

FEMA Preparedness Call



April 3, 2012



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Agenda

- Welcome/Technical Overview
- NOAA Welcoming Comments, Chris Maier, National Warning Coordination Meteorologist
- Effective Practices to Leverage Severe Weather Awareness Weeks
 - Sgt. Bruce Payne, Michigan State Police, Emergency Management and Homeland Security Division
- Individual and Community Preparedness Division Update, Paulette Aniskoff, Director
- *Ready* Campaign Update, Aretha Carter, Campaign Specialist
- Q&A/Closing Comments



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Chris Maier

National Warning Coordination Meteorologist
National Oceanic and Atmospheric Administration
National Weather Service
Office of Climate, Water, and Weather Services



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Severe Weather Awareness



Michigan State Police Emergency Management and Homeland Security Division

Sgt. Bruce Payne

Severe Weather Awareness Poster Contest

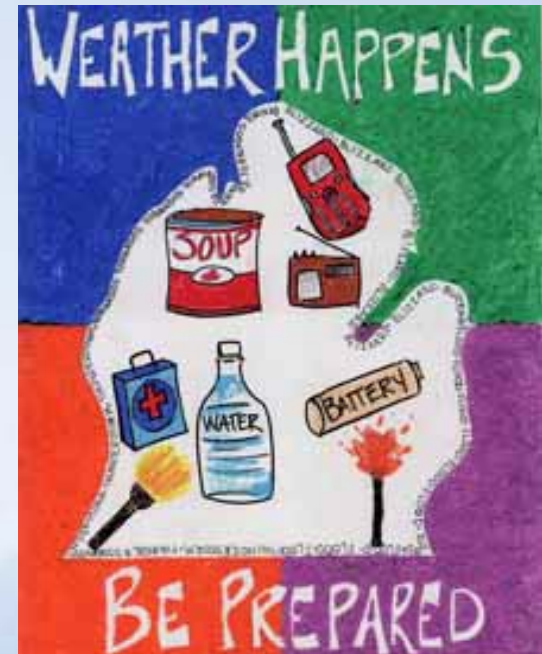




Michigan Committee for Severe Weather Awareness

Partnerships

- Michigan State Police – Emergency Management & Homeland Security
- Michigan Department of Natural Resources
- National Weather Service
- Michigan Earth Science Teachers Association
- Consumers Energy
- Insurance Institute of Michigan
- State Farm Insurance
- Michigan Sheriff's Association
- Lapeer County Emergency Management
- WDIV-TV

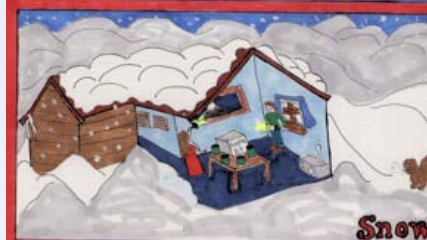


Purpose

Background

- Michigan experiences an average of 16 tornadoes each year
- Committee formed in 1991 to promote awareness of tornadoes, floods, and winter storms
- Designed to encourage students to think about the importance of being prepared in the event of severe weather
- Michigan Committee for Severe Weather Awareness sponsors the annual Severe Weather Awareness Poster Contest
- 4th and 5th Graders statewide

Winter, Spring, Summer, and Fall
Be Prepared For Them All

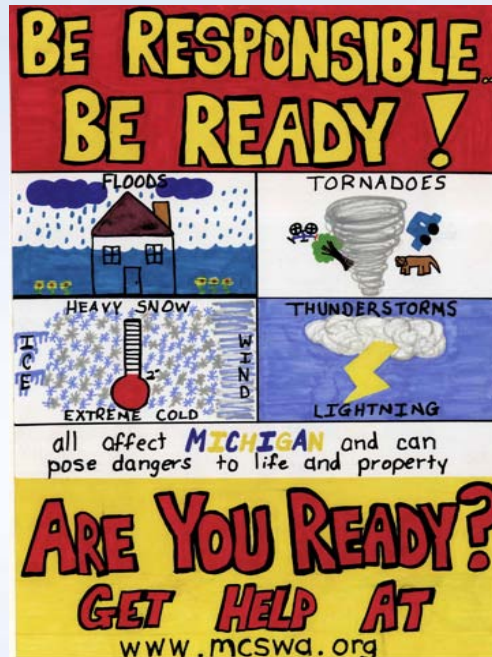


2012 Success Record Entries - 1389



Celebration of Winners

- Awards ceremony at the Capitol
- Bonds awarded - first, second, third place, and honorable mention
- Media attention
- Senators and Representatives send letters of congratulations
- Students tour the State Emergency Operation Center



Further Information

- Michigan Committee for Severe Weather Awareness - www.mcswa.com
- MSP Emergency Management & Homeland Security Division - www.michigan.gov/emhsd





Individual and Community Preparedness Updates

Paulette Aniskoff

Director, Individual and Community Preparedness Division



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National Severe Weather Awareness Week

- April 22-28th is National Severe Weather Preparedness Week
- [Be a Force of Nature Initiative](#)
- Encourage others to take the pledge to keep themselves and friends, family, and colleagues informed on what to do during a disaster at www.ready.gov/pledge.

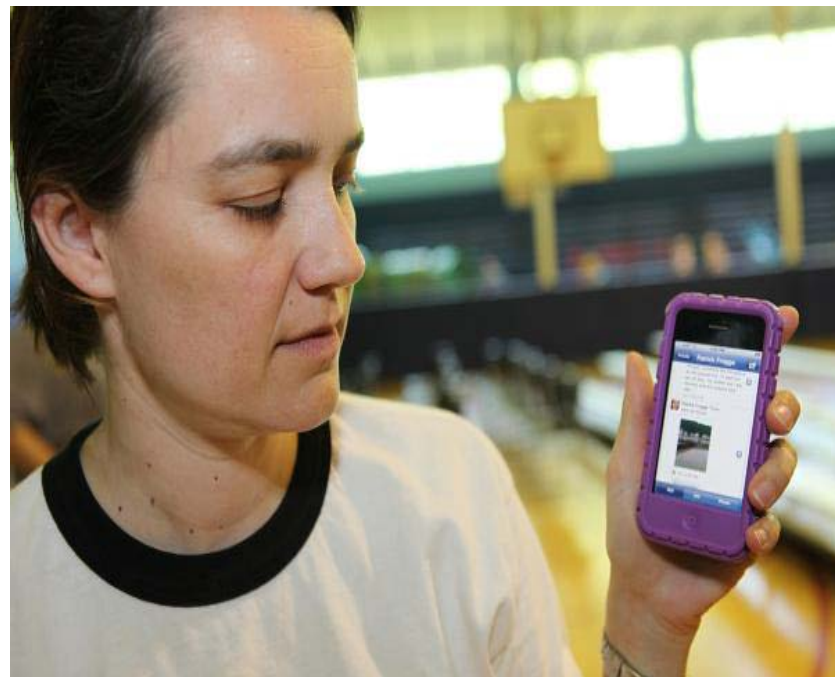


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Use of Social Media Before, During, and After Disasters

- A 2011 survey conducted by the [American Red Cross](#), the [Congressional Management Foundation](#) and other organizations found that almost half the respondents said they would use social media in the event of a disaster to let relatives and friends know they were safe.
- For more information about the survey [click here](#).



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Social Media Resources and Tools

- **FEMA Social Media Webpage**
 - http://www.fema.gov/help/social_media.shtm
- **National Oceanic and Atmospheric Administration Social Media Page**
 - <http://www.noaa.gov/socialmedia/>
- **Center for Disease Control Social Media Website**
 - <http://www.cdc.gov/SocialMedia/index.html>
- **HHS Center for New Media**
 - <http://newmedia.hhs.gov/resources/webinar.html>
- **You also can receive great tools through the National Preparedness Coalition. Be sure to sign up at <http://community.fema.gov> and encourage your stakeholders to sign up too**



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April is National Financial Literacy Month

- Visit our [Money Matters Preparedness Page](#) on CitizenCorps.gov the page includes information on:
 - Resources include:
 - [Emergency Financial First Aid Kit \(EFFAK\)](#)
 - [Recovery After Disaster: The Family Financial Recovery Toolkit](#)
 - Past webinars:
 - [Financial Emergency Preparedness](#) - May 3, 2011
 - [National Financial Literacy Month: Operation HOPE and Emergency Financial Preparedness](#) - April 1, 2010
- Join our upcoming webinar April 10th to learn about new training opportunities and financial preparedness resources



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Youth Update

- **Youth Council Deadline is April 6th**
- **Updated Youth Preparedness Webpage**
 - We have updated our youth webpage [click here](#) for more information.
 - [Youth Preparedness Fact Sheet](#)
- **Upcoming Youth Workshops**
 - April 18th: Seattle, WA
 - July: Boston, MA



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IdeaScale and FEMA Think Tank Call

- <http://fema.ideascale.com>
- Here are some current topics that might be of interest to you and your stakeholders – please vote if you agree (or disagree) with these ideas:
 - [Proposed FY2013 National Preparedness Grant](#) (6 Votes)
 - [Crowd Sourcing for Situational Awareness](#) (8 Votes)
 - [Whole Community: Preparing for the Unthinkable \(Social Media/Communications\)](#) (6 Votes)
 - [Support Civilian Initiatives that Fill Recovery Gaps](#) (6 Votes)
- Please continue to participate in the discussion by posting your own ideas and comments and joining in the monthly FEMA Think Tank [conference calls](#).



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The Great Utah ShakeOut



April 17 at 10:15 AM

<http://www.shakeout.org/utah>



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Additional Announcements

- If there is a topic you would like to see addressed on a future month's call, if there is a best practice in your state that you would like to see featured, contact us at citizencorps@dhs.gov. Please feel free to add us to your distribution list as well.
- Check to see if a topic you're interested in has been covered on one of our webinars at <http://www.citizencorps.gov/news/webcasts.shtm>. All previous webinars are archived there, available for download and review.



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Aretha Carter

Campaign Specialist, Ready.gov



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Ready

Prepare. Plan. Stay Informed. ®

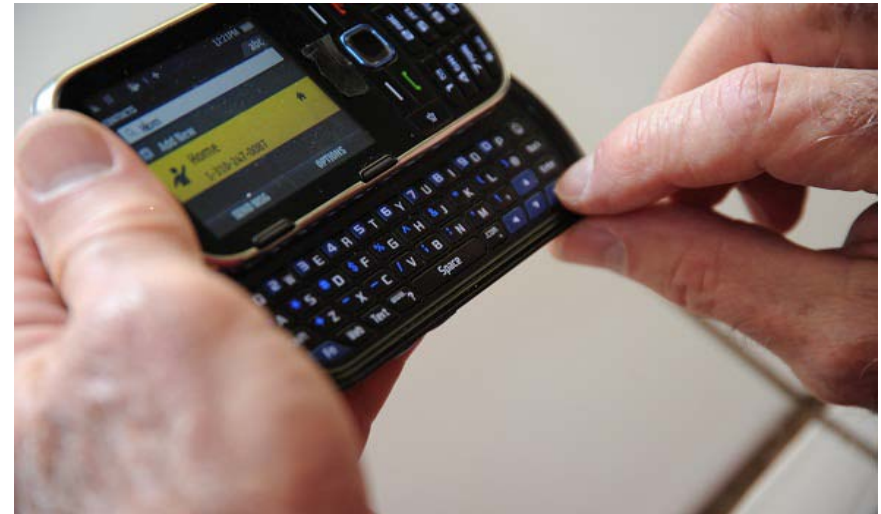
Get Tech Ready

Preparedness Text Messages

Sign up to receive preparedness messages on your cell phone.

Tips for:

- Staying connected
- Getting organized
- Emergency resources



<http://www.ready.gov/get-tech-ready>

Ready Campaign Updates

Under natural disasters, two new pages have been added:

- Space weather
- Drought

Same look & feel as the other pages:

- Before/During /After
- Key Information

Space Weather



The term “Space Weather” refers to the variable conditions on the sun and in space that can influence the performance of technology we use on Earth.

With the sun as the main source, sudden ejections of plasma and magnetic field structures from the sun's atmosphere called coronal mass ejections (CME) together with sudden bursts of radiation termed solar flares all cause space weather effects at the Earth.

The NOAA Space Weather Scales report three categories of solar effects. These scales communicate current and future space weather conditions, and their possible effects on people and systems.

DESCRIPTION OF SPACE WEATHER SCALE	MINOR -- EXTREME				
Geomagnetic Storms: disturbances in the geomagnetic field caused by gusts in the solar wind that blows by Earth.	G1	G2	G3	G4	G5
Solar Radiation Storms: elevated levels of radiation that occur when the numbers of energetic particles increase.	S1	S2	S3	S4	S5
Radio Blackouts: disturbances of the ionosphere caused by X-ray emissions from the Sun.	R1	R2	R3	R4	R5

NOAA Space Weather Scales, for more information visit http://www.swpc.noaa.gov/NOAA_scales/

More Information

Publications

- [Severe Space Weather – Social and Economic Impacts - NASA](#)

Related Websites

- [Federal Emergency Management Agency](#)
- [NOAA Space Weather Scales](#)
- [NWS Space Weather Prediction Center](#)

Listen to Local Officials

- Learn about the emergency plans that have been established in your area by your [state and local government](#). [In any emergency, always listen to the instructions given by local emergency management officials.](#)

Drought

Nearly every part of our country experiences periods of reduced rainfall. If we plan for drought, then we can enjoy the benefits of normal or rainy years and not get caught unprepared in dry years.

Strategies for drought preparedness focus mainly on water conservation. Make these practices a part of your daily life and help preserve this essential resource



Related Websites

Find additional information on how to plan and prepare for drought and learn about available resources by visiting the following websites:

- [Federal Emergency Management Agency](#)
- [American Red Cross](#)
- [National Integrated Drought Information System](#)
- [US Drought Monitor](#) **Current U.S. drought conditions**
- [US Economic Costs of Drought](#) **NOAA Economics**
- [National Drought Mitigation Center](#)
- [Save Our Water](#) **California's statewide program aimed at helping reduce everyday water use, created by the California Department of Water Resources and the Association of California Water Agencies.**
- [US Environmental Protection Agency](#)