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Services

Creating a Culture of Preparedness

Promote Awareness • Encourage Resilience

Welcome!



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Presenter

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Michelle Neisen has over 20 years experience in the fields of risk and has worked for Health and Human Services (HHS) agencies for over 10 years. As a Certified Business Continuity Professional, she manages over 4,000 business functions across the organization. She effectively leads and motivates staff at all levels forging constructive and collaborative working relationships. While serving as President of the Austin ACP Chapter, she promotes programs and opportunities for others in the industry. Michelle volunteers her time coaching and mentoring others.

Objectives



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- Discuss preparedness barriers and awareness strategies
- Review preparedness programs and explore ideas
- Explore resources that encourage and support efforts

NATIONAL PREPAREDNESS MONTH 2018

**Disasters
Happen**

PREPARE NOW

LEARN HOW



FEMA

Ready. 

Definitions



- **Culture(s)** - refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.
- **Preparedness** - a state of readiness to respond to a disaster, crisis or any other type of emergency situation.

Definitions



- **Communities** - a group of people living in the same locality and under the same government, with common ownership.
- **Organization** - an entity comprising multiple people, such as an institution or an association, that has a particular purpose.



Preparedness Memo



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Did You Get the Preparedness Memo?

Do you have an emergency kit or would you be self-sustained for at least 72 hours during an emergency?



Preparedness Barriers



Common Obstacles

- Believe preparing is too expensive
- Don't know how to get prepared
- Don't think they have time
- Believe getting information



Excuses, Excuses



- It won't happen to me.
- I don't have the time.
- Even if it does happen to me, it won't be that bad.
- I can get emergency supplies if it is bad.
- The government will save me.

I DON'T
HAVE TIME

I'M TOO
YOUNG

WHAT IF
I FAIL

I DON'T
KNOW HOW

STOP
MAKING
EXCUSES

IT WILL
THINK?

I'M NOT
QUALIFIED

DON'T KNOW
WHERE TO
START

IT'S TOO
HARD

I'M NOT
READY

I'M TOO
OLD

Government to the Rescue



Emergency Management Teaches:

- Response to disasters starts at the local level
- Additional resources can be provided by the state when exhausted at the local level
- When state government becomes overwhelmed, the federal government will provide resources.

DISASTER PREPAREDNESS BY THE TYPICAL AMERICAN FAMILY

1905

Let's stock up on food and water, reinforce the outer walls, and check the ammunition.



Russmo 2005 www.russmo.com

2005

Let's change the channel a minute and see what the gov'ment says to do.



Participation is Required



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What motivates people?

- Responsibility, accountability, peer pressure
- Engage people to take the initiative
- Cultivate awareness, empowerment and prevention
- Let people know what they do matters!



AWARENESS



Prepare Everyday



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Preparedness Culture-S



Cultures of Preparedness:

- Begins with you/individuals
- Families and communities
- Businesses and schools
- Private, public and non-profit organizations working together



Promote Preparedness



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- Provide opportunities to practice behaviors through drills or training at work/school
- Provide opportunities to discuss individual and family preparedness behaviors
- Increase collaborative efforts by working across organizations and industries
- Engage Community Emergency Response Teams

Preparedness Resources



Free Preparedness Tools:

- Vast variety of available information
- Websites abound with same message – build a kit, make a plan
- Ready campaigns delivered for over 2 decades
- Non-profits, volunteer groups, government, state and local organizations

Resources



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- FEMA Ready – Preparedness toolkits and more
www.ready.gov
- Red Cross Preparedness
www.redcross.org/get-help/how-to-prepare-for-emergencies
- Emergency Management Institute Training Course Catalog
<https://training.fema.gov/emi.aspx>

Prepare - Plan



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Thank you
