before, during and after disasters**
  - ✓ ***An expanded health and medical role***
    - **Whether its teaching first aid or engaging a nurse corps, Red Cross can offer human resources to health agencies**
  - ✓ ***Mobilizing our expert volunteer teams***
    - **Trained experts will be dispatched to areas of greatest need**
  - ✓ ***Establishing a strategic blood reserve***
    - **We can help create a 10-day reserve of blood, the most precious of life's commodities**

# Explaining Color Coding...



- What does each level mean for:
  - Me?
  - My family?
  - My neighborhood?
  - My children's school?
  - My company?
- The American Red Cross recognized this need and developed a complementary set of guidelines for each of these groups at each level
- Available in our offices around the country or at [redcross.org](http://redcross.org)

*Together, we can save a life*

# Sample Messaging...

## For Parents...

- Develop a family communication plan
  - Make it simple and easy to remember
  - Talk about it with your family
  - Discuss different options and revisit your planning regularly

## For Business...

- Use the *Red Cross Emergency Management Guide for Business and Industry*
  - Addresses workplace hazards, some obvious and some hidden to the eye
- Work with a private security firm to conduct a risk

## For Neighborhoods...

- Get a neighborhood watch assembled
  - Collect contact numbers and e-mail addresses
- Create contingency plans
  - Who can help the older adults?
  - Who can assist the physically impaired?
- Organize a blood drive with your block

# For Schools...



## Masters of Disaster

- Educates students about disaster preparedness
  - Learning levels K-8
- Helps develop or update written emergency plan with school administrators
- Engages local authorities in your planning
  - Police
  - Fire
  - Local government

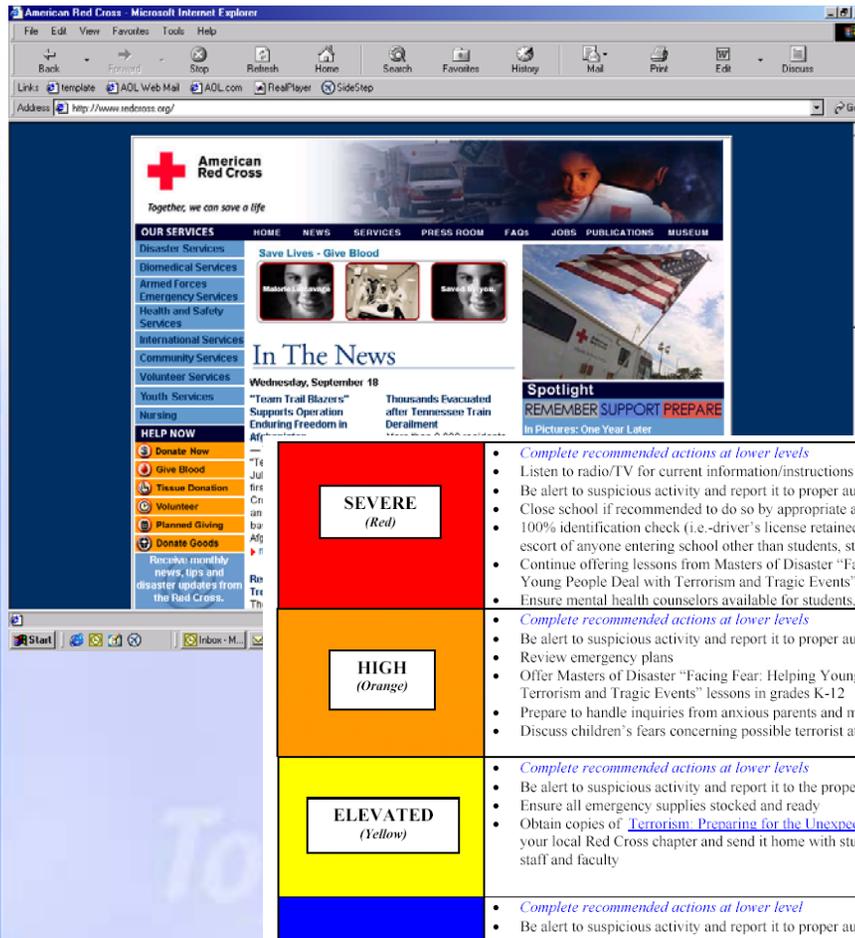
*Together, we can save a life*

# Materials that Matter...

**The Red Cross has taken the lead in developing preparedness materials for use by all ages:**

- ***Terrorism: Preparing for the Unexpected***
  - **Outlines safety steps for families and communities**
- ***Facing Fear***
  - **taught in schools to help children and young adults**
- **Counseling materials**
  - ***How Do I Deal With My Feelings?***
  - ***Emotional Care for September 11 Anniversary***
- **Anthrax Information**
- **Available at no costs at your local chapter or [redcross.org](http://redcross.org)**

# www.redcross.org



The screenshot shows the American Red Cross website with a table of disaster preparedness levels. The table is divided into four color-coded sections: SEVERE (Red), HIGH (Orange), ELEVATED (Yellow), and a blue section at the bottom. Each section lists recommended actions for lower levels of disaster risk.

<b>SEVERE</b> <i>(Red)</i>	<ul style="list-style-type: none"> <li>• <i>Complete recommended actions at lower levels</i></li> <li>• Listen to radio/TV for current information/instructions</li> <li>• Be alert to suspicious activity and report it to proper authorities immediately</li> <li>• Close school if recommended to do so by appropriate authorities</li> <li>• 100% identification check (i.e.-driver's license retained at front office) and escort of anyone entering school other than students, staff and faculty</li> <li>• Continue offering lessons from Masters of Disaster "Facing Fear: Helping Young People Deal with Terrorism and Tragic Events" curriculum</li> <li>• Ensure mental health counselors available for students, staff and faculty</li> </ul>
<b>HIGH</b> <i>(Orange)</i>	<ul style="list-style-type: none"> <li>• <i>Complete recommended actions at lower levels</i></li> <li>• Be alert to suspicious activity and report it to proper authorities</li> <li>• Review emergency plans</li> <li>• Offer Masters of Disaster "Facing Fear: Helping Young People Deal with Terrorism and Tragic Events" lessons in grades K-12</li> <li>• Prepare to handle inquiries from anxious parents and media</li> <li>• Discuss children's fears concerning possible terrorist attacks</li> </ul>
<b>ELEVATED</b> <i>(Yellow)</i>	<ul style="list-style-type: none"> <li>• <i>Complete recommended actions at lower levels</i></li> <li>• Be alert to suspicious activity and report it to the proper authorities</li> <li>• Ensure all emergency supplies stocked and ready</li> <li>• Obtain copies of <a href="#">Terrorism: Preparing for the Unexpected</a> brochure from your local Red Cross chapter and send it home with students in grades K-12, staff and faculty</li> </ul>
<b>LOW</b> <i>(Blue)</i>	<ul style="list-style-type: none"> <li>• <i>Complete recommended actions at lower level</i></li> <li>• Be alert to suspicious activity and report it to proper authorities</li> </ul>

- Averages more than 100,000 "page views" each day
- Latest disaster news and safety tips
- Updated regularly with breaking news and information
- Free disaster preparedness materials in downloadable formats

# The American Red Cross commitment

- **We will use our knowledge**
  - Skilled volunteers, staff and leadership
- **We will efficiently utilize our resources**
  - Human resources, uniquely unmatched
- **We will be a model for collaboration**
  - Partnerships to make service delivery better, stronger
- **We will support our mission**
  - No different now, than it was more than 120 years ago

*Together, we can save a life*



**American Red Cross**

*Together, we can save a life*

# **Domestic Preparedness**

**2002 Joint Operations Symposium**

**September 19, 2002**

*Together, we can save a life*

# Mission statement

**The American Red Cross,  
a humanitarian organization led by volunteers  
and guided by its Congressional Charter  
and the Fundamental Principles  
of the International Red Cross Movement,  
will provide relief to victims of disasters and help  
people prevent, prepare for,  
and respond to emergencies.**