

## **CERT Outreach and Promotion Webinar Transcript**

### **March 10, 2016**

Good afternoon everyone, and thank you for joining the CERT Outreach and Promotion webinar. My name is Zola and before we begin, I have a couple of brief technical considerations to share with you. First, for all general attendees, just using your computer speakers for the audio, please turn the volume up on your computer speakers. Next, to reduce any background noise, I ask that the presenters or anyone calling in, please mute your computer speakers and ensure your phone is on mute when you are not speaking. All participants are free to type a question or comment in the Q&A pod at any time throughout the webinar. We will address them following the presentation. Without further ado, I would like to turn it over to Tyler Krska to get us started. Tyler?

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Thank you, Zola. Hello everyone and welcome to today's webinar on CERT Outreach and Promotion. My name is Tyler Krska and I am the new national CERT program lead. Many CERT programs can find it challenging to connect with their community through awareness of CERT and awareness for emergency preparedness. Today's webinar will feature several local programs that have developed creative ideas and practices, for connecting with their communities. During the presentation today, speakers will discuss their programs and how they increase awareness and conduct promotional activities. In addition to what worked, they will share any lessons learned from their previous experiences, improvements or changes they made over time, and any specific advices or insights for other programs that are looking for new and different ways to engage with their communities. We have a really excellent list of speakers today from Florida, Massachusetts, and Michigan. We have Ellen Seeley from the Cape Corral, Florida CERT Program, Kevin Mercier from Sturbridge, Massachusetts CERT Program, and Tim Tutak from the Farmington Hills Michigan Emergency Preparedness Commission. Once all our speakers have completed their presentations, there will be time for Q&A session. And after the Q&A session, we're going to have a brief survey. Please complete that before you sign out, it's really lets us know how well we're doing and how we can help better serve you with the webinar. And speaking of which, next slide. Here are some links to some recent webinars that we've done. You can find the recordings and transcripts of these webinars posted online in the ready.gov webinar library. And, today's webinar will also be recorded and posted online. With all that said, we're going ahead and get started with Ellen Seeley from Cape Coral. Ellen?

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Well, thank you, Tyler. Good afternoon, everyone. And, greetings from sunny Southwest Florida. My name is Ellen Seeley. I am the emergency management coordinator and CERT program manager of the City of Cape Coral Fire Department CERT program. Before I get too far into the presentation, I do want to give everyone who isn't aren't familiar an idea of where we are in Florida. As you can see on the slide, we're actually located in Southwest Florida. Cape Coral is a city of approximately 165,000 full time residents. We're about two hours south of Tampa and about one hour north of Miami. We're actually the largest city between Tampa and, I'm sorry navel, we're actually the largest city between Tampa and Miami. And zoom in a little closer, this is our little corner of Florida, we're actually on a peninsula. We're surrounded by water on three sides. And what you can't really see in this photo is that we have about 400 miles in the city of salt and fresh water canals. So, it's really a unique community if any of you have not heard of it before. Giving you some background on our program, our CERT program in Cape

Coral was established in 1997 by the former Fire Chief at that time. And it has and always been sponsored fully by the Cape Coral Fire Department. And now we're actually part of a fully functioning division of emergency management. All emergency services in Cape Coral are fully paid, full-time staff. All our fire departments and our police departments, and then our emergency medical services or ambulance transport services are all handled by Lee County. So far since 1997, we have held a total 52 classes over the course of that time which really averages out to about 2.8 classes per year. That means over 1,050 people have taken the course. And we have had some classes as small as seven students and as large as 35. We really prefer to have a nice manageable number of 20 to 25 students in a class. And a lot of you I'm sure are very familiar with this, pretty much a standard program from FEMA that we have offered for our program concept. We have historically offered the classes on Wednesday evenings. That seems to be convenient time for scheduling with people. And we actually have nine modules that we offered, of course the introduction, disaster preparedness, our fire suppression, light search and rescue, medical one, medical two, and we then had incorporated a CPR module. Our fire department here in Cape Coral has undertaken a community CPR program and this actually been a pretty nice fit for CERT, where after we put them through the two medical modules, we actually offer them a CPR certification, CPR/AED certification. And that has been really, really well received. We also do, we're also doing terrorism and weapons of mass destruction modules. The disaster psychology and CERT organization, we combined those into one module because they are both a little bit shorter on our time frame. And then for our graduation, we actually do a fire department apparatus display, which is also really well-received. It's something that actually showcased for all of our students, a lot of the different facets of the fire department that they don't see on a day-to-day basis and they really, really enjoy getting hands-on with the equipment and apparatus, and meeting with the firefighters and actually seen what all the pieces of different equipment and apparatus do and essentially what their tax dollars are going for. So, that's something they really, really enjoy participating in. Now in 2016, we have some new things in the works. What we're doing actually in our next course is eliminating CPR as a separate module, which happen over time by adding that module to our program for nine weeks which really take up a lot of time out of the course of the year. Essentially nine weeks by the time we get the class scheduled and have everything all taken care of, that is almost a quarter of the year. So by only offering that one class for every nine weeks over the course of a year that only allows me to do two or three, four classes per year. So, what we're planning on doing, is offering them CPR on their own time frame, because the fire department does do the ongoing community CPR modules, and those folks will be able to sign up for CPR on their own time and it won't actually take up a whole separate week for CERT. So we're not taking away the CPR offering. And by the way, we don't charge them for that. We're not taking that away. We're actually letting them take it on their own time. The other thing that I'm working doing is creating a compressed schedule so that we can complete the course in either two Fridays or two Saturdays or some other shorter time frame so that we're not making the course take 8 weeks in length. That is a long time commitment for people to commit. So, that is going to become a pilot program that we kick off a little bit later in the spring. We haven't scheduled it yet and I am working on that right now. There's the thing that we're going to do is offer the basic course to pre-existing groups. We have a lot of groups in the community who already get together on a regular basis. We have neighborhood groups. We have a lot of church-based groups. We have a lot of different social outreach organizations who are already getting together and this is the ideal opportunity to reach a large group of people at one time. One of the bigger ones in our community is the power

squadron. If any of you have heard of that, locally for us, it is a big group here because of our vast waterways. We have an awful lot of voters here in Southwest Florida. Additionally, we will be some periodic training or refresher training. And these will go from anywhere from a partial day to a full day for a couple of hours at a time. We've done animals in disasters where we actually had an actual first aid class for pets. I'm sure with everyone around the country, pets are a really big deal and everybody has to be able to take care of their pets before they do a lot of other things. So sometimes they'll put themselves at risk as long as their pets are taken care of first. So we do offer those classes which are very popular. Cars and canals, it sounds a little odd. But as I say earlier, we have several hundred miles of canal ways in Cape Coral. And, unfortunately, we do have a lot of cars every year and they go into the canals either its dark or people are driving carelessly or we have storms and the roads are little bit flooded. So this is a course that teaches people what to do if they are in a vehicle that enters a canal or also if they witness a vehicle that enters a canal. And it doesn't have to be just the canal. It could also be a pond or a lake or something like that. But, with Cape Coal, we do focus on the canals. So that's actually a very interesting class and very helpful to people. Generator safety, also with common sense, but with the number of tropical related storms that we have down here, people do lose power a lot, even in a regular summertime thunderstorm. And there are a lot of generators out there. And we know they are critically dangerous if not operated properly. So we do like to reinforce people with the proper operating safety of generator. We actually also have set up in April a medical and fire suppression skills refresher. This is the first time we're offering something like this. It's going to be on a Saturday from 8:00 a.m. until 2:00 p.m. We're joining forces with the local medical reserve team where they're coming out to teach our CERT students with medical refresher skills. They'll be able to rotate through stations over a few hours period, refresh them on their triage, on their bandaging on their patient assessment and, then of course, fire suppression. So, we're really looking forward to that. That will kind of be an exciting thing for us, as I said, we have never done that before. So again, this is sort of a trial. We also do offer an incident command system course to our CERT folk on a regular basis. We just kind of feel it is a natural progression for them to learn more about how the entire system works. And even though the 100, 200, 700, and 800 courses are available online, sometimes we do offer them in a classroom setting. And we find people get more out of those classes if they are able to interact with other students and instructors and they're more responsive to taking the class and showing an interest. Now for Cape Coral, the first bullet here actually doesn't sound very friendly when I say we're not currently team oriented. I don't mean that to not sound friendly as in we're not team players. But what I mean by that is we do not set our team or split our CERT folks up into teams. And really, the main reason for that so far has been, if you saw on our first slide or two the size of our city, we are really spread out. So we're not like other areas who have actual designated neighborhoods. People are all over the city without any real geographic boundaries or maybe gated home communities are things like that already create team locations. So we have not had a focus on teams. We actually don't currently deploy CERT with our first responders. That might sound crazy, but it's an issue of, as I said earlier, all of our first responders are full-time paid personnel. And I know in a lot of communities when you have volunteer first responders, the CERT folks are much needed additional assets. We are blessed with the resources that we have with our responders. Though a lot of our focus on CERT has been continuing their education, as I mention a little earlier and helping us out with these community outreach events. For example, our annual Fourth of July, the red white and blue celebration is a huge event every year and it brings about 70,000 people into downtown Cape Coral for our

fireworks display. And we have an annual fire department open house where our fire stations are opened up to the community and all of our CERT folks come out and help out the fire department by handing out outreach materials and, they help firefighters with touring the station and meeting and greeting all the residence that come through. We have the annual kid fest, we have ongoing hurricane season preparedness events. Those are big in Florida, pretty much starting April through May through, you know, through summertime where we're doing a lot of outreach on hurricanes and disaster preparedness. A lot of our CERT folks also actually help us here in our office. They provide a great deal of administrative support to us. We have our fronting reception area that's actually staffed by volunteers. They actually are the first line that people see when they come into the Fire Department headquarters. So that's, that is a really great opportunity for CERT to be here and be a part of our fire department administration. We also will use them to staff our call centers when we exasperate our emergency operation center, or the emergency call center. That is a call center that is not a 911 center; it's actually a hotline where residents will call in with a lot of different questions on things going on in the community based on what particular event is. And so our CERT members are here to help offset the staff who might have limited hours to do that. And they'll come out and help us as well when we do some of our speaking engagements and training here in the operation center. CERT is an amazing asset in that regard. Currently we have in the works is one of the biggest things that I'm working on developing a steering committee. This has never been done here before and now the program has gone on long enough that it's a little stale, so we're looking at other outreach ways to advancing and grow the program. So, the belief is that if we develop a steering committee that is led by the CERT members themselves and give them more say in how the program is going to work in the future, we're actually going to be able to expand the program much greater level than we have in the past. We're planning on having a chairman of the committee and then breaking that group up into teams, where the administrative team will handle, as I mentioned, the things in our front office that are going on a regular basis, our program development to make sure our topics are current when we're teaching the class and we're up-to-date with all the curriculum. Our public outreach team will oversee all the events and activities that we go to and attend out in the community where we are actually setting up our CERT booth and reaching out to people to either, come and join the CERT class, or teaching them about preparedness on different disasters. The continuing education and training team will be the group that work on all the courses that I talked about such as the generator safety, the ICS classes, the pet first aid, and so forth. Social media is something that we're working on doing in terms of developing an online registration system for our CERT classes. Currently we don't do that. Currently, everything is done via email and over the phone or in person, and that actually is a lot more cumbersome. So we're looking at streamlining that where we can develop online registration as well as a Facebook, or, rather a website for them along with the Fire Department website page. And then, an emergency activation team, and one thing we're fortunate about in that area is that considering that we do live in Florida though, we do have few emergency activations. And I should knock on wood by saying that, but we do have a group who are trained to be shelter volunteers or POD, point of distribution, volunteers. So those are the folks that would be trained on an ongoing basis to be available should an actual activation occur. Additionally, we're working on completing our CERT program manual. And basically will be our rules and regulations, so to speak, our guidelines, our expectations of the CERT volunteers and their expectations of us. As such, we are transitioning to online registration for the classes as well as development of that CERT website. We're not looking to create an entirely separate website but different rather is what our

Fire Department website since we are under the fire department umbrella. Also, what we have not done is establish a training schedule far in advance, specifically the training schedule that are set up on a reactionary basis. When we have enough people who call in and request a class, then we schedule a class. So what we'll do in the future is actually establish that set schedule about a year in advance and then fill in the spots. I think that will be a lot more effective so that we can get more people through the class and have more flexibility and offering them different dates and times with availability. We'll also continue to credential new instructors that is, then something that has been holding us back a little bit. We've, historically work with our fire department personnel to be instructors and that's been limiting because we work with their schedule, which, and a lot of you know, they work one day on and two days off, and have a lot of, you know, different schedule conflicts going on. So that inhibited us in term of how frequently we've been able to offer the class by bringing in new instructors who are additional firefighters as well as some of our CERT volunteers. We're actually going to be able to expand our offerings and we'll just held in early February, we did just hold a train a trainer course here at our Cape Coral EOC as well as a program manager course. So, we do have new instructors now that we will be able to utilize which is terrific. And that in turn all result in being able to expand in the number of classes that we offer every year. As I said, between the standard 8 weeks evening class as well as our condensed or compressed schedule, we're hoping that we'll be able to bring a lot more people through the class. So for outreach, when we try to get people into the class. We've been really lucky, we actually haven't had to go out and do any hard selling or hard soliciting. A lot of how we have received students in the class is simply word-of-mouth. People come through the course and they just really enjoy it. Whatever particular part of the course that is that hits them that they really like, and they're talking to their family, and their neighbors, and their friends and then they'll call us and they want to take the class as well. So that, honestly, been the biggest way that we have reached so many students coming through the class. We actually do a lot of event that relate to community outreach where we have CERT booth set up and people will sign up if they're interested there and then we will follow up with them as to when our next courses is going to be. Facebook as well, we don't have a CERT Facebook page, but the fire department does have a CERT Facebook page and if anyone is interested, Cape Coral Fire Department, you can take a look at that. Every so often we will do CERT updates on there. In fact, we are getting ready to do one for our next CERT class starting in April so that will be put out on Facebook. And we have a great following for the fire Department and certainly when CERT is mention as well, that gets some attention out there. And then a couple of our management staff do a lot of speaking at civic organizations, a lot of different meetings throughout the course of the year and that's where they will also talk about the CERT program. They will be able to really reach a lot of people, a wide audience, and then people will call us and want to sign up. So really for us, it's been a simple promotion effort. We've been blessed with that, with all the response we get from people. We haven't had to drum up business so to speak for classes. Typically, the other way around, we have a long waiting list and we're struggling more to get the class set up and offered. So we're working, as I said earlier, on different ways to do that so that we can make a lot more courses available at different times and hopefully, you know, have a smooth transition into doing that. And I think that's all I have. If anyone has any questions, I think we're doing that at the end, but I appreciate your time and thank you all for being here this afternoon. Tyler?

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Awesome. Thank you so much, Ellen. Our next speaker now going to be Kevin Mercier from Sturbridge, Massachusetts CERT Program. Kevin, take it away.

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Thank you, Tyler. And Ellen and Tim who is also presenting. Ellen that was a really good job. We're taking some notes down. And we actually got some pretty good ideas from you as well. Yea, Sturbridge CERT. We have about 25 active members. We did have a CERT program that I don't think, we as a town, or as a Police Department, and as a function of emergency management took very good care of it. It was one of those things that we did to check the box kind of thing. Yea, we have a CERT program and we really never relied on them. Being from New England, you know, we are not vulnerable to the earthquakes and hurricanes and things that Ellen certainly deals with in Florida. But on June 1, 2011, the town of Sturbridge and some of western Massachusetts and central Massachusetts was actually struck by a tornado. That was pretty devastating, property damage wise. There was a fatal tornado, from a town next to us. There were no power and if something like that and we're a small town, you can imagine we get overwhelmed pretty quickly. I was the dayshift Sergeant that day. I remember walking out and reading the roll call book, heard the hurricane warning and kind of put an asterisk, excuse me, a tornado warning, just putting an asterisk next to that. And then around 4 o'clock or so, I was called from home that Sturbridge was hit by a tornado. I think for the entire town that day, there were three police officers, two firefighters on duty, and one dispatch. So after June 1, 2011, an officer came to us and we recognize there were some failures there and we've been dedicated ever since to having a high quality first rate CERT program. With me today is one of the members of our CERT, our team leader, for lack of a better term or franchise, he may chime in too, but he is sitting here with me today. So the town of Sturbridge, we're unique. We're a member of a regional emergency planning, infinite committee, Tri-EPIC. And we also have our own local emergency planning incident committee. Tri-EPIC was formed after September 11, 2001 and that makes up six communities. Sturbridge is the smallest of the six, but we have a population of about 9,400. And then we partner and that Tri-EPIC with Southbridge about 16,000 people, Dudley 11,000, the town of Webster another 16,000, the town of Oxford close to 14,000, and the town of Charlton just over 15,000. And part of that group is the Harrington Memorial Hospital where serves those six towns. So we recruit and we train, it's a cooperative effort between the Tri-EPIC communities, the way the town of Sturbridge will recruit CERT members will be through local media, publications, Sturbridge News, The Times, Town Comments, and The Villager. Those are all local newspapers. We'll advertise on local cable, access television. We'll use the Police Department verbal message board, we put that out on mainstream and then also through social media, Twitter, Facebook. Current CERT members' word-of-mouth, they'll go out and recruit as well. We recruit through public events. Due to our combined resources and partners, we've partnered with MEMA and FEMA. We do have CERT instructors readily available at classroom locations. We'll use different town's municipal buildings, police and fire stations, public libraries. We don't have problem for classroom space or instructors. We're primarily funded through MEMA and FEMA grants. And through those grants we've gotten flash lights, three season winter coats, first aid kits and different things to help equip our CERT members. In 2012, those six towns graduated 28 CERT graduates. In 2013, another 30 CERT graduates. And in 2015, there is another 28 graduates. Like I said earlier, Sturbridge has approximately 25 very active members. Within Sturbridge CERT, we have a standard operating procedure or procedure guidelines that we'll use. And our mission is the Sturbridge CERT program transit maintains a community base volunteer team that will inform and educate their neighbors on disaster preparedness, response to emergencies where professional emergency personnel require additional resources, and assist the public safety

agencies and community organizations with public events where additional resources are needed. We operated under a CERT standard operating procedure or SOP. All our membership has to pass a criminal offender record information, and obviously CERT basic training. To be an active member, you need to participate in training, attend quarterly meetings, and actually because we have so much interests, quarterly meetings are now every other month. We have bi-monthly meetings and they have to volunteer for deployment. So it's not enough to say that you are a member of CERT, but you have to show it by giving time back to the program. The town of Sturbridge Emergency Management Director runs CERT. In the town of Sturbridge, the Emergency Management Director is also the chief of police, my chief. So, he's very active with emergency management functions. We have a CERT program leader. He's elected to a position with a two-year term, this is something we're, we just recently incorporated and at our next meeting, which is this month, we'll probably be electing that position. His responsibilities to communicate with the Emergency Management Director and the Sturbridge Police Department. He'll run the quarterly meetings, provide the metrics, and manages operational efforts of the team. And we'll have a CERT supervisor, who's actually the backup to the CERT Program Manager. He maintains the standard operating procedure. We have, I have education and training committee. We also have other committee that I didn't list. We have media committee that does the website. They'll do blogs and tweets on our CERT Twitter. We have a budget and finance committee which helps establish a budget. This is the first year actually that CERT started has gone to the town to formally request funds from the general fund to help fund our program. We also have a training committee and an equipment committee which makes recommendations into what kind of equipment we need or additional equipment that isn't provided by the Massachusetts Emergency Management Agency. They're responsible for all our equipment. They'll track the inventory. They'll seek out new and improved equipment and ensure equipment has not expired. The metrics and reporting will track the operational and training hours, issue quarterly reports, summarize all deployments, all training utilization, they'll set goals and operations, they'll look at operations that need improvement, look at the membership status to ensure that we're getting the time back from the members, and they'll assist with the budget summary. Sturbridge CERT, we activate them through the town is Sturbridge code red system. That's an automatic telephone notification, it goes out through text, telephone, and email. And that's done through the emergency 911 center at the Sturbridge Public Safety building. So we track our hours just to show the town what we're doing and show the town how much of a benefit Sturbridge CERT is to the town for the selectmen and the town manager. I think it is good to track and not just guess when you go into meetings. In 2012, Sturbridge members donated 357 hours. We went up to 458 hours in 2013, 2014 it went to 571 hours. And then last year, 2015, Sturbridge CERT members donated 760 hours to the town Sturbridge and surrounding communities. Some of those hours come from the quarterly meeting that they attend. In Massachusetts, we have what is called the Pan mass challenge. That's a two-day cycling event, brings approximately 4000 cyclists to Sturbridge. In the past, Senator, U. S. Senator John Kerry and U. S. Senator Scott Brown have ridden in this red sox, wives, Bruin's wives, and different local celebrities all ride in this. We activate Sturbridge CERT for this program and two of the things we worried about is having several thousand people out in the open with thunderstorms, the, where it takes off is right on a lake. It's very crowded and tight in there. And then obviously, after the marathon bombings in Boston, we actually use CERT for extra eyes and ears cause you can imagine all these cyclists, there's backpacks and water bottles and things everywhere. So we do a lot for security behind the scenes and we utilize CERT

members as extra eyes and ears. They come to roll call with us, they'll sit down with the SWAT teams. We have extra canine that come in for bomb sniffing purposes and things like that. CERT plays an integral part of that event. We do CPR training as well and first responder training that is budgeted through the Sturbridge Police Department. The, EMD, or chief of police will have on staff trainers train our CERT members. We continue to do fire suppression training using a live burn ban with live fire, fire extinguisher familiarization. During hurricane Sandy, which probably wasn't quite as bad as what Ellen experienced in Florida. They'll sit in on the emergency operations center, couple members. And we have all the CERT members be paged out and they'll come back with standby time that they would be available if they were needed. By 2013, there were something that we have CERT response to, again, quarterly meetings, again something Florida does not need to worry about: blizzard Nemo. We have the winter storms, we'll have the governor declared no traveling at all. I believe Sturbridge Nemo was without power for several days. Again, we have one of the largest living outdoor museums in New England called the old Sturbridge Village. They do a fireworks program that brings in several thousand to four thousand people again into a very tight space. They'll facilitate with the traffic on that and also, again, extra eyes and ears at the, at the gate as people come through. Again, they are deployed for the Pan mass challenge. We have members participate in the Logan Airport disaster drill. We conducted firefighter rehab training and also held radio communication classes. 2013, we had the CERT graduation. They were voluntary support with traffic and assisting in graduation. We use them at traffic posts for the boots and bluegrass Festival on the town's common, trained in crowd and traffic management training. They also take ICS courses such as ICS 100 and ICS 700. They assisted with Southbridge, the next town over, with Police Cops n Kids Car Show. And we also make our CERT members complete Massachusetts conflict of interest law. It is a course they take online that municipal employees need to take in Massachusetts. In 2014, again, the fireworks, the Pan mass challenge, our members sought out search and rescue training. We have, Sturbridge lots of trails, open spaces. The town has about 800 acres of hiking trails in town. We thought that was a need that needed to be filled that they could help us with that. They've done ice rescue training with our Fire Department. Sturbridge CERT members attended the MEMA Statewide Conference which was a two days events. Again, they participated and assisted the fire department in live fire drill training. And like Florida, they assisted the fire department in open house. The open house was held in 2014. They did additional training, trail training, CPR refresher. Our members, through the American Red Cross, did shelter management. They continued in firefighting rehab training. We tour the Massachusetts Emergency Management bunkers, tour headquarters in Framingham, and we do additional first responder training. That would train just beyond CPR, so we have certified first responders as our members. They assist with 5K races. They have attended the MEMA quarterly meetings. And we had them deployed at structure fires where they have taken up traffic posts to assist first responders. In 2015, again, blizzard Juno. They had come out and been on standby activation. They continued CPR training. They attended grant writing and information sessions through MEMA, Massachusetts Emergency Management Agency. They conducted Tri-EPIC drills where we're doing beyond tabletop exercises that the Tri-EPIC group I spoke about earlier. They were activated for a missing person search when the control points and scene access when we did had a missing person in summer 2015. We paged them out and we had several members respond and assist in that call out. So why Sturbridge CERT works? Like I started at the beginning, the lessons learned, the June 2011 tornado. Sturbridge CERT team was checked the box. We had one but we didn't take care of that team the way we should have. We have very,

many very dedicated members. They own the CERT and their community. They have a very, very strong desire to train and self-promote Facebook, Twitter. We have a website. We make presentations to the board of selectmen of who we are and what we do. We assist the national preparedness month event in September. Again, we assist the Sturbridge Fire Department with their open house, live fire suppression demonstrations. We just recently started a webpage called [certsturbridge.org](http://certsturbridge.org). This is an interactive website for the CERT members on the team and the community. We have quite a few links on there to emergency preparedness information. We'll be marching in the 2016 Memorial Day parade. That's a well-attended community event. It'll be high visibility for CERT to be seen throughout the community. Just to put a little bit of a dollar value on the services using volunteer money from Massachusetts. Since 2012, CERT volunteered close to \$10,000, which is invaluable to small towns with a tight budget and times that we have. In 2014, their entire amount is to almost \$15,500. So what is next for Sturbridge CERT? We're going to continue to recruit. We're going to continue to train. We're going to promote CERT. We will deliver excellent services. And we are formally requesting, again, funding from the town of Sturbridge. That, that was brief. That's all I have. I understand questions will be at the end. I appreciate the time to present. Thank you.

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Alright, thanks so much, Kevin. That was really great. And our next speaker is now going to be Tim Tutak from the Farmington Hills Michigan Emergency Preparedness Commission. Tim, it's all yours.

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Thank you, Tyler. Hello there to all. I just wanted to introduce myself. I am, as you heard, Tim Tutak, Vice Chair of our Emergency Preparedness Commission. And our focus is really on our community. Our community is a 6 square mile community and made up of two cities. The city of Farmington can be seen down in the lower center over there, it's the gray out area, which is actually the first town over here. The rest of it was a Township and 40 years ago, it was incorporated as a city. We still look at in Farmington Hills as the city of Farmington being our downtown area, basically the commercial area for the city, although a lot of businesses have sprouted up throughout the place. We, our mission statement is basically just to help ensure that residents and business owners have the information, education, and skills necessary to protect themselves in a disaster or, and day-to-day functions as they live in the city and work in the city over here. And we take that very seriously. We, our current structure is made up of 17 members, mostly concerned citizen volunteers. We rely very strongly on the input from these volunteers. We do include two members from our mayors youth council and the local hospital. And we have one city councilmember who is one of the founding fathers of our EPC. And he's still with us. He was recently just elected to the Mayor position here in Farmington Hills. And then we're supplemented by the first responders, but they're acting primarily in a region, I'm sorry, a liaison, a lead assigned role with us. We gather information and we, as citizen corps members, then feedback to them our concerns about how the city is operating. I just want to touch on a lot of our offerings over here. We do offer a number of seminars and programs over here. These commissioners have their own interests and passions that they tend to grab onto each of these things and they'll take the lead in presenting this information. Five years ago, we began offering a six-week preparedness seminar to the community. More than 182 have completed this series. The course is actually based on the CERT basic training class. So we presented that over a period of time and we just finished one up last night. We had a total of 39 people finish the class, all the sessions. We started with a class of 96 people. Part of the problem was that we run it over a six-

week period. And a lot of folks, as Ellen mentioned earlier, have difficulty trying to complete it. But we do keep attendance records and we offer them a chance to come back and complete the session that they missed at a later date. We'll be doing that over the next couple of months over here. We use that as a basis for our CERT program. Additionally, we do presentations to senior citizens. We try to focus on their needs, their specific needs. It is primarily based on the IS 22 course that FEMA has offered. We'll presenting one of those next week Monday. I think we have 33 folks enrolled in that class. That's in conjunction with our senior program that's offered in the cities. Again, we work cooperatively with all cities over here jointly on a lot of these programs because we find it much easier to do and utilizing the input of all 100,000 folks. I have done five presentations to the deaf community and found that extremely interesting. The deaf community is extremely unaware of what to do in the event of emergency. Fortunately, I had some excellent interpreters over here and we had a great discussions back and forth with the interpreter. I plan to do some more of these from time to time. And one of the things that we're going to be doing is partnering with Wayne State University and the Michigan Department of Health and Human Services in presenting a preparedness program for caregivers. Fortunately, we have some people, just are in need of care and can't really understand all the needs that they might have in the event of an emergency. Often the caregivers don't have that. So we're going to be partnering with the Wayne State in trying to contact some of these folks and get the word out to them. One of our ongoing programs has been a women's self-defense class. Over the years, we have had 1600 women take this class. It's about a 2.5 hour class and these women get some basic instruction on how they can defend themselves if they should become attacked at some point. This is the only class that we charge a fee for. A fee of eight dollars is collected from them and is donated to a women's shelter and also the YMCA in the area here. And to date, we amounted, we provided, 15,000, \$15,600 to these two organizations. CPR and first aid has been an issue with the commission. And we partnered with our fire department over years in offering CPR classes. The classes are staffed by firefighter volunteers. In Farmington Hills, we have a paid on-call system and we utilize these volunteers to assist. Last year, more than 150 persons were trained in CPR classes. An additional 126 people were attended demonstrations of hands on only CPR. We're very proud of that. We found that Farmington Hills, out of hospital recovery rate, is four times the national average. So we're pushing harder and harder toward the training and this fall, the Farmington public schools will be offering CPR as part of the health education program for all ninth graders. Other offerings, Ellen mentioned earlier, pets. Pets are, a former pet owner and pets are very much a part of the family. Following Katrina and several other disasters, we've seen cases where pets had to be left behind or weren't cared for properly or loss. So one of our member decided to contact a local veterinarian who put together a program on how to prepare your pet and care for your pet prior to a disaster. They had a better success rate than staying with you. Another commissioner is very active with the neighborhood watch program and with our police department here in both cities. And also, he's a regional contact with our regional corps program here in Southeast Michigan. We offer a speakers bureau. We end up doing probably two or three events a month to subdivisions and other social groups. One that we started two years ago was the monthly newsletter. We collected email addresses from all of our students and all of the classes that we had from over years. And currently, now we have this monthly newsletter going out to 1059 persons in many of those are forwarding to the information line. I get probably three or four emails a week regarding information that is in the newsletter. And it was real easy to put together because many of you know, you're going to be seen things from time to time in the FEMA publications and emails that come across, all have very interesting and informational

topics. And we also focus on the Do One Thing program. The Do One Thing is a monthly program that if you follow each of the steps in the Do One Thing program, you'll have yourself and your family a very well-planned document to follow you through any disaster that may occur. We also have done various meet and greets at various events in our cities. Promotion methods, we have a public information coordinator here in Farmington Hills who does an excellent job. All we have to do is give her a draft of what we would like to say and do, and she'll put together a very good package press release. That comes out on a city list serve. The list serve is designed for persons to get information about certain topics regarding the city operation and events. There's probably seven categories over there that they can select. But they have to manually go in and ask for that. And that's why I chose not to use that for our newsletter. I'd rather have the direct contacts. So, in our presentation, we ask for their information and if they would like to subscribe to it, we get their email that way. We do have a website on the city server. We have done radio and TV interviews. We use newspapers. My greatest success was with a local newspaper that comes to every address in the city. It's a free newspaper. One of the writers for that newspaper has done an excellent job in promoting our activities and I'll help her out by feeding her information for her possible stories that are coming up. And I talked about the newsletter. So, I think I will turn it back over to you Tyler and let you proceed.

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Alright. That was great, Tim. Thank you very much. Thank you to all of our presenters. That was amazing. So, right now I would like to bring your attention to the documents tab right there on the bottom left that you can find the master slide show for today's presentation. And also, right next to that, the web links, the first link will take you to our CERT webinar library that has all of the past webinars for CERT. There is also the CERT volunteer engagement webinar. That's a direct link to the last webinar that was in December. And finally, something I'm very excited about, this link, the FEMA ICP award. That is for the FEMA Individual Community Preparedness Award page, this is a yearly award that we sent out. And for this particular audience, the category that I think would fit pretty well is outstanding community emergency response team initiatives. That's just one category. I think there's something like 12 or 13. So please, I really encourage you to go and look at that and see if maybe a program in your area can qualify for one of these awards. The application period is all the way through Monday, March 28th. That is the deadline. And winners will be announced this fall. Alright. And with that, I am going to turn it over to Tabitha Dove who is going to go over our Q&A session. Tabitha.

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Thanks Tyler and good afternoon, everyone. Please feel free to continue typing questions in the Q&A pod now that we are done with all the presentations. And also, give us a quick minute to address any questions that we already have come in. And then we will continue to address the questions that you type in after we address the questions that we already have. Tyler?

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Alright, great. So we're going to go ahead and get started with a couple of our questions that we already have in our Que. So firstly, for Ellen, someone asked where they can get a copy for the course training for cars and canals and generator safety.

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Well, what I would be happy to do is provide what I do have via email. A lot of it is, honestly, not on a document. It's actually the individual instructors who come up and do this. The cars and canal is an interactive class where we actually take the people outside. We actually have a plastic pop up car that was built, it's a PCP car. And we actually let the people get in and out of that

vehicle. So, it's a log of hands-on, it's pretty cool. But we don't do it in the water, we do on the ground. But I do have a brochure on that course. And then the generator safety is really modeled more after the national guidelines and generator safety. I can't say that I have an actual program guide or manual, but I'll certainly be happy to look for something and send it out to whomever is interested.

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Yea, that's great. We'll keep track of who is interested in that and we'll make sure to connect you guys.

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Great, thank you.

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Alright, our next question was for any of the presenters. Someone said we would love to offer CERT to other groups in the community but the financial burden of purchasing the backpacks has kept us from it. How does everyone else deal with the budgeting issue?

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So for Sturbridge, a lot of that is provided through the Massachusetts Emergency Management Agency. And then in addition, when we do a class, we'll do it with the other five communities that are a part of our regional Tri-EPIC. And a lot of the emergency management directors will dedicate money out of their budget to go ahead and purchase that equipment. But if we don't get it through grants or if it didn't sponsored by MEMA, we'll take it through the emergency management budget.

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For Cape Coral, historically we would give the CERT grant to purchase the backpacks, but what we have done and got away from giving them out to everyone. Because we found that basically, they were sitting in people's closets or the trunk of their cars. And they're pretty expensive. So we are basically a lot more exclusive now of when we give those out. We typically wait until we have an activation because for the most part, those are items that they can provide themselves. We're already giving them the class for free and the CPR for free. So we will actually show them a kit and basically let them know that this is how you can get one started. But we're not giving them out to everyone anymore. It really is a heavy financial burden.

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I'm afraid I'm going to have to agree with Ellen. Because we are just about out of them right now, especially with this last class that we've done. So I think in the future, it's going to be just the class alone.

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Alright, great. To go along with that, a second question that dealt into quite nicely. Do any of charge a class fee for CERT basic training? And do you provide any gear that your students keep after the course after completion? And I know you just said, Ellen and Tim that you don't issue it. Is there any smaller items that you offer then?

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We actually give them T-shirts. We do give everyone a CERT T-shirt. And then also, if they do become a volunteer with us, we'll actually issue them an ID badge. But we won't do that unless they are committing to volunteer with us. But anyone that goes to the class will get a T-shirt. Actually, we also do not give out the student manual anymore because those are available online. And again, those goes home and sit on someone's bookshelf somewhere and that's awfully a lot of paperwork. It's a waste of paper to just sit on someone's shelf. So, we have had it where we

have a classroom manual where people can borrow the manual during class and return it at the end of class. But even that, we don't really do anymore. We also can provide it for them on a flash drive. Sometimes we will purchase flash drives. But since everything is available online, we actually direct them to the website.

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For Sturbridge CERT, they get the backpacks and all the equipment through the class. We do not charge for the class. Almost everything that they get is free. We get grant from MEMA and FEMA come down, come out. And that is for Citizen Corps' money. We'll, we have purchased headlamps. We have purchased three season jackets, ball caps and things like that. And then we have volunteers where all our CERT members are credentialed and badges are issued. Identification badges which is a photograph and it's on a CERT lanyard. So when they are activated, they'll have that identification through the emergency management director a photo ID that will state the name of town Sturbridge CERT Team.

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Several years ago Michigan developed a standard ID tag. That has been issued primarily through the local emergency management offices. As far as the other equipment, aside from the backpacks have been issued in the past, nothing else.

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Alright, great. Our next question is for Kevin. Someone asked if they can get a copy of the Sturbridge CERT standard operating practices and the CERT budget for your community.

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So the standard operating procedure that we use, that's a working document. And that is something that I could email if they wanted to take my email address down and email me, I can email that to them. And the budget went directly to the emergency management director. And again, this is the first year that we're officially requesting funds from the town. So I would have to see if I can get a copy of that from the town hall or the emergency management director. I don't know if I've access to that. I may be able to get that to you. But if I can give my email address, would that work for that person who is requesting that stuff?

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Alright, great. And the contact information for the presenter should be in the PowerPoint. They pull that from there. A follow-up question for you, Kevin. What is the credentialing process for Sturbridge that mentioned in your presentation?

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They undergo a CORI check which is a criminal offender record information to make sure that they don't have criminal records. And as part of the credentialing, we photograph every member, we put that on a laminated ID card with their picture photograph. And that's signed by the emergency management director with an expiration date on the back. They have to be re-credentialed every few years to show that they are still an active member of CERT.

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Cool. Our next question is for all three of you. What kind of software tools do you use to track members?

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I'd like to hear the answer too, here in Cape Coral, I have not found something reliable. We actually currently have a database on Microsoft Excel. We did try a program one-time a few years ago but it actually required too much participation from the CERT members themselves to enter information. And that was not reliable. So, right now it is Microsoft Excel for us.

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I will concur with that here in Michigan. I use the Excel program a lot for my databases.

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At Sturbridge, we use Excel too. And the team leaders of CERT entered that, all that information and they forward that to me and the emergency management director. That's how we track hours that we've. We also have a laptop or tablet that we use as well.

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Alright, our next question is for everyone again. What is the age range that you see for your active members in your CERT teams?

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For Cape Coral in Florida it has actually gotten a little younger. I would say we are in the mid-60s right now. That's part of the reasons we're trying to offer down the road a variety of schedules because we are finding more and more working people interested in taking the class but scheduling is difficult. So our average age is getting a little bit younger.

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I would say in Michigan here, my experience is probably in the 50s. Probably about 20% under 40 years of age.

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In Sturbridge, we're not very young either. I don't think we have anyone younger than 40. Right now on our team, maybe one or two. But that's something we know to keep the program going, we're going to have to recruit younger people. Two of our members, CERT team members, just went through the basic instructor course. And it's something we will discuss and try to activate and train a Teen CERT here in Sturbridge to get some younger people involved.

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That is great. I love Teen CERT. Our next question is again for everybody. How do you deal with issues arising from lack of activities for CERT and how do you keep your CERT members engaged?

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That is where we tried to go with outreach and public speaking. There's various presentation. We try and if somebody has an idea and it sounds fairly reasonable, we'll let them run with it and see if they can develop something to keep the interest of the group and also to help us keep our operations up.

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And Cape Coral we don't have a big problem with that because I think we are lucky with the weather that we have. People are lucky to be outside the entire year so there are always activities going on in the communities that people can volunteer for. And they don't have to volunteer just for events that we're supporting. They will actually get involved in some of the other departments within the city, like our Police Department or our Parks and Recreation department or other agencies that are having events. They know that we have a large comrade of CERT folks. They'll ask us if we have people available to help them out with an event. So between that and the continued education, we really do keep them active. And then also, I sent out emails on a regular basis with updates.

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So for Sturbridge CERT, I'm going to hand that question over to this Dick La-Franchise, who is the CERT team leader. Dick can speak to that for us.

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Good afternoon. I'm Dick La-Franchise. Back in 2012 when Kevin and I re-invigorated the CERT team, one of the things that collectively we've agreed on was that we needed to have quarterly meetings. We also have members that were willing to do a newsletter. And it has grown from there. This year we're actually going to meet bi-monthly meetings and out of the newsletter was developed a website. So that we can do blogs and bring things more in a timely fashion. It does take some work. And I know Kevin has, he has his busy schedule and I have an opportunity to have some free time. So I'll work the agenda for the meeting. I'll send the agenda out, a draft agenda out about a week before the meeting, ask for any inputs, we always get input from the team. We have on average 18 to 22 people attend the meeting on a regular basis. And this year, we're going to put additional meet in the agenda, meaning each committee will take ownership for part of a meeting. We're going to do some short-term training during that. And we tried to keep the meetings somewhere in place between one and a half at no greater than two hours.

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Alright, awesome. And I would also like to tag on to this question. As luck would have it, we just did a webinar on volunteer engagement. If you look at the web link pod right there at the bottom, you can see a direct link to that webinar. You can download that and listen to it and look at it, and it specifically deals with this issue. So now, another question for everybody. How do other CERT pay for and request background checks and what level of checks do they do?

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So for Sturbridge, we'll do the background checks through the Tri-EPIC and again that's the assistant criminal offender record check to make sure that there's nothing that would raise of concerns and allowing people to come into people homes and work side-by-side with public safety. The cost of those checks are absorbed through the Tri-EPIC budget and the emergency management director's. So it's really not, not that high of a cost to pay. You certainly don't want people with crimes and stealing and crimes against children and things like that. We'll run an in-house records check. We'll check with other local PD's in-house records. And they all have to pass the quarries.

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Sturbridge have a similar program. And part of that is that there is no charge for the background checks for volunteer organizations.

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Hours are also run through our Police Department, and it's actually just change over for our volunteers to where they are fingerprint check as opposed to actual, you know, paperwork. I'll be honest with you. I haven't gone through that process yet, so I don't have a lot of details on how expensive it is.

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Alright, thanks guys. We just got a couple more questions here. This question is specifically for Tim. The Do One Thing program, is that based on a certain event or is it just for general preparedness?

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Ah yes, it's based on general preparedness. It's very easy to look at the website. It's dothe1thing.com. And you can take a look at it, select your month and see all the activities over there. It is a step-by-step program. I know many communities have used calendars in the past. Calendars are awful expensive to publicize and people don't use them all that frequently. But at least with this newsletter that I put out, it's a reminder to go to do one thing and find the activity that usually less than an hour in length and less than \$25 in costs.

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Thanks Tim. Another question we have for everybody. What type of insurance do you have? And who pays for or how is it paid for?

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In Cape Coral, we have a staff, a city staff of over 1,200 people and the other department in the city also have a fairly large volunteer base. So anybody who is considered a volunteer in the city as covered with our Workmen's Comp. insurance. So that's actually not a separate cost that is handed down to the CERT program.

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Also in Sturbridge, when they are activated, if they are working official activation, they would be covered under the Town's insurance.

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Michigan has a similar law.

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Great. This question is for Ellen. This person said, I like your approach to the steering committee and working groups. How many people are needed to staff these groups and are you confident of getting enough people for them, for the groups?

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Well, since I haven't completed the process yet, I can't really say how well it's going to happen. What I'm planning is a steering committee of about 6 to 7 people and then from there, it will be depending on what particular topic is, how many people they need to work with them. But, I am very confidence I can find the 6 to 7 people to actually take on the steering committee leadership, at least for the first year to see how it goes. And then beyond that, it's kind off again, going to be a pilot program. We're in a lot of transition here so a lot of the things that I'm talking about our new for us. And some of them haven't really been active yet. So that's kind of a wait and see. But, yea, I'm pretty confident that I can actually get the committee going. And I think once we are showing more of a solid organizational effort with our former CERT students, I think they will jump on board as well.

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Alright, great. Thank you, Ellen. So I think that are all the questions we're going to do for today. That was a great Q&A session. So, thanks everyone who participated. I also really want to thank our speakers today for sharing their programs, successes, and all the challenges that they had and hopefully everyone came away from the webinar with some ideas on how you can engage your communities. Now I will turn it over to Tabitha to close us out and talk about our poll for us.

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Thanks everyone so much for joining. We had great participation today and today's webinar. But now we want to hear from you and get some feedback to let us know what you thought about today's webinar. So we ask that you take a few minutes, about 2 to 3 minutes, to complete the short questions on the screen before you disconnect. And we'll leave this up for about 5 minutes to give you time to do that. And thanks again so much for joining and have a great day.