



**KEEP  
CALM  
AND  
PREPARE  
FOR THE  
WORST**



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## **Creating an Emergency Preparedness & Response Process**

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# Who Are These People?



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**Peggy Keller** has over 20 years experience as a senior level manager in the public health sector overseeing health, medical, emergency preparedness in DC. Keller directed medical counter-measures (medicine to

people., Medical Reserve Corps, community resilience, vulnerable populations program (helping communities get through, bounce back), health, medical planning for special events (Presidential Inauguration, Nuclear Summit). Keller oversaw environmental public health programs programs, i.e. food safety and security, vector control, pharmacy control, animal disease prevention. Served as State Vet and Director, Environmental Public Health. Currently president of HBS, Inc providing. preparedness, response, recovery, resilience planning for communities



**Molly Singer** has 25 years of organizational management expertise, working in the local, state and federal government levels, non profits and private sector.

She has worked extensively on urban renewal, community development and disaster management. Molly spent 15 months as a first responder to Hurricanes Katrina and Rita in Louisiana as special assistant to the disasters' head of Public Assistance. She has also worked with billion dollar organizations facilitating business continuity planning.

Presently, Singer is the executive director of Capitol Hill Village, which is NOT a disaster.





It is an honor to share our process for developing an emergency preparedness plan.

Please offer input / feedback as we go along.

# Objectives

1. Emergency Planning Process – Process
2. Applied learning exercise



# What is Emergency Preparedness?



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Capability of communities, individuals, to prevent, protect against, quickly respond to, recover from emergencies.

Pre- event activities establish a state of readiness that reduce risks, can save lives.



# Why is EP important?



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- Over 25% of older adults need assistance during emergencies.
- 70% + fatalities in Hurricane Katrina were older adults.
- Adequate pre-event planning saves lives, minimizes disruptions in services.

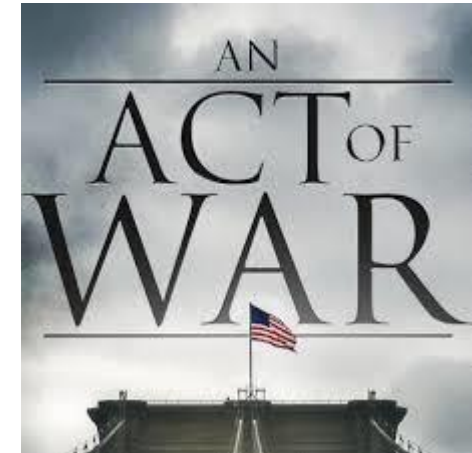




# Today's Risks & Threats



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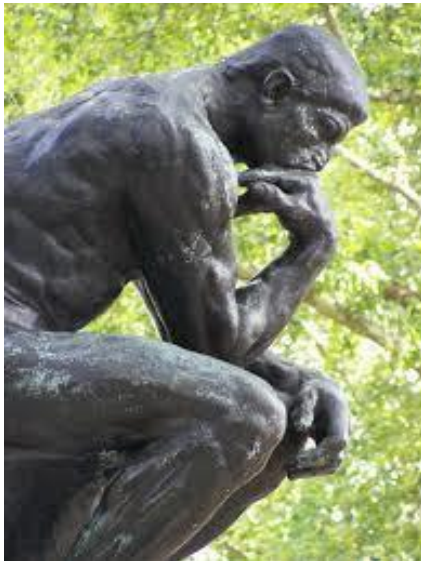


# Socioeconomic Concerns



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- Socially isolated, Not connected, Limited resources



- Transportation, evacuation assistance needed
- Reliance on home-based services, Worried about Pets





# No Easy Answer: Like sausage



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- Creating, building, testing the process is **part of the process**
- Create what works for your resources. Not a matter of filling out a form—collaborate.
- It's about building **relationships**, trust, innovation, support across the network

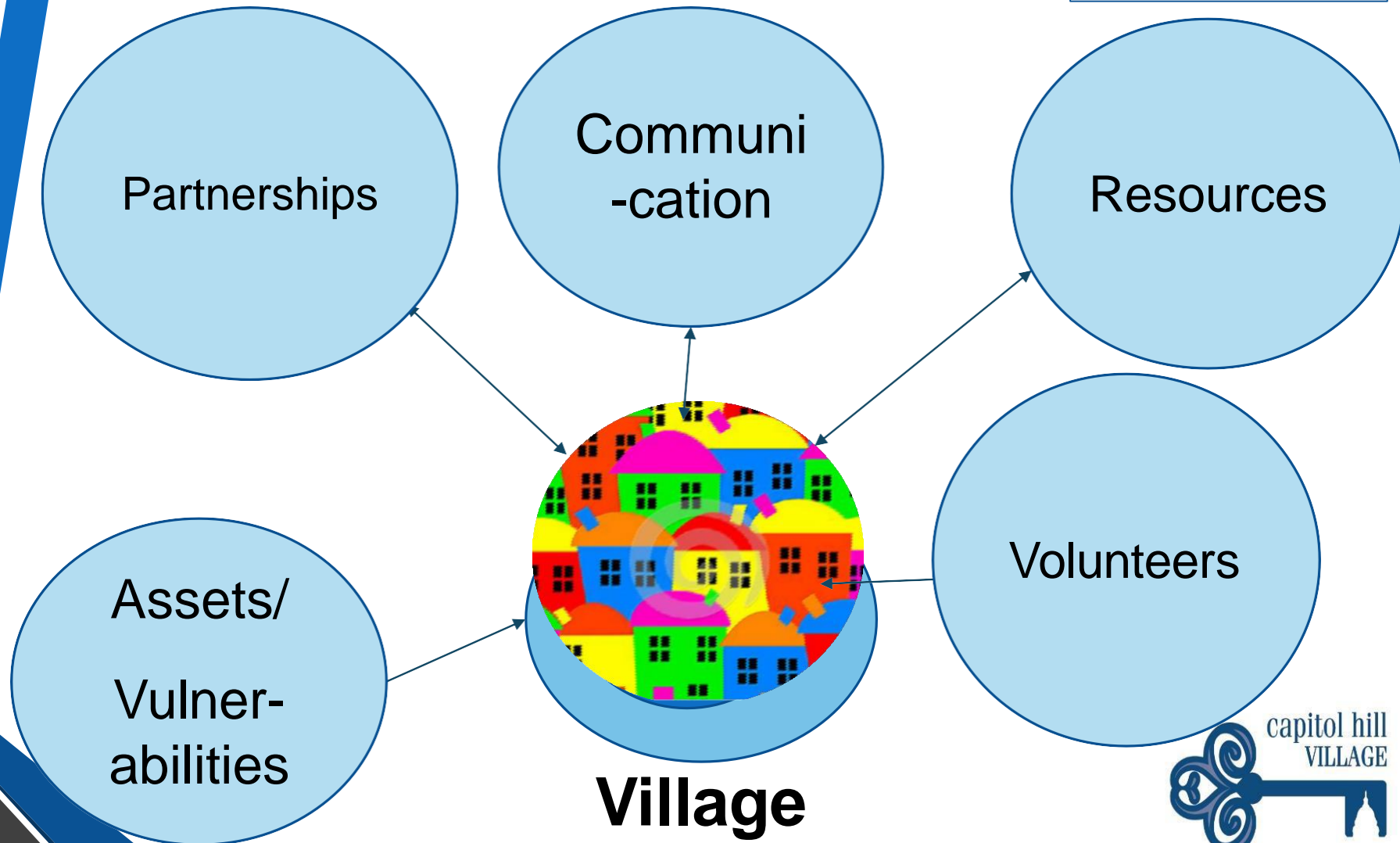


# How Do Villages Fit In?

*connecting very local resources*



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# Villages are the Middle Men

1<sup>st</sup> Responders

State and Federal  
Resources



Communications

Physical  
Spaces

Volunteers

Partners



# Prepare, respond, recover



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***Remember:*** Village is middle man. Working up chain to partners, first responders. Down chain to households.

- Individual, community awareness of threats
- Materials, information for personal action



# Stakeholders



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## What they Do

### First Responders

- Infrastructure
- Disaster response
- Mitigation

### State, Federal Gov Resources

- People, Supplies
- Coordinate efforts

## What they Don't

- Coordinate pre-response readiness
- Check on individuals
- Communications

- Know Community/ social / cultural
- Know partners
- Know individuals





# Create an Emergency Response Plan



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Riddle

*How is creating an emergency response process like developing a village?*



# Create an Emergency Response Plan



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*Each is unique  
according to the  
needs and  
resources of the  
community and  
Individuals putting  
it together.*

*And each is great.*



# What is an Emergency Response Process?



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**Threats  
Risks**



**Partners**



**Prepare  
Respond  
Recover**



**Communi  
cation**



# Key themes—Basket making

1. Before, during, after
2. Awareness/knowledge, communication, resources
3. Organizational, Individual readiness, Village structure



# 1. Before, During, and After



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- 3 Part Emergency process-  
preparedness, response,  
recovery.  
(before, during, after)
- For each element: what information,  
logistics, communications is needed?
  - 1) prepare
  - 2) respond
  - 3) recover.

**Before, During, After**





## 2. Awareness, Knowledge, Communications, Resources

**Emergency process (before, during and after) requires that stakeholders are/have:**

1. Aware of risk, threat.
2. Knowledge of personal, community wellbeing
3. Communicate efficiently, effectively
4. Resources to be safe (batteries, medicines)



### 3. Readiness: Organizational & Individual

#### ORGANIZATION

- Process for before, during, after
- Awareness, knowledge, communication & resources
- Connect to individuals AND to community, gov't partners.

#### INDIVIDUAL

- Process for before, during, after
- Awareness, knowledge, communication & resources
- Village as partner.

# Create an Emergency Response Plan Overview- Part 1

1. Form Collaborative Team

2. Host Community Discussion of Risk

3. Create Goals in Scale to Risks

4. Develop Plan Elements



# Create an Emergency Response Plan Overview- Part 1

5. Plan Prep, Review, Approval

6. Implement & Test Plan

7. Revise according to findings

8. Maintain Plan



# Emergency Response Process

## 1. Create Work Groups

1. Organize Work

2. Create Working Group

3. Identify Partners

4. Identify Needs

***Collaboration, Buy-in, and Engagement is key!***



# Partnership Outreach



## Partners for Effective Teams

- Volunteers
- Faith-based groups, Scout
- First Responders
- Community Organizations



## Keys to Partnership

- Commitment, Flexibility
- Defined roles, clear expectations
- Participative Leadership

***Village has important role to deliver services & information.***



# Partnerships: Resources & Services



*categorize types of help you need and provide*

- Individual: Service, Supplies
- Emergency: Health, Medical, Transportation
- Congregate: Social, Pets, Food, Shelter
- Logistical: AFN needs, Wayfinding

## Before, During, After

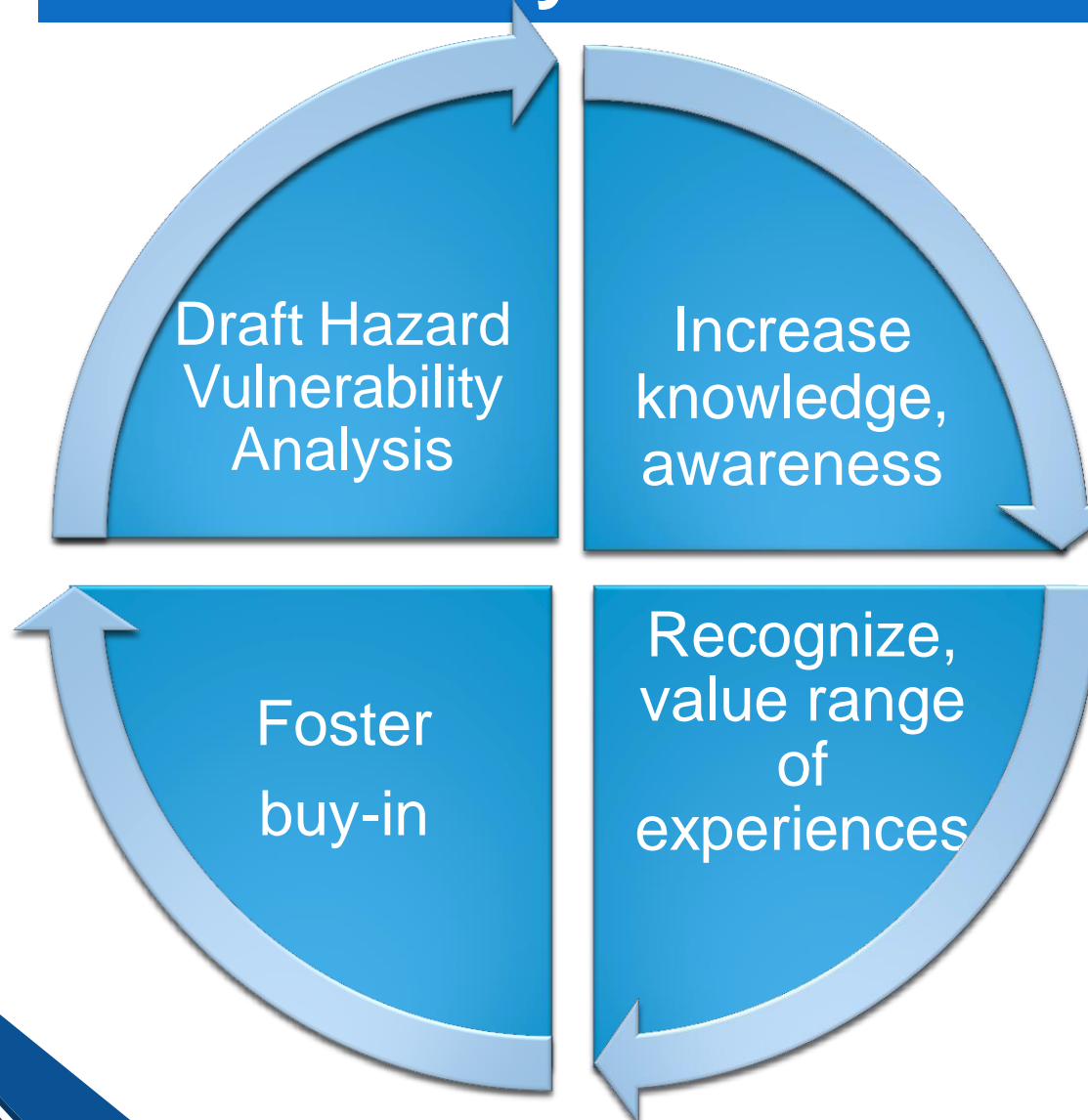


# Emergency Response Plan

## 2. Community Risk Discussion



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### Outcomes

- Knowledge
- Awareness
- Engagement

# Emergency Response Plan

## 3. Establish Goals

### Create Goals

1. Use specific scenarios

2. Set goals, objectives based on priorities.  
*communication, highest risk individuals*

3. Ensure that steps, goals reflect priorities



**DOUBLE CHECK ...**

**Will the goal achieve the outcome?**

# Emergency Response Plan

## 3. Establish Goals (cont'd)

### Individuals

- Risk Awareness
- Supplies, Go-Kit
- Communication Plan
- Train CPR, First Aid
- Connect Community
- Shelter-in-place





# Emergency Response Plan

## 3. Establish Goals (cont'd)

### Organization / Community Wide

- Trainings
- Communication
- Address AFN needs
- First responders Link
- Inventory assets
- Volunteers
- Partners



# GOAL: Communications



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## Roles

- Paper
- Email
- Text
- Listserve
- Phone trees

- Urgency
- Direction
- Time related
- Over Kill

- Alerts
- Prioritize
- Format
- Simple language
- Actionable

- Varying info
- Block Captain
- Before
- During
- After



# Emergency Response Plan

## #4 Plan Development

- **Protocol**—Goal explanation, Process outline
  - Include timelines, templates, contacts
- Materials in **simple language**
  - Clear roles, responsibilities
- **Back up Plans**



- **Easily distribute** to volunteers, partners
- All can see how parts fit into whole

# Emergency Response Plan #4 Plan Development (cont'd)

**Remember: links to themes .. each goal.**

**1. Before, During, After**

**2. Awareness, communication,  
resources**

**3. Individual, Organizational  
Readiness**

**4. Partnerships**



# Emergency Response Plan #5 Review and test

## A. Baby Steps to review process, and data

1. Ask 2 people review it, explain process
  - Revise, fix
2. Ask 2 people to confirm personal data.
  - Revise, fix



# Emergency Response Plan #5 Review and test (cont'd)

## B. Test the Entire plan

1. Create a scenario

2. Determine what to test for ea. component

3. Create tools to measure

4. Plan **time, date for testing**

5. Test. Engage observers, evaluators

6. *Create a post event de-brief*

7. Revise the plan





# Emergency Response Plan #5 Review and test (cont'd)

## C. Test the Entire plan

1. Post Event De-brief
2. Qualitative Quantitative Review
3. ID strengths & weaknesses
4. Revise plan, protocols
5. Re-train participants
6. Reformat, Distribute
7. Re-test plan

# Emergency Response Plan #6 Implement & Revise Plan based on Realities

1. Exec committee, individual activates plan
2. Follow Protocols to enact plan
3. Establish schedules, respite
4. Conduct post event de-brief

Unlikely that all aspects of plan will be implemented in emergency situation

# Emergency Response Process

## #7 Maintain Plan



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### Quarterly

- Add members
- Send updates to partners
- Attend meetings
- Provide information

### Annually

- Update partners, volunteers
- Recruit, train
- Update member information
- Inventory resources

### Three years

- Test, revise plan
- Change committees, leadership, plan management as needed



# Special Considerations



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- Disabilities, AFN needs
- Medicine, alt medical sites, i.e. dialysis
- Battery charging stations
- Pets
- Lack of tech-enabled
- Volunteers managing volunteers
- Legal Requirements- federal, state, local – ADA. HIPAA



**Yep- It can feel like a heavy load...but ...**



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# Simple actions matter today



- Identify Stakeholders Partners
- Points of contact
- Partner with Emergency Management
- Identify, inventory resources
- Sign up for Jurisdiction alerts
- Training
- Members: go-kit, contact lists, etc



# Sample Go- Kit

- First Aid supplies
  - Medications
  - Medical support  
hearing aid, oxygen,  
battery chargers
- Food, water
  - Documents, Keys
  - Pet supplies
  - Photocopies in water  
proof bags: driver  
license, contacts,  
doctors, list of model #  
of medical equipment,  
prescriptions





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# The Process



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1. Community gathering, buy in
2. Risk Assessment
3. Goals and Objectives
4. Plan Elements
5. Review, Approve, Socializ
6. Implement, exercise , revise<sup>€</sup>
7. Maintain plan



# Q/A



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# Resources



- For more information on preparedness for vulnerable older adults visit:

[www.cdc.gov/aging/emergency](http://www.cdc.gov/aging/emergency)

- Access the CDC older adult planning guide at:

[www.cdc.gov/aging/emergency/planning\\_tools/g](http://www.cdc.gov/aging/emergency/planning_tools/g)



# More Information



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