











Citizen Corps Mission

We all have a role in hometown security

The Citizen Corps mission is to bring community and government leaders together to involve community members in all-hazards emergency preparedness, planning, mitigation, response, and recovery.





We all have a role in hometown security

- Personal preparedness is every American's civic responsibility.
- We must be <u>trained and ready</u> to help others in an emergency.
- We must <u>get involved</u> by actively engaging in our community's resiliency and supporting local emergency responders, disaster relief, and community safety.





Why Involve Citizens?



"They are the key element. The real first responders are our citizens. We can't do our job without them."

Chief Ed Plaugher
 Arlington Co. Fire Dept. 2001



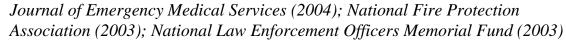


Less than 1 percent of the U.S. population is an emergency responder

That means:

- 1 firefighter for every 265 people
 - 1.1 million firefighters, of which 750,000 are volunteers
- 1 sworn officer for every 334 people
 - 436,000 sworn law enforcement personnel
 - 291,000 sworn sheriff's office personnel
- 1 EMT/paramedic for every 325 people
 - 890,000 people to provide all levels of pre-hospital services: Basic EMT, intermediate EMT, paramedic









National Strategy

- Citizen Corps functions as the Department of Homeland Security's only comprehensive effort to get federal, state and local governments connected with non-governmental groups to support all aspects of citizen and community preparedness.
- The program focuses on cultural change: People need to take more responsibility for individual and community preparedness, and emergency responders need to include the citizens in emergency planning, education, training, and exercises.
- The Citizen Corps Mission is implemented through over 2100 local, state, tribal and territorial Citizen Corps Councils and partnerships at all levels to provide program support





National Policy & Guidance

- Homeland Security Presidential Directive 8
 - National Preparedness Strategy & Goal (8th Priority!)
 - Target Capabilities List / Capabilities Assessment
- Integration required in State Strategies
- Homeland Security Grant Program
- National Response Plan and Planning Guidance SLG 101 and EOPs
- Nationwide Plan Review / Homeland Security Exercise and Evaluation Program
- Coordination with national standards like NFPA 1600





Snapshot of Current Projects

- FY07 Grants HSGP,
- TCL: Preparedness Capabilities, NIMS Resource Typing
- NRP/NIMS, State and Local Guidance
- Analysis of FY06 activities and expenditures
- Re-design Citizen Corps Website Newsletter!
- NEMA/IAEM 2007 National Conference on Community Preparedness: June 10 – 13 <u>www.iaem.com</u>
- Watch Summit with DOJ and NCPC: May 30 31
- PERI review of liability legislation and solutions
- Citizen Preparedness Research: <u>www.citizencorps.gov</u>
- CERT program development
- Strategic Planning and Technical Assistance





2007 HSGP Guidance

- All funding streams
- Greater emphasis on collaboration between government and non-governmental leaders: Senior Advisory Committees, Urban Area Working Groups
- All citizen preparedness and participation activities must be coordinated by state Citizen Corps Program manager; SAA must be included on the State Citizen Corps Council
- Eligible Use of Funds:
 - Support of Citizen Corps Councils: Public Education and Awareness; Training and Exercises: Volunteer Programs
 - o Surge Capacity Roles
- Caps: 15% on "promotional items"; 30% on "kits"
- Lifted 15% personnel hiring cap (CCP and MMRS)





Citizen Preparedness Research

Citizen Preparedness Research on website <u>www.citizencorps.gov</u> (Council Page)

- On-going tracking and analysis of surveys and research
- Media Analysis literature review and analysis of what the public reads about preparedness and disasters
- Behavior Change Model individual change model to be tested through a household survey; Community Change Model research review in initial phase
- Prioritizing top-level preparedness measures by hazard based on protective actions that save lives, and minimize injuries; national and field level experts
- National Household Survey
- Research Roundtable Feb '07 small group exchange of researchers and practitioners







CITIZEN CORPS PERSONAL BEHAVIOR CHANGE MODEL FOR DISASTER PREPAREDNESS Addressing motivation, knowledge, attitudes, & skills

Focus of Outreach/

Social Marketing

Risk-Based

Preparedness

Messages

Educate about threat and related

preparedness measures

Increase knowledge of risk

susceptibility and urgency, and

related preparedness measures

Increase knowledge of risk severity

and related preparedness measures

Submitted By:

ORC MACRO

Individual Factors

The following factors may influence motivation to engage in preparedness actions:

- Age
- Sex
- Race/ethnicity
- SES (education, income, etc.)
- Language and culture
- Trust in government
- Civic engagement experience
- Prior experience with disasters
- Religiosity
- Disability/ability
- Occupation and work environment
- Home structural characteristics
- Perceived community/social norms
- Modes of transportation
- Geographic location

Threat/Efficacy Profile

Unaware or dismissive of threat because of perceived low susceptibility, urgency, and/or severity: Is unreceptive to preparedness messages

Understands

susceptibility to, and

severity of, threat,

vet perceives varied

barriers to

preparedness

behaviors: Is

unprepared

Understands threat and has high belief

in self and response

efficacy: Is prepared

Increase knowledge about preparedness actions

Increase self-efficacy (belief in ability to perform the actions)

Increase response efficacy (belief in effectiveness of the actions)

Address external barriers to preparedness actions e.g., cost, access to information/training

Behavior Maintenance and Reinforcement Messages

Provide cues/reminders for preparedness action

Outcomes of Outreach/Social Marketing

Knowledge Change: Individuals...

- Are knowledgeable of disaster threat
- Are knowledgeable of potential personal impact
- Are knowledgeable about urgency of, and susceptibility to, disaster threat

Attitude Change: Individuals...

- Are personally concerned about disaster risk and potential impact
- Consider their personal responsibility and response needs
- Feel a sense of urgency to take preparedness measures

Skill Change: Individuals...

 Are able to assess personal risk susceptibility, severity, and urgency

Knowledge Change: Individuals...

- Have knowledge of recommended preparedness measures
- Have knowledge of the effectiveness and the utility of preparedness measures

Attitude/Belief Change: Individuals...

- Believe they are able to take preparedness actions
- Believe in the effectiveness and utility of preparedness actions
- Believe that preparedness actions are worth the time and resource investment

Skill Change: Individuals...

 Are able to carry out effective and complete preparedness actions

Skill Change: Individuals...

 Maintain knowledge, resources, and skills for preparedness

Preparedness Behavior Outcomes

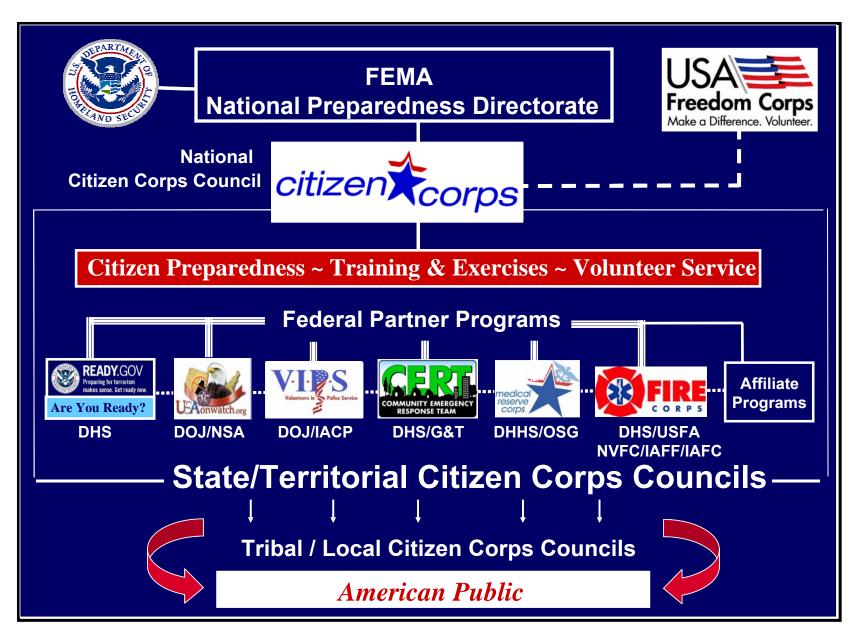
Individuals receptive to preparedness messages/contemplating preparedness behaviors

Individuals engaging in recommended preparedness behaviors

Increased numbers of individuals maintaining recommended preparedness behaviors

External Motivation:

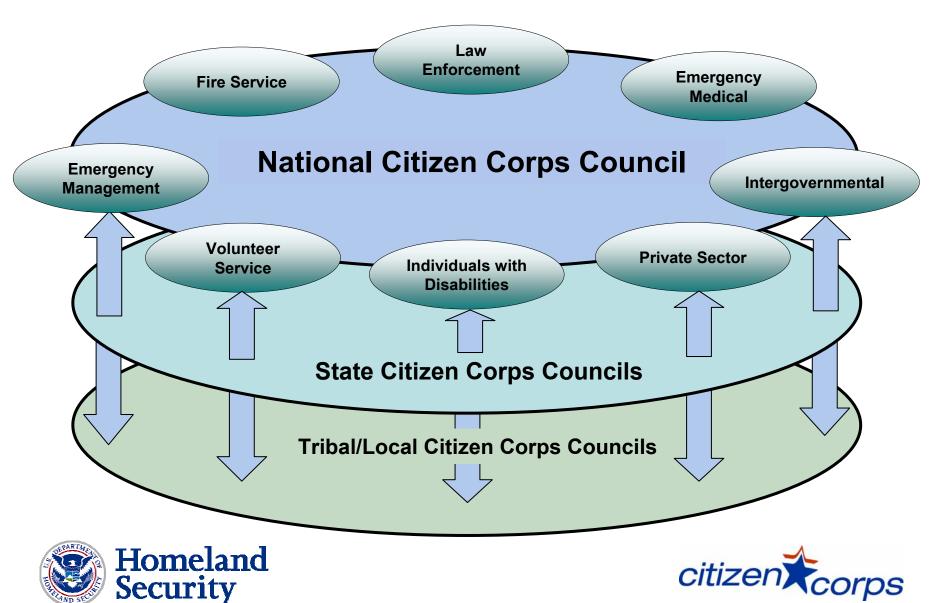
External factors that influence personal preparedness: policies, school/workplace initiatives, incentives (e.g., tax-free purchases, insurance benefits)







Citizen Corps Councils



Successful Community Engagement

- Demonstrates commitment by elected officials and government leadership in "authentic" two-way interaction
- Engages community leaders and builds on existing networks
- Builds a common sense of purpose for collaboration community access, inclusion, development, education, preparedness, resiliency
- Provides resources to build and sustain engagement
- Outreaches through trusted organizations and networks to unrepresented, isolated, disaffected
- Builds on and demonstrates understanding, respect, recognition of social, political, and emotional context

(*Community Engagement – multiple sources)





Citizen Corps Councils Membership

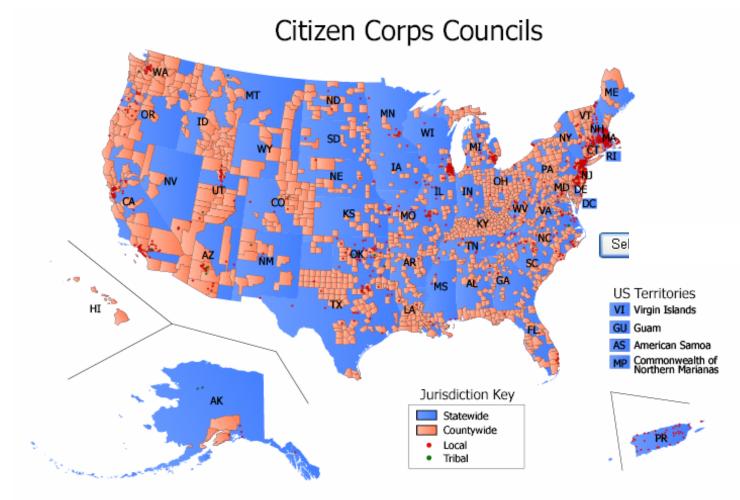
- First responder/emergency management
 (law enforcement, fire service, EMS/EMT, public works)
- Elected officials
- Service organizations voluntary and other non-profits
- Business leaders and for-profit sector
- School system representatives and youth organizations
- Critical infrastructure transportation, utilities...
- Media representatives
- Faith-based leaders
- Military
- Special needs representation
- Representatives of language and culture communities
- Leadership from community civic groups











As of 4/1/07: 2,171 Councils in all 50 states and 6 U.S. territories

Fire Corps: 599 • Neighborhood Watch: 14,791 • VIPS: 1,529 • MRC: 649 • CERT: 2,617





Local Citizen Corps Councils

Responsibilities

- Bring leaders all sectors (government/ nongovernmental) together to collaborate and integrate all resources into planning & EOP
- Identify priorities and build on community strengths to develop action plans to involve the whole community
- Focus on priorities and plans that include the public:
 - emergency communication
 - Shelter and evacuation
 - public education, training, exercises
 - vulnerable populations
 - Citizen Corps volunteer programs and training to support plans
- Organize a campaign to promote preparedness and programs
- Capture smart practices and report accomplishments





State Citizen Corps Councils

Responsibilities

- Bring all sectors together for mission of integrating all resources for community preparedness
- Provide leadership for State mission, goals, priorities, work plans
- Integrate goals and priorities into State planning, policy and procedures: Homeland Security Plan, Emergency Operations Plans, Grant Guidance, Preparedness Campaigns ...
- Fulfill Community Preparedness guidance/requirements in grant guidance and national documents
- Develop state-wide projects/events that promote collaboration
- Support multi-agency, multi-sector collaboration to develop new local Councils and sustain and expand current Councils & programs
- Promote preparedness and collaboration to through each sector and serve as "consultants"/experts to field





Citizen Corps Programs



Volunteers in Police Service (VIPS) works to enhance the capacity of state and local law enforcement to utilize volunteers



Neighborhood Watch/USAonWatch incorporates terrorism awareness education into its existing crime prevention mission



The Community Emergency Response Team (CERT) program educates and trains citizens in basic disaster response skills



The **Medical Reserve Corps (MRC) Program** helps medical, public health, and other volunteers offer their expertise



Fire Corps promotes the use of citizen advocates to provide support to fire and rescue departments





Citizen Corps Affiliates





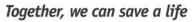
























































History of Appropriations

FY 2002 ~
 Wartime Supplemental

• FY 2003 \$20 M CERT only

FY 2004 - HSGP \$40 M Citizen Corps

FY 2005 - HSGP \$15 M Citizen Corps

FY 2006 - HSGP \$20 M Citizen Corps

• FY 2007 - HSGP \$15 M Citizen Corps

• FY 2008 – HSGP (requested) \$15 M Citizen Corps





\$25 M (\$6 CC / \$19 CERT)

Accomplishments

- The Citizen Corps programs have experienced steady growth since FY 2002 and Citizen Corps Councils now serve 74% of the U.S. population.
- Integration of nongovernmental groups into all phases of government preparedness at local, state, tribal, territorial, national level

- Integration of Citizen
 Preparedness and participation into:
 - Policy
 - Planning
 - Training
 - Exercises
 - Disaster Response
- \$107M in grants to state/local from FY 02 – FY 07





Why Citizen Corps?

"The first responder on the street may not even be the police or fire; it's the guy who's there when the accident occurs.

The Citizen Corps, followed by the local first responders, followed then by the national officials can make a real difference in our community."

Robert Eckels, Harris County Judge U.S. Senate Homeland Security and Governmental Affairs September 28, 2005



















www.citizencorps.gov

Contact us at: citizencorps@dhs.gov



