

Local Partnerships between the American Red Cross and CERT



September 9, 2015
Individual and Community
Preparedness Division

Agenda

- Welcome and Introduction
- Delaware County, PA: Drew Alexander and Ed Kline
- Denver, CO: George Sullivan and Carolyn Bluhm
- Detroit, MI: Herbert Simmons and Ian Dyar
- Facilitated Q&A Session

Previous CERT Webinars

- [Inclusion of Individuals with Disabilities and Others with Access and Functional Needs](#)
- [CERT Resource Development](#)
- [CERT Competitive Events](#)
- [Teen CERT](#)
- [Citizen Corps and CERT Data Showcase](#)
- [Campus CERT](#)



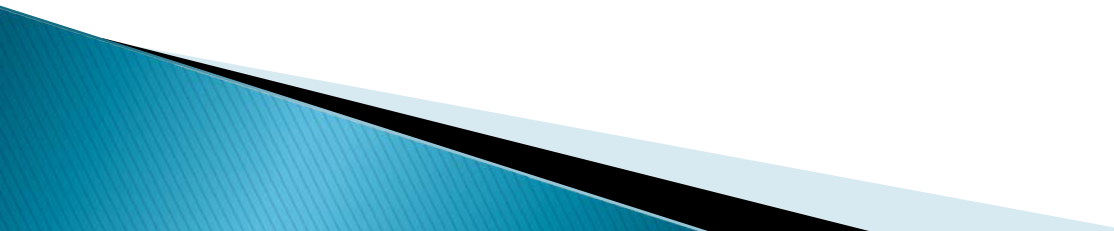
FEMA



The CERT – ARC Relationship

Delaware County, Pennsylvania
Greater Philadelphia Region
FEMA Region III

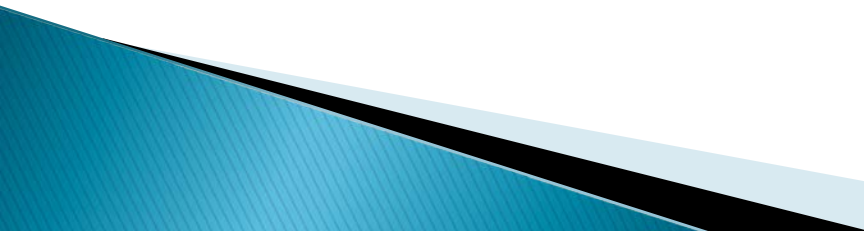
Presented by

- ▶ Drew Alexander – Red Cross Disaster Action Team (DAT) Captain, Delaware County DAT, Red Cross Eastern Pennsylvania Regional Chapter
 - ▶ Ed Kline – Volunteer Management Coordinator, Delaware County Department of Emergency Services
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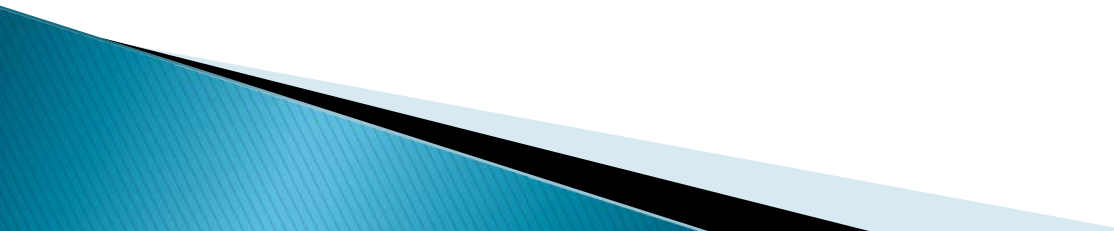
Program Background

- ▶ Red Cross Disaster Action Team
 - Incidents per year (2014): 123
 - Activities and training (2014): 35
 - Volunteers: 124
 - Total volunteer hours (2014): 1,463
- ▶ Citizen Corps (CERT, MRC, DeICART)
 - Incidents per year (2014): 4
 - Activities and training (2014): 107
 - Volunteer: 900+
 - Total volunteer hours (2014): 7,777

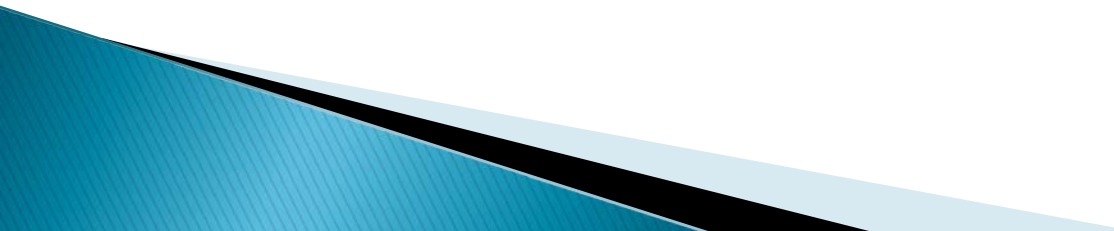
Volunteer Management Coordinator

- ▶ Southeaster Pennsylvania (SEPA) Voluntary Organizations Active in Disasters (VOAD) request funding for county VMC's.
 - ▶ Southeastern Pennsylvania Task Force approved position in 2011.
 - ▶ Delaware County hires Red Cross volunteer and instructor.
 - ▶ Position is responsible for volunteer recruitment and retention, incorporating faith based and community resources, mass care, and recovery.
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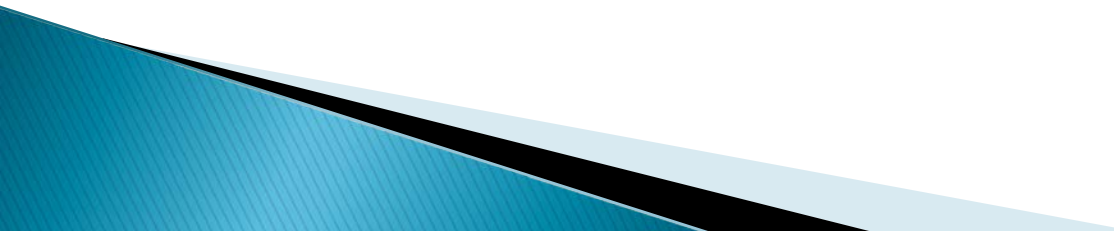
Themes of Success

- ▶ Leadership Experience
 - ▶ Communications
 - ▶ Unity
 - ▶ Common Principles
 - ▶ Grow Volunteers
 - ▶ Teach the tools
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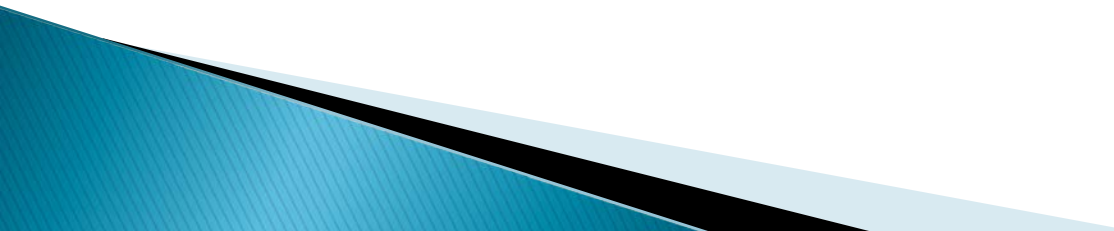
Leadership Experience

- ▶ High levels of volunteer experience
 - ▶ Previous volunteer leadership positions
 - ▶ Leaders volunteered together
 - ▶ Common experiences and background
 - ▶ Respond personally
 - ▶ Are flexible, open, and respectful
 - ▶ Know the personalities of the volunteers
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Communications

- ▶ Talk often and plainly
 - ▶ Respect the leadership
 - ▶ Be flexible in your approach
 - ▶ Keep expectations realistic
 - ▶ Respect different volunteer systems
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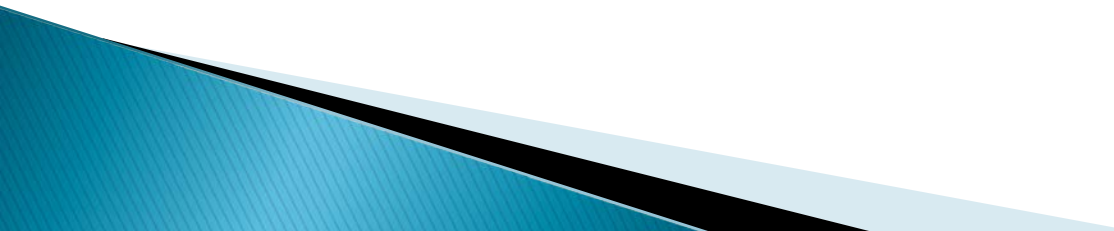
Unity

- ▶ Not one group can do everything
 - ▶ Balance expectations to meet needs
 - ▶ Independence between groups is counterproductive
 - ▶ No borders
 - ▶ Share experiences and training
 - ▶ Mix up the green, red, and blue vests
 - ▶ Teach each other
 - ▶ Follow the Four C's
 - Cooperate, Communicate, Coordinate, Collaborate
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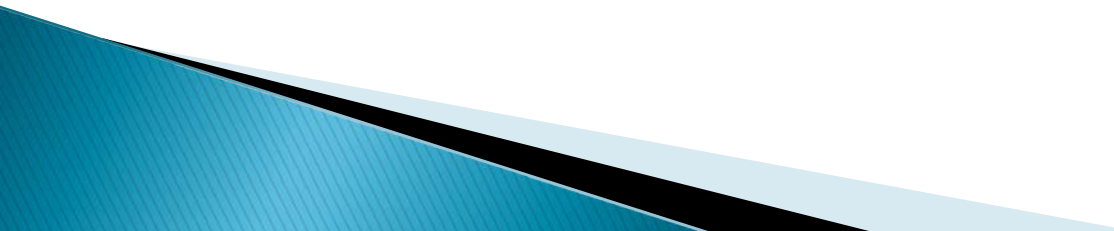
Common Principles

- ▶ Humanity
 - ▶ Impartiality
 - ▶ Neutrality
 - ▶ Independence
 - ▶ Volunteer Service
 - ▶ Unity
 - ▶ Universality
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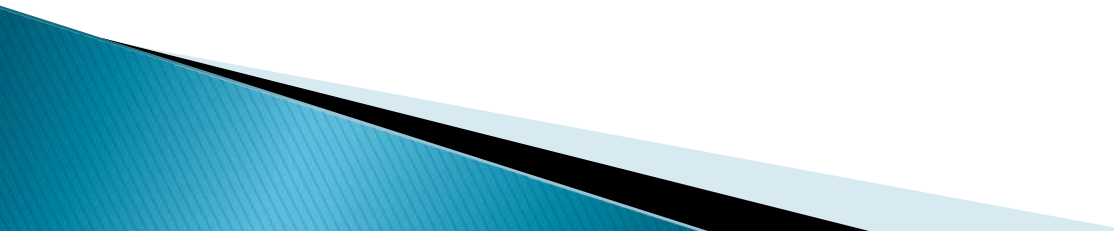
The Toolbox

- ▶ Teach what tools are available to the volunteers and how to use them
 - ▶ Use the tools or resources in the best way to accomplish the mission
 - ▶ Be flexible
 - ▶ Empower leaders to make decisions
 - ▶ Base decisions on the best interest of the client
 - ▶ We want it to be done, but done well
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Growing Volunteers

- ▶ Need to be needed
 - ▶ Need to be part of the greater good
 - ▶ Sum of the parts is greater than all the pieces
 - ▶ Being part of a solution
 - ▶ Being engaged
 - ▶ Constant training opportunities
 - ▶ Accountability
 - ▶ Acceptance
 - ▶ Matching individual's goals to those of the organization – improves their experiences
 - ▶ Finding leaders to place in leadership roles
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Conclusion

- ▶ Empower good leadership at all levels
Share communications often, probably more often than you think is necessary
 - ▶ Work together regularly and network volunteers
 - ▶ Have common principles
 - ▶ Let individual volunteers grow themselves and the organization
 - ▶ Be flexible with the tools and their use for the best outcome
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Denver CERT and American Red Cross



**American
Red Cross**



DENVER
EMERGENCY MANAGEMENT
& HOMELAND SECURITY

Population

▶ Denver's Service Area

- Denver, the largest city in Colorado, population of 619,968
- 23rd most populous city in the nation*
- Metro Denver's population exceeds 2.9 million people
- Over 100,000 People through Denver International Airport daily

▶ Red Cross's Service Area

- Colorado and Wyoming population approximately 6 million

* (U.S. Census Bureau, 2012)

Denver CERT Pool

- ▶ Over 4000 Individuals Trained in CERT
 - Many Professions, Trades and Technical Individuals
 - Different Cultures
 - Numerous Languages
 - Leaders of Faith Based and Civic Organizations
 - Government Employees
 - CERT Individuals from Cheyenne WY to Pueblo CO
From West KS to Park County CO.

Establishing Partnership

- ▶ Identifying Common Goals
 - Preparing Our Communities
 - Developing the Power of Volunteers
 - Developing Capabilities
 - Build Safer Communities
 - Ensuring Trained Individuals Nearby
 - To Help All People Affected by Disaster

Working Together

- ▶ Cross-Promoting Activities and Programs
- ▶ Cross-Training Staff and Volunteers
- ▶ Shared Instructors
- ▶ Exercising Together
- ▶ Shared Human Resource
- ▶ Emergency Communications (Denver ARES – Denver CERT)

Disaster Summer Camp

Disaster Ready Camp (Short Video)

https://www.youtube.com/watch?v=G2_16iis0yc

Disaster Ready Camp (More Detailed Video)

https://www.youtube.com/watch?v=q0_jk3x2k2Q

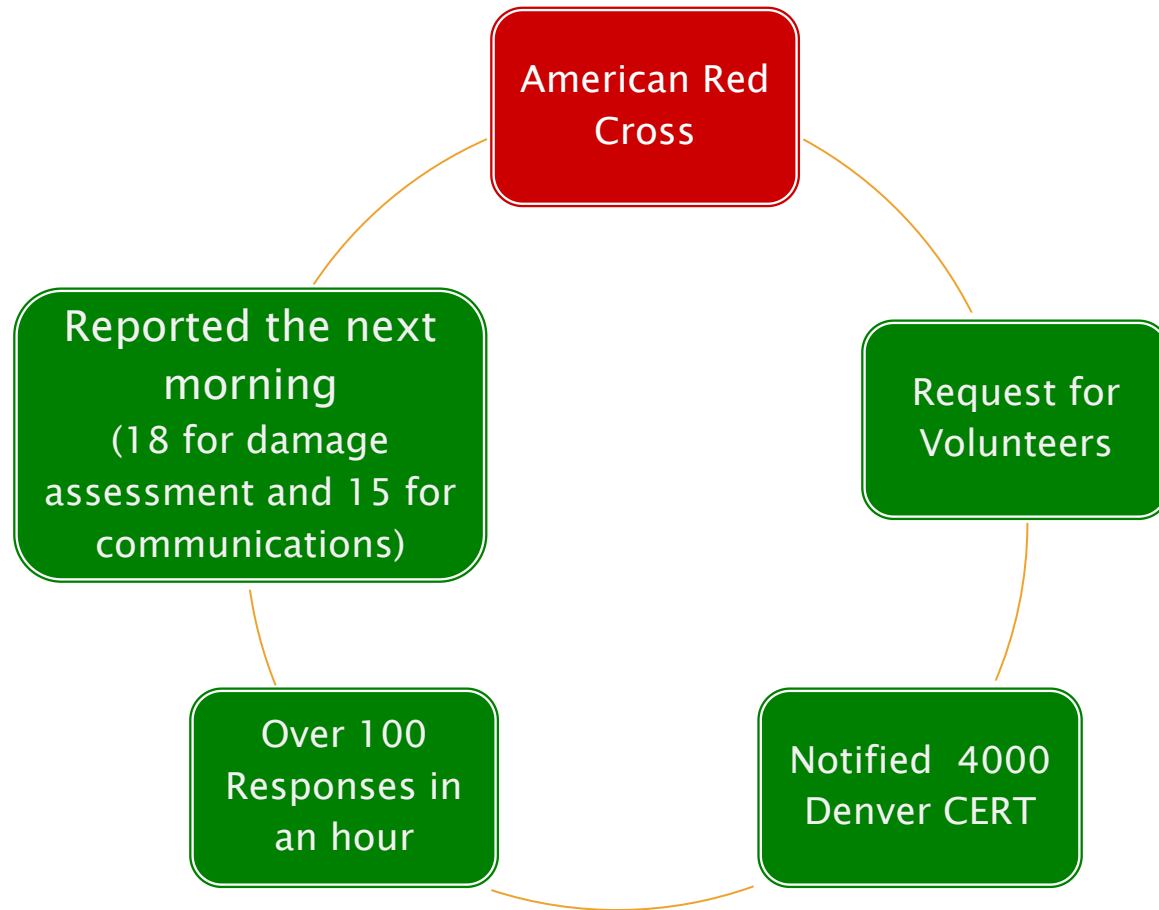


September 17, 2015

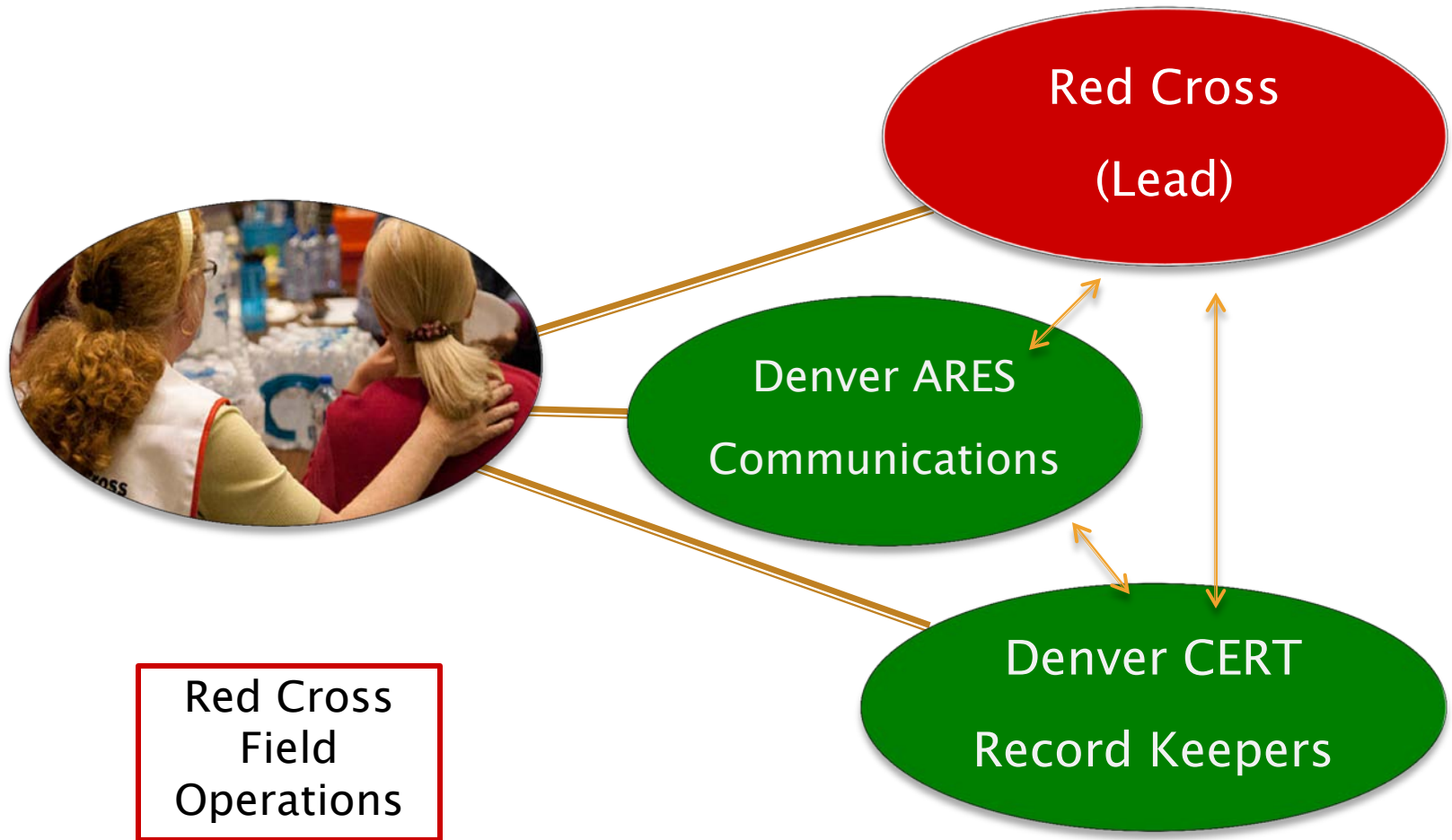
Disaster Ready Camp (DRC)

- Organizations That Made the DRC a Successful:
 - Denver's Office of Emergency Management and Homeland Security
 - Denver Parks and Recreation – Summer in the Park Program
 - American Red Cross
 - Denver CERT
 - Denver Fire Department
 - Denver Paramedics
 - Denver Police Department

Event – 2013 Colorado Floods



Event – 2013 Colorado Floods



In the Planning Stage

- ▶ Developing Local Shelter Staff
- ▶ Promote Response on Call (ROC)
- ▶ Deliver Home Fire Campaign (HFC)
- ▶ Staff Disaster Action Teams (DAT)
- ▶ Promote Life Safety Asset Protection (LSAP)
- ▶ Expand Relationships with Additional Organizations



**American
Red Cross**



DENVER
EMERGENCY MANAGEMENT
& HOMELAND SECURITY



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AMERICAN RED CROSS & DETROIT CERT

Partners in Disasters



American Red Cross
Michigan Region



DETROIT CERT TEAM ESTABLISHED

2005

Approximately 2,000 residents in Detroit and Metro Detroit area were CERT trained in preparation for the XL Superbowl Game, which was held in Detroit in 2006.

Today, more than 5,000 people have completed the Detroit CERT training program, including the Teen CERT program.



DETROIT CERT & AMERICAN RED CROSS JOIN FORCES



Over the last 11 months, the Southeast Michigan Chapter of the ARC has partnered with regional CERT teams including the Detroit CERT Team to install over 1,200 smoke detectors.

OTHER ARC & DETROIT CERT ACTIVITIES:

2014 Flood Declaration – Multi-Agency
Resource Centers.

Full-scale Overnight Evacuation &
Shelter Exercise.

Fires at Multi-Family Dwellings that require
temporary shelters.





DETROIT CERT IN ACTION

FOR MORE INFORMATION ON DETROIT CERT & RED CROSS PROGRAMS

▶ Detroit CERT
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▶ Mr. Herbert
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▶ Michigan Region
Red Cross Contact:

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Facilitated Q&A

