

# Creating a Culture of Preparedness

Promote Awareness • Encourage Resilience

#### Welcome!





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**



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

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#### 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



## 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 timε
- 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.

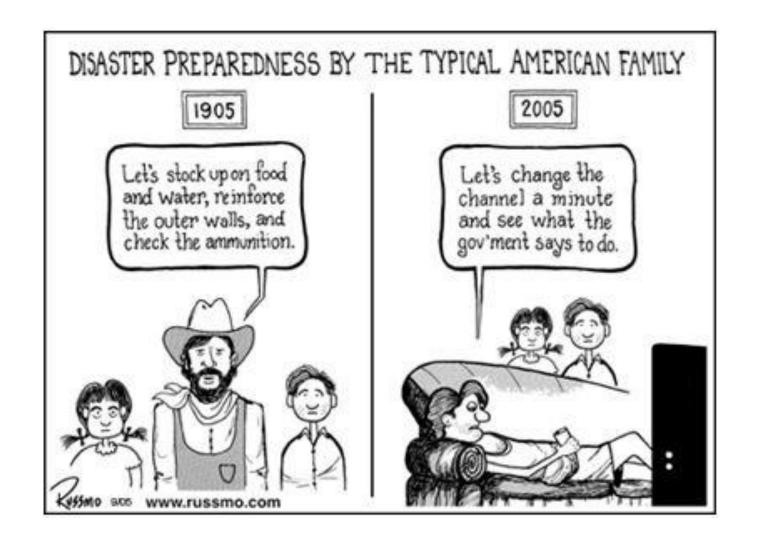


#### Government to the Rescue!



#### **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.



## Participation is Required



#### 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!





## **Prepare Everyday**





### 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**



- 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



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

## Prepare - Plan







# Thank you