



Homeland Security

Citizen Corps

March 2007 Newsletter



Citizen Corps Councils:	2,150
CERT	2,585
Fire Corps	579
MRC	645
NWP	14,791
VIPS	1,517
Affiliates	25

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The View From HQ

In last month's Citizen Corps Newsletter, we hinted at some of the changes coming our way this March. As we prepare to move the program from the Department of Homeland Security's (DHS) Office of Grants and Training to our new home under FEMA, we also say good bye to the Citizen Corps' national director, Liz DiGregorio. In anticipation of her retirement after nearly 30 years of Federal service, Liz leaves us with the following letter to Citizen Corps partners around the Nation:

Dear Citizen Corps Councils and Partners,

In January 2002, Karen Marsh and I were handed this "initiative" called Citizen Corps and told that we had six weeks to produce a *Guide for Local Officials* for the President's official launch in Knoxville, TN. The speed with which this program was founded mirrored the speed with which it has grown around the country. The growth we are experiencing at the Council and Program Partner levels, as well as the integration of community preparedness policy in major White House directives, DHS policies and grant guidance is truly noteworthy. Furthermore, the dedication and creativity that you, our State, territorial, local, tribal governments, and non-governmental partners, have applied to making Citizen Corps work in your communities—often without recognition or funding—is something in which we should all take pride. Many of you, especially at the State level, have been with us since the beginning, and likely recall the first Citizen Corps conference in Southbridge, MA, where we were just developing the program and getting the States on board. Our tag line, "uniting communities, preparing the Nation" was created at this first meeting, and it has proven to be a guiding force behind what we strive to accomplish with Citizen Corps. The success of Citizen Corps' growth these past five years is due to the many thousands of emergency responders and citizens across the country who recognize the importance of civic responsibility and participation to achieve community preparedness. I leave knowing that, because of all of you and your faith in this program, we have made a difference in the safety and security of our great country. Thank you for all your support, for all the last-minute reports and good stories we have asked you to provide, and most of all for your dedication to community preparedness. In the words of Margaret Meade, "Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed, it is the only thing that ever has."



*Liz DiGregorio
 Director, Office of
 Community Preparedness*

Liz DiGregorio

More examples of Utah Citizen Corps' work with the private sector

- Pepsi donated 1,000 bottles of water to put in starter 72-hour kits that were given out at a conference.
- Energizer has been a major partner in events held the past year. Along with donating 1,000 flashlights for their conference, their representative helped facilitate the activities conducted with Wal-Mart and Sam's Club.
- Sponsors of the Utah Home & Decorating Show are spotlighting the "Be Ready Utah" campaign for their three-day show, which anticipates 30,000 attendees. Activities will include a demonstration and lecture on preparedness.
- A TV special with KBYU is in the works on "Utah after 9-11." This special will include information on the Citizen Corps activity and the "Be Ready Utah" campaign throughout the State.

Spotlight: Partnering with the Private Sector

While most people think of nonprofit organizations first when they think of volunteers, you might be surprised at the variety of ways that businesses can contribute to community preparedness and response efforts. In fact, a number of Citizen Corps Councils around the country have already seen the value of partnering with the private sector.

Some examples of private-sector strategies include in-store product discounts for emergencies, in-store promotions, advertising sponsorships, and in-kind donations. For example, in recent winters, stores including Sears, Lowe's, and Home Depot donated winterization supplies for at-risk homes. In North Carolina, the State Citizen Corps Council partnered with the Save a Life Foundation, NASCAR, Nextel, Wachovia Bank, and Lowe's Motor Speedway to launch the "Race for Life" campaign, which raised money to provide preparedness training to local school children.

Many of the nearly 2,600 CERT programs around the country have already integrated businesses into their training and exercises, and they also partner with local CERT sponsors to initiate CERT business training. In a partnership with the Allstate Foundation, the Houston Citizen Corps Council received financial donations and Allstate agents received CERT training. San Diego County CERT has trained employees at the San Diego Gas and Electric Company and QUALCOMM. These are just a few examples. We hope to hear from other Councils and program partners about partnerships they may have formed with the private sector.

Good Practice: Utah Citizen Corps Works with the Private Sector

By building relationships with the private sector, the Utah Citizen Corps has been able to reach more residents with messages on preparedness, as well as raise money to support the program's efforts in the State. For example, Utah Citizen Corps volunteers worked with all 47 Wal-Mart stores statewide to promote preparedness during "preparedness weekends." Wal-Mart has also donated \$10,000 to support the program, paid for the Citizen Corps booth at the 11-day Utah State Fair and donated printed material on emergency preparedness. Other participants in the preparedness weekends included Citizen Corps volunteers, emergency management, law enforcement, American Red Cross, fire departments, health departments, ham radio operators, search and rescue, and CERT. In another joint effort, Utah Citizen Corps worked with Clear Channel Radio to advertise a Preparedness Symposium on Clear Channel's four radio channels in Utah. Clear Channel also provided free graphics for the Utah Citizen Corps billboards placed throughout the State, focusing on the "Be Ready Utah" campaign. During the holidays, they worked together on a media campaign encouraging Utah residents to remember preparedness items on their shopping lists. For further information, please contact: Lani Nisbet, Utah Citizen Corps, 801-538-8606 / lnisbet@utah.gov.

Ready Business

The Department of Homeland Security's *Ready Business* campaign has created a set of tools to assist owners and managers of small and medium-sized businesses prepare for emergencies. The *Ready Business Mentoring Initiative* was designed to teach business owners and managers about affordable ways to help protect their businesses. Through collaboration with the Education Disaster Extension Network (EDEN), a suite of teaching materials such as the *Ready Business Mentor Guide*, workshop facilitation information, and overhead presentations can be downloaded off the *Ready Campaign* website. These materials assist business and community leaders in hosting and delivering business preparedness workshops and training sessions outlining how businesses can plan to stay in business, talk to employees, and protect assets. To access teaching tools or for more information on the *Ready Business Mentoring Initiative*, you can visit: <http://www.ready.gov/business/mentor/index.htm>.

Business Tips from the *Ready* Campaign

If your employees are prepared at home, your company is better prepared for an emergency. Encourage coworkers to get an emergency supply kit, make a family emergency plan, and be informed about different types of emergencies. Here are a few tips for the workplace:

- Include disaster training in new employee orientation programs, and conduct emergency disaster drills with your employees.
- Use newsletters, intranets, staff meetings, and other internal communications tools to familiarize employees with emergency plans and procedures.
- Plan ahead for extended disruptions of electricity, gas, telecommunications, and other utilities during and after a disaster.
- Include coworkers from all levels in planning and as active members of the emergency management team.
- Plan what you will do if your building, plant, or store is not accessible.
- Carefully assess your internal and external functions to determine which staff, materials, procedures, and equipment are absolutely necessary to keep the business operating.
- Designate an out-of-town phone number where employees can leave an "I'm okay" message in a disaster.
- If you have any employees with disabilities or special needs, ask them what assistance, if any, they require.
- Talk to your coworkers about what emergency supplies the company can provide, and which ones individuals should consider keeping on hand.

Save the Date!

2007 National Conference on Community Preparedness: Partnerships and Collaboration through Citizen Corps

Keynote Speaker: FEMA Director R. David Paulison

Have you registered for the 2007 National Conference on Community Preparedness yet? Early registration lasts until April 30. The conference will be held June 10 – 13, 2007, at the Hilton Alexandria Mark Center, in Alexandria, Virginia. The International Association of Emergency Managers and the National Emergency Management Association are cohosting the conference, which is funded in part through a cooperative agreement with the Department of Homeland Security. For more information, visit: www.iaem.com/NCCC2007.htm.



In 1943, President Franklin D. Roosevelt signed a proclamation designating March as Red Cross Month.

The American Red Cross has been a Citizen Corps Affiliate since July 2003.

Check out the Red Cross website for a section called "Hometown Heroes," in which you can thank a hero in your life or learn more about becoming a hero for others.

www.redcrosshometownheroes.org

In Focus: March is American Red Cross Month

This March marks the 64th celebration of American Red Cross Month. In 1943, when President Roosevelt declared the monthly theme, the country was financially strained from two world war fund drives, dust bowl drought, and flooding. During that time, the Red Cross set a fundraising goal of \$125 million, the largest amount ever requested in one campaign by any American organization. Once again the response was overwhelming and, in just six weeks, the goal was met. By 1943, donations totaled nearly \$146 million. Roosevelt called it "the greatest single crusade of mercy in all of history."

This accomplishment inspired the Red Cross to repeat the March drive during the remainder of the war, and then make it the occasion of its annual membership and fundraising efforts. In response to Hurricanes Katrina, Rita, and Wilma, the Red Cross mobilized more than 233,000 workers, mostly volunteers, to the Gulf Coast region for the largest humanitarian response to a domestic natural disaster in American Red Cross history. Many Citizen Corps volunteers worked side-by-side with the Red Cross to give aid to those families in need. In celebrating Red Cross month, the President and the public are honoring the humanitarian heart and volunteer spirit of not only the organization, but of the entire country. Without the help of those who have contributed their time, money, and blood, the Red Cross would not be here doing what it is doing today. *Source: www.redcross.org*

The American Red Cross is an Affiliate of Citizen Corps. The two organizations work together at the national and community levels to promote community disaster preparedness and response.

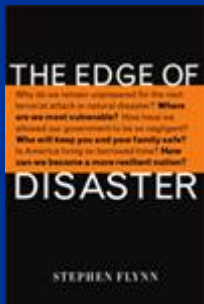


Michigan Volunteer Registration

The Michigan Citizen Corps program is integrating its membership into the Michigan Volunteer Registry. This registry will track all Michigan volunteers, including not only Citizen Corps programs, but also general-purpose volunteers and any other groups that may be needed in an emergency. The Michigan Registry is currently used to track general volunteers and medical volunteers. By the end of March 2007, all Michigan Citizen Corps volunteers should be listed in the Registry. For more information, contact Sgt. Kevin Sweeney, Emergency Management & Homeland Security Field Support Section, at 517-336-6429 or email SweeneyK@michigan.gov.

Citizen Corps in Literature

Citizen Corps is featured in homeland security expert Stephen Flynn's newest book, *The Edge of Disaster: Rebuilding a Resilient Nation*. Chapter 9, "Preparing for the Worst," mentions Citizen Corps as a way for citizens to get involved in their own preparedness and also mentions our partner programs.



This Month in Citizen Corps History...

In March 2003, the U.S. Junior Chamber of Commerce and the National Volunteer Fire Council signed agreements of Affiliation with Citizen Corps.



Teen CERT Train-the-Trainer Course—It's Official!

The Teen CERT Train-the-Trainer course, developed by Eastern Michigan University (EMU) under a Competitive Training Grant from the DHS Office of Grants and Training, has been approved as an official course for national promotion. The course prepares participants to present the national CERT Training Program to teens. DHS approval opens up opportunities for States and local CERT Programs, as well as schools, to access the Train-the-Trainer course and use DHS funding to support it.



"Teen CERT is designed to change the culture of disaster preparedness and response by empowering youth in disaster mitigation," said Gerald "Skip" Lawver, associate professor for EMU's School of Technology. The Teen CERT training also prepares students for a role in their school's Disaster Response Plan as additional trained resources in the event of a disaster.

The Teen CERT Train-the-Trainer Course covers instructional techniques for delivering the training to teens and steps to establish successful CERT training for high school or youth groups, including working with students, parents, and school administrators. Train-the-Trainer participants are also given ideas and direction to maintain and sustain local Teen CERT—such as partnering with local emergency management, and securing ongoing financial and political support. The design of the recently approved course fits the National CERT Program effort to develop trainer instruction for delivery of the standard CERT curriculum to a range of targeted groups, such as teens, college campuses, businesses, and people with disabilities. The Campus CERT Train-the-Trainer Course is already under development.

Beginning in June 2006, EMU conducted a series of pilots of the Teen CERT Train-the-Trainer Course in Jackson, MS; Houston, TX; Los Angeles, CA; Bowie, MD; and Ypsilanti, MI, training over 200 participants in Teen CERT delivery. Gary Zulinski, project coordinator for the Teen CERT grant at EMU, reports that 25 high schools have Teen CERT training underway, with additional high schools getting started, as a result of the pilot program. EMU presented recently at a Camp Fire USA conference and will conduct the Teen CERT Train-the-Trainer Course to Camp Fire Council leaders in Lake Charles, LA. The course is also being scheduled for San Francisco and communities in Arizona, Florida, Missouri, New York, and North Dakota.

Anyone interested in the Teen CERT Train-the-Trainer Course should email cert@dhs.gov.

March is Women's History Month!

Why not reach out to women-owned businesses in your area and get them involved in business disaster planning?

Last year, the National Women's Business Council participated in National Preparedness Month. Their publication, *Disaster Planning for Businesses*, can be found at <http://www.nwbc.gov/ResearchPublications/documents/DisasterPlanning.issuebrief.08.06.pdf>

43%

Rate of growth in the number of women-owned firms in Nevada between 1997 and 2002, which led the Nation. Georgia (35 percent), Florida (29 percent) and New York (28 percent) followed.

Source:

www.census.gov/prod/ec02/sb0200cswmnt.pdf
www.census.gov/prod/ec02/sb0200cscosumt.pdf

Good Story: How Training Helped One Student Save a Life

Teachers frequently wonder if the students in their classrooms are really taking the lessons to heart. At Gilmer High School in Georgia, paying attention to a local version of the national Teen CERT training, called Teen Student Emergency Response Training class (SERT), has had significant payoffs. For instance, a 911 call described a woman down, unconscious, and not breathing. That woman was the mother of a SERT student. Her medical issue resulted in a blocked airway due to vomiting while unconscious on her back. Fortunately, the student knew from the training he received in class that his mom needed to be rolled on her side to clear the airway. Trained and certified in CPR, the young man was preparing to administer rescue breaths to his mother when she started to breathe again on her own. That student was paying attention! During the past two years, emergency preparedness has been presented to over 150 students at Gilmer High School through the Teen SERT class. Students learn how to prepare their home and families for emergencies ranging from tornadoes to ice storms. They assemble a disaster kit of non-perishable foods, water, flashlights, clothing, medicines, and first-aid. In addition, students are certified in Cardiac Pulmonary Resuscitation (CPR) and first-aid. They gain knowledge and confidence to help others in emergency situations. Do the students pay attention in the Teen SERT class? Absolutely!

Submitted by Mary Ann Dowd-Sussman, Gilmer High School Teen-SERT Consultant. For more information call 706-273-2080.

(See a related article on page 5 about the national Teen CERT Train-the-Trainer Course.)

Good Practice:

DC Citizen Corps Creates Neighborhood Corps Cluster Teams

For the entire month of March, the District of Columbia Citizen Corps is reaching out to District residents and relaying the importance of becoming CERT trained and joining their "Neighborhood Corps Cluster Team." In preparation for National Volunteer Week in April, DC Citizen Corps has been working behind the scenes with various partners in Emergency Preparedness to host the kick-off of the DC Neighborhood Corps Academy. This series of five classes will offer CERT-trained volunteers the opportunity to receive practical emergency response training to supplement the basic training received in CERT training. The initial Academy class is entitled, *Managing Spontaneous Volunteers in the Time of a Disaster*. Follow-up courses include: *Understanding Your Cluster Plan*, *Evacuation and Shelter in Place*, *Self Defense*, and *CPR*.

The assistance Neighborhood Corps Cluster Teams provide in their communities is an integral component of the District's emergency response. Volunteers educate their community about emergency preparedness, prepare themselves and their communities, and respond to emergencies if professional first responders cannot. DC Citizen Corps provides training and technical assistance for DC Neighborhood Corps.

Neighborhood Corps was developed to train volunteers and build a sustainable community program. The program provides citizens with a structure for coordinating a community response to emergencies, organizing trained volunteers to mobilize and respond to emergencies at the neighborhood level. Residents who wish to become a part of the DC Neighborhood Corps are strongly urged to first become CERT-trained. For more information on the program, contact Amy Ward at Amy.Ward@dc.gov.

Three-Month Outlook

April

April 15-21, 2007: National Volunteer Week

April 21-28, 2007: National Infant Immunization Week

May

National Older Americans Month

<http://www.aoa.gov/press/oam/oam.asp>

May 7-13, 2007: National Nurses Week

May 12, 2007: National Animal Disaster Preparedness Day

May 12-17, 2007: National Police Week <http://www.nationalcops.org/npw.htm>

May 20-26, 2007: National EMS Week, National Public Works Week

June

National Safety Month – National Safety Council

Home Safety Month – Home Safety Council

June 1, 2007 – Hurricane Season Begins

June 10-13, 2007 – 2007 National Conference on Community Preparedness: Partnerships and Collaboration through Citizen Corps

June 14, 2007 – Flag Day

June 23-24, 2007 – ARRL Field Day

From our mailbag

CERT spontaneous volunteer organizational skills put to use at the Iditarod Restart in Willow, Alaska

Willow, AK, CERT member Michael Wilson was enjoying the Iditarod Restart on March 4, when he noticed teams lined up for the starting chute were out of numerical order. He approached a Race Official and shared his observations. When the race official asked Michael what his CERT pin stood for, Michael explained and showed his Borough CERT Volunteer ID card. The official immediately put Michael to work, and under Michael's direction, volunteers organized the sled teams correctly at the starting chute, thereby averting confusion and delays. Proudly displaying his CERT pin and being an enrolled Borough emergency management volunteer with an identification card also were keys to establishing his credibility and trustworthiness as a volunteer. For more information, contact Nancy Taylor, Citizen Corps/CERT Programs Coordinator, Matanuska-Susitna Borough, AK. Email: nancy.taylor@matsugov.us.

Critical Incident Protocol—Community Facilitation

Michigan State University runs a program funded by the Department of Homeland Security/Grants and Training Division, called Critical Incident Protocol (CIP)-Community Facilitation. Through the program, the university works with cities, counties, and regions across the Nation to create public-private partnerships for joint critical incident management. The CIP Program has been initiated in 30 communities and 20 States. Recently, a modified program was held for the Gateway Citizen Corps Coalition, which includes seven counties in Illinois and Missouri, along with the City of St. Louis. GCCC has received funding from the St. Louis Area Regional Response System to provide programs and services. For more information, visit: www.cip.msu.edu.

Borrow this Idea: Keeping Seniors Safe

A new local volunteer-run program in Sterling Heights is aiming to keep senior citizens safe in case of emergency. Local CERT members created the program, “Are You Ready?,” after finishing their basic and advanced training. The program will be tailored to fit with the emergency plans of any senior center or housing development, according to a program volunteer. Some seasonal focus issues include winter weather and summer heat. The program features a 30- to 45-minute Power Point presentation, tailored to the audience, as well as a question-and-answer session. (*Story submitted through citizencorps@dhs.gov.*)

Program Partner Highlights

Medical Reserve Corps

Like many volunteer programs, when there isn't a major catastrophe, new members do not seem to come around very often. Such was the case with the Maine Township Citizen Corps Council in Park Ridge, IL. Although the program has trained over 200 volunteers so far, classes that once had wait lists were later scheduled only sporadically as interest declined. The Council also supports a Medical Reserve Corps that offers recommended training program for its volunteers, including CERT. In February, 2007, a new Regional MRC jumped at the opportunity to go through the CERT program and nearly 80 volunteers requested training. A series of evening and weekend classes were quickly scheduled to meet the demand. The Regional MRC is hoping that all of its members will take CERT, and the CERT program is intent on working with the Regional MRC to provide training .

Fire Corps Releases New Citizen Corps Toolkits

Fire Corps recently distributed the Fire Corps Toolkit for Citizen Corps Councils to every State, regional, and territory Citizen Corps Council, enabling them to promote and support Fire Corps programs at the local level. This Toolkit, created specifically for Citizen Corps Councils, includes a sample letter introducing a local fire or EMS chief to Fire Corps, as well as a Starter Kit you can disseminate to departments, providing them with the tools and resources they will need to start and implement a program locally. The Toolkit also contains a sample press release announcing a new Fire Corps program or activity in your area, brochures you can disseminate throughout your community, and promotional Fire Corps videos and video PSAs that can be used to educate departments as well as citizens on how Fire Corps can help their communities. This Toolkit is available for all Citizen Corps Councils and can be found on the Fire Corps website at www.firecorps.org/resources. For more information about how to implement a Fire Corps program or expand an existing volunteer program, contact 888-FC-INFO1 or info@firecorps.org. Fire Corps is a proud partner of Citizen Corps, helping to make our communities safer, stronger, and better prepared.

Volunteers in Police Service (VIPS)

South Bend, Indiana, Police Department

Twenty-nine members of the South Bend Police Department's VIPS program recently received the [President's Volunteer Service Award](#). Since the program's launch in 2003, South Bend volunteers have provided more than 10,000 hours of service to the community by assisting at special events, acting as an extra set of eyes and ears, and providing traffic control.



Fire Corps Seeks New Director

The National Volunteer Fire Council in Washington, DC, seeks a Program Director to manage its national Fire Corps program.

Interested? Cover letter and resume can be sent to slee@firecorps.org or faxed to 202-887-5291. You can also mail it to National Volunteer Fire Council, Sarah Lee, 1050 17th Street, NW, Suite 490, Washington, DC 20036.



Contact us

Have a question for Citizen Corps?

- For Web related questions e-mail us at: ccwebmaster@dhs.gov
- For questions about the CERT program, e-mail us at: cert@dhs.gov
- For all other questions, you can reach us at: citizencorps@dhs.gov

Affiliates:

American Legion Auxiliary Helps Promote Citizen Preparedness

At the March 7, 2007, American Legion Auxiliary Annual Awareness Assembly, the Auxiliary launched a national campaign to coordinate efforts to conduct citizen preparedness outreach, promote training, and engage local citizens. "With this new initiative, the Auxiliary's 900,000 members will be introduced to the CERT (Community Emergency Response Team) and will begin to promote training at more than 9,000 units across the United States," stated JoAnn Cronin, National President, American Legion Auxiliary. In addition, Auxiliary members will be working to establish CERT programs in communities where the program does not yet exist. The American Legion family, which consists of The American Legion, The American Legion Auxiliary, and Sons of the American Legion, became an Affiliate of the National Office of Citizen Corps in 2005.

CERT Program Information Requested

The National CERT program is moving ahead on many program improvements and is looking for CERT programs that can be contacted in the future for good stories.

If you are the contact for your local CERT program, or if you know of a local CERT program that is offering any of the following, we would like to hear from you on the following questions:

- Do you conduct Teen CERT training? If so, how many courses have you conducted?
- Do you conduct Business CERT training? If so, how many courses have you conducted?
- Do you conduct CERT training specifically for people with disabilities? If so, how many courses have you conducted?
- Do you conduct Campus CERT training? If so, how many courses have you conducted?
- Do you conduct supplemental CERT training on pet emergency preparedness and/or animal rescue?
- Do you conduct supplemental CERT training on how to assist with traffic control?
- Do you have a credentialing program?

With your responses, please let us know the location and contact information for the CERT program. Please send the information to Angela Palombaro in the National Citizen Corps Office angela.palombaro@dhs.gov by April 13, 2007. Thank you!