The Four Pillars of Citizen Engagement

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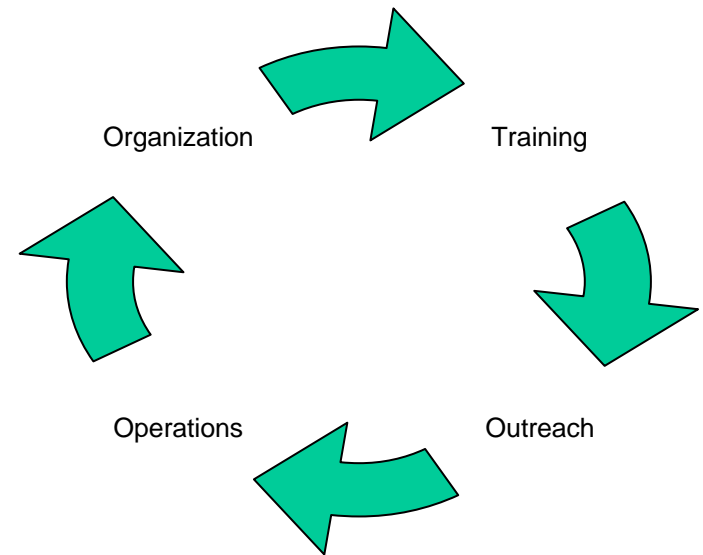Washington, DC

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

◆ A successful Community Emergency Readiness Program has FOUR PILLARS:

- Training
- Operations
- Organization
- Outreach

Organization   Training

Operations   Outreach

Community Emergency Readiness Programs

◆ **TRAINING**

➢ Community Workshops can be held in each community to provide basic preparedness information to citizens

➢ Community Training can be customized to meet the needs of the community (special needs residents, school, commercial/business district)

- Emergency Evacuation Routes
- Emergency Communication to Residents
- Cluster-based Community Emergency Response Plans
- Pandemic Event Preparation and Response
- School Emergency Response Procedures
- Community Emergency Response Team Training

Community Emergency Readiness Programs

◆ **TRAINING**

➢ Community Response Team Training
- Required training for every member of the Community Response Team
- Provides neighborhood/community specific planning tools
  - ✓ Neighborhood Mobilization
  - ✓ Incident Command System (ICS)
  - ✓ National Incident Management System (NIMS)
  - ✓ Advanced Medical Ops/Mass Prophylaxis
  - ✓ Interoperable Communications

Community Emergency Readiness Programs

◆ OPERATIONS

➢ Define what response organizations will be participants in the Community Response Team

- • Citizen Corps Model
  - ✓ CERT Teams
  - ✓ Volunteer Fire Fighters
  - ✓ Volunteers in Police Service (Police Reserve Corps)
  - ✓ Volunteer EMTs
  - ✓ American Red Cross Disaster Action Teams (DAT)
  - ✓ Volunteer Organizations Active in Disaster (VOAD)
  - ✓ Neighborhood Watch
  - ✓ Medical Reserve Corps (MRC)

Community Emergency Readiness Programs

◆ **OPERATIONS**

➢ The Community Response Team assumes that members will have basic training in emergency response to include the following:

✓ Basic Emergency Preparedness

✓ Fire Safety/Suppression

✓ Medical Operations

✓ Light Search and Rescue

✓ Shelter Management

✓ Traffic Management

✓ Perimeter Containment

Community Emergency Readiness Programs

- ◆ **OPERATIONAL RESOURCES**

  - ➢ Relationships with First-Responder Agencies
  - ➢ Volunteer Reception Centers
  - ➢ Communications Alerts Systems
  - ➢ Distribution Centers
  - ➢ Neighborhood/Community Resource Maps
    - • Fire Stations
    - • Police Station
    - • Hospitals/Urgent Care Centers
    - • Shelters (temporary and long term)
  - ➢ GIS Maps
    - • Volunteer Mapping
    - • Special Needs Population Identification

OPERATIONAL RESOURCES
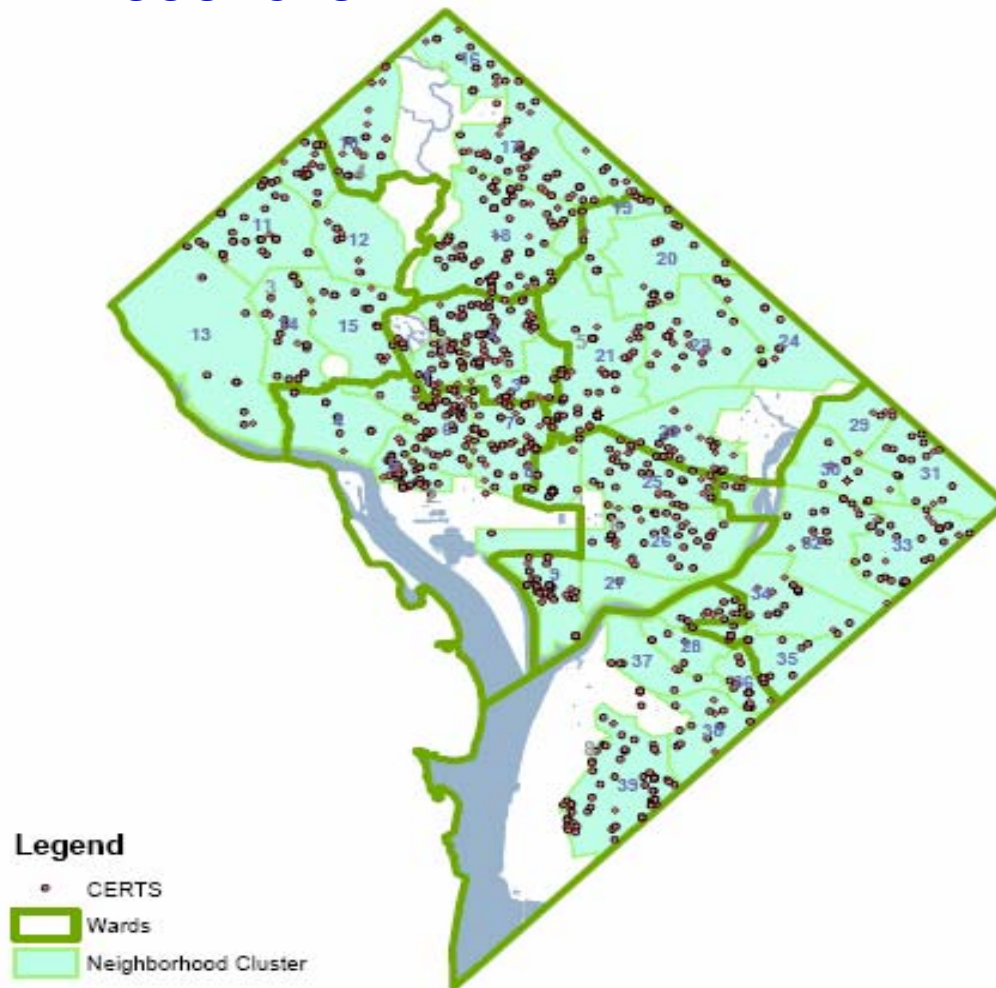
Community Emergency Readiness Programs

- ◆ ORGANIZATION

  - ➢ In the event of an emergency, the Incident Command System's Chain of Command is instituted to provide temporary leadership until first-responders arrive

    - • ICS Positions:
      - ✓ Team Leader
      - ✓ Operations Chief
      - ✓ Logistics Section Chief
      - ✓ Planning Section Chief
      - ✓ Administration Section Chief

Community Emergency Readiness Programs

◆ ORGANIZATION

➢ Non-emergency circumstances allow for the assignment of roles to establish fair and equitable leadership, to encourage strong communication, and to ensure training participation of community residents

- Possible positions include:
  - ✓ Community Response Team Leader
  - ✓ Community Response Team Neighborhood Coordinator
  - ✓ Emergency Liaison Operator/Communications
  - ✓ Outreach Coordinator
  - ✓ Resource Manager
  - ✓ Operational Group Leader

Community Emergency Readiness Programs

◆ OUTREACH

➢ Well prepared volunteers - the best advertisement for a Community Readiness Program

➢ Preparedness Guides provide information about:
   – "Next Steps" in an emergency
   – Creating an emergency plan for families
   – Preparing an Emergency Go Kit
   – Contact information for local infrastructure agencies

➢ Resource Guide
   – Customizable
   – Provides emergency numbers
   – Provides instructions per neighborhood

Community Emergency Readiness Programs

♦ **OUTREACH**

  ➢ **PARTNERSHIP FOR PREPAREDNESS/ STRENGTH IN WORKING TOGETHER**

  - First Responder Agencies
  - Corporate Community
    - *Building supplies warehouses*
    - *Grocery Stores*
    - *Transportation providers*
    - *Telecommunications providers*
    - *Local small businesses*
  - Non-Profit Community
  - Households of Faith
  - Schools
  - Neighboring Jurisdictions

Community Emergency Readiness Programs

◆**OUTREACH**

•Special Populations - "CHILDREN"
       DC's Emergency Preparedness Superhero
      "COMMANDER READY"

ARE YOU READY?

Community Emergency Readiness Programs

- ◆ The Commander Ready Team
  - ➢ Reggie
  - ➢ Rachel
  - ➢ Rodney (the dog)

- ◆ Themes:
  - ➢ Emergencies vs. Disasters
  - ➢ Preparing for the Unexpected
  - ➢ Prevention and Awareness

COMMANDER READY

Neighborhood Corps
WASHINGTON, DC

Community Emergency Readiness Programs

- ◆ **OUTREACH**
  - ➢ Meeting the Needs of the Entire Community through "Inclusion" and "Reasonable Accommodation"

  - ➢ Anyone can participate in a Community Readiness program
    - • Accommodating Individuals with Vision & Hearing Impairment or with Speech Disabilities
      - ✓ Making furniture in classroom easy to maneuver around
      - ✓ Encouraging the use of a tape recorder for class notes
      - ✓ Providing large print training materials

◆ **OUTREACH**

➢ RECRUITING EMERGENCY RESPONSE VOLUNTEERS
  - Develop strategy
  - Establish partnerships
  - Identify partners and stakeholders
  - Consider alternative sources for engagement
  - Create natural pathways encouraging involvement

Community Emergency Readiness Programs

- Working with Various Populations
  - ✓ Students
  - ✓ Local and National Partners

- Establishing Trainers and Delivering Training

- Establishing Partnerships

- Communicating with Volunteers

- Assessing Needs

- Identify Resources
  - ✓ Acquiring Training Materials

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