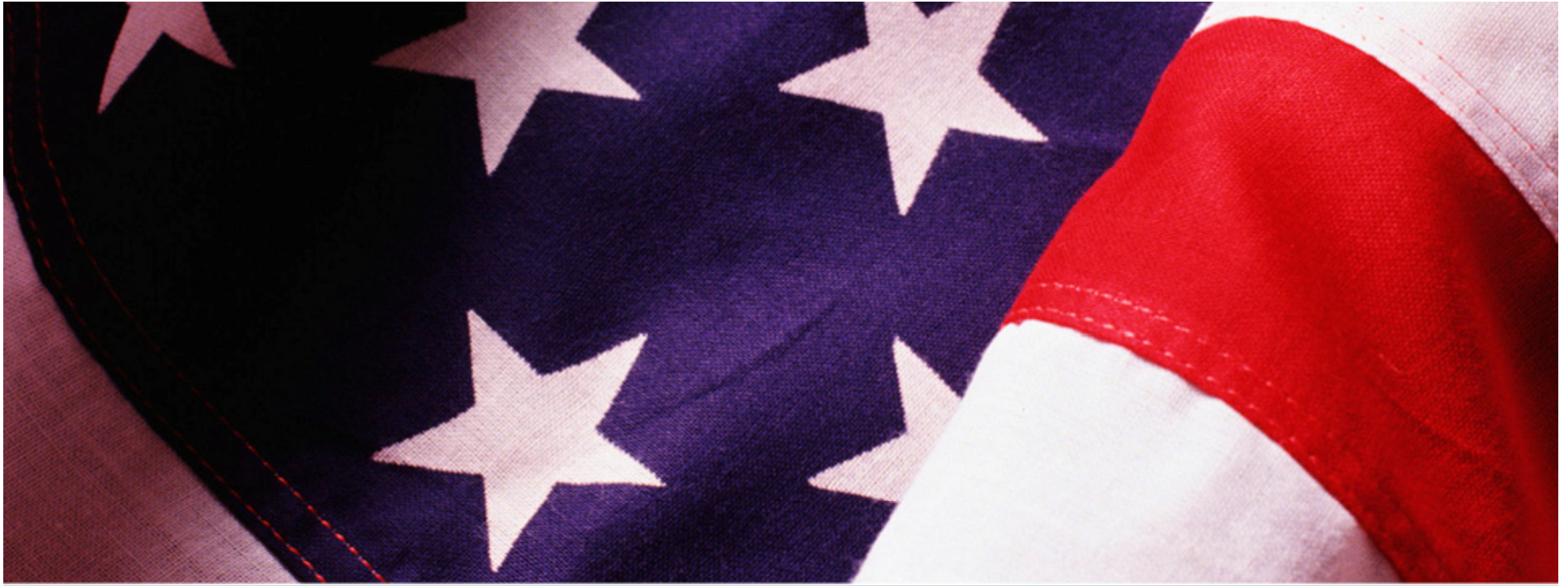# Welcome

CERT Program Manager

Course

Unit 1: Introduction and Overview

CERT Program Manager

Housekeeping

- Restrooms
- Smoking Policy
- Cell phone policy (silent mode)
- Emergency exits
- Breaks

Introduce Yourself

- Name

- Your CERT program

- Your expectations for this course

Course Purpose

- To prepare CERT Program Managers for the tasks required to establish and sustain an active local CERT program

- Relevant for all Program Managers
  - Those starting new program
  - Those building on existing program

PM 1-1

Learning Objectives

- Overall: To draft or update basic local CERT program plan

- Primary learning objectives

  - Define purpose and core components of CERT program

  - Use strategic planning to define mission and goals for local CERT program

  - Describe purposes and strategies for promoting local CERT program

- Primary learning objectives (cont'd)
  - Establish process for working with volunteers
  - Establish process for working with instructors
  - Establish process for acquiring and managing program resources

PM 1-1

- Primary learning objectives (cont'd)
  - Build plan for delivering and managing safe training and exercises
  - Describe the role of policies and procedures in operating CERT program
  - Develop process for evaluating CERT program
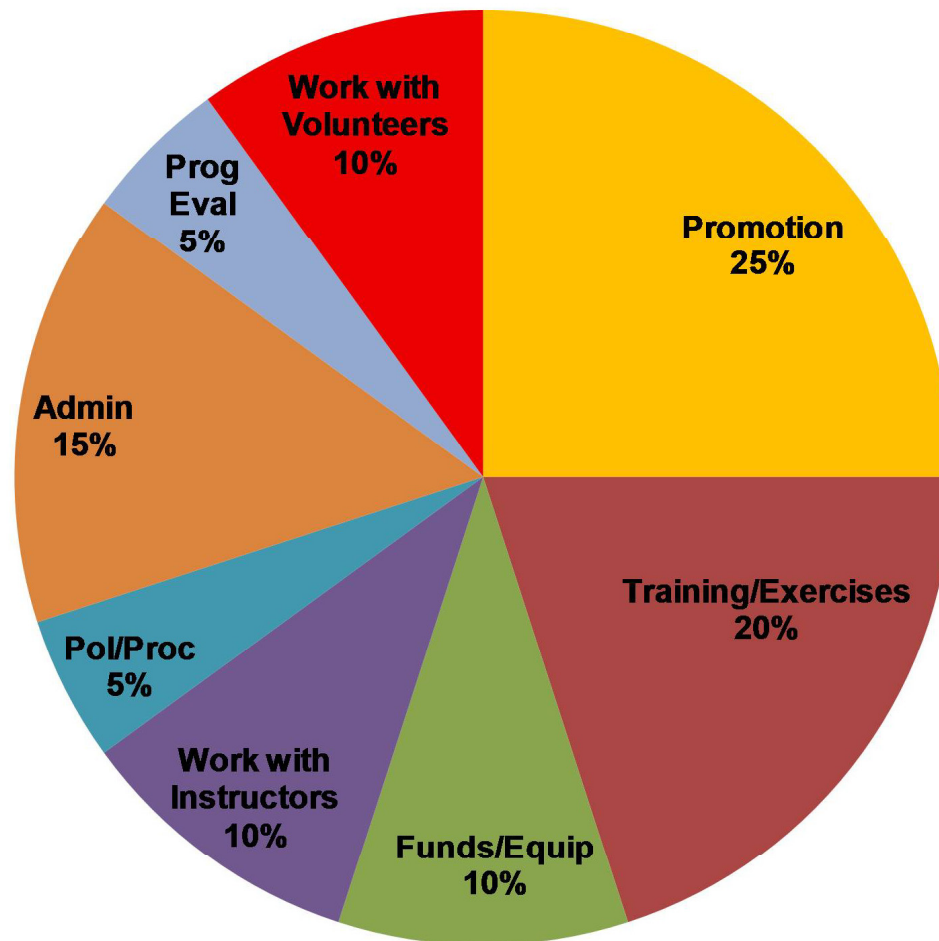 - Describe how to sustain a local CERT program

PM 1-2

CERT Program Management

CERT Program Management

PM 1-5

What Is a CERT Program?

- How CERT programs got started
- What a CERT program is
- How CERT programs interact with emergency response system and community

CERT Impetus

- What was the impetus for CERT?
  - As many as 10,000 killed in 1985 Mexico City earthquake
    - 700 saved by untrained volunteers
    - 100 volunteers died trying to help
  - City of Los Angeles Fire Department (LAFD) recognized that citizens likely to be on their own during early stages of disaster

PM 1-8

CERT Pilot

- When was the first CERT program piloted?
  - 1986 Los Angeles earthquake response

How CERT Spread

- How did the CERT Program spread?
  - Other jurisdictions adapted CERT model for earthquake response
  - Orlando (FL) then adapted CERT model for hurricane response
  - Early 1990s FEMA felt that CERT should be made available to communities nationwide
  - 1994 FEMA Emergency Management Institute began conducting *CERT Train-the-Trainer* course

PM 1-8

CERT Program

- Where is the CERT Program currently housed?
  - Since 2003, CERT has been:
    - Part of Community Preparedness Division
    - Partner program to FEMA's Citizen Corps Program

CERT Purpose

- What is the purpose of the CERT Program?
  - To be a response asset
  - To be an extension of first responder services until professional services arrive

CERT Member Priorities

- Whether preparing for or responding to an emergency or a disaster, what are a CERT member's priorities?

    – First, they help themselves and their families

    – Second, they help their neighbors, coworkers, or others nearby

    – Third, they help the larger community

PM 1-10

Other CERT Activities

- As CERT concept has taken hold across country, CERTs have become involved in community's preparedness and response capability

- In addition to disaster response, what other activities are CERT programs involved in?

- No community can staff for major disasters or even large emergencies

- Community counts on help from neighboring communities
  - Mutual aid agreements

- Sometimes they can't respond

At these times CERT program augments community's response capability

PM 1-11

Emergency Response Linkages

- Local CERT program must establish linkages with existing response system

- In this course think about:

  - What relationships with response agencies are or should be

  - How to establish or improve them

PM 1-11

Program Plan

- You will design a draft plan for your program

  – New Programs Managers will start from scratch

  – Experienced Program Managers will revise and update existing plan

- You will find an electronic version of the blank Draft Program Plan template at www.citizencorps.gov/cert

PM 1-11

Unit Summary

- ## Course preview

  – Purpose and learning objectives

- ## What is a CERT program?

  – CERT history, purpose, and activities

  – CERT and the community

  – CERT and the emergency response system

- ## The Draft Program Plan