

# CERT Outreach and Promotion



**March 10, 2016**  
**Individual and Community Preparedness**  
**Division**

# Previous CERT Webinars

- [CERT Volunteer Engagement](#)
- [Local Partnerships between the American Red Cross and CERT](#)
- [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](#)



# Agenda

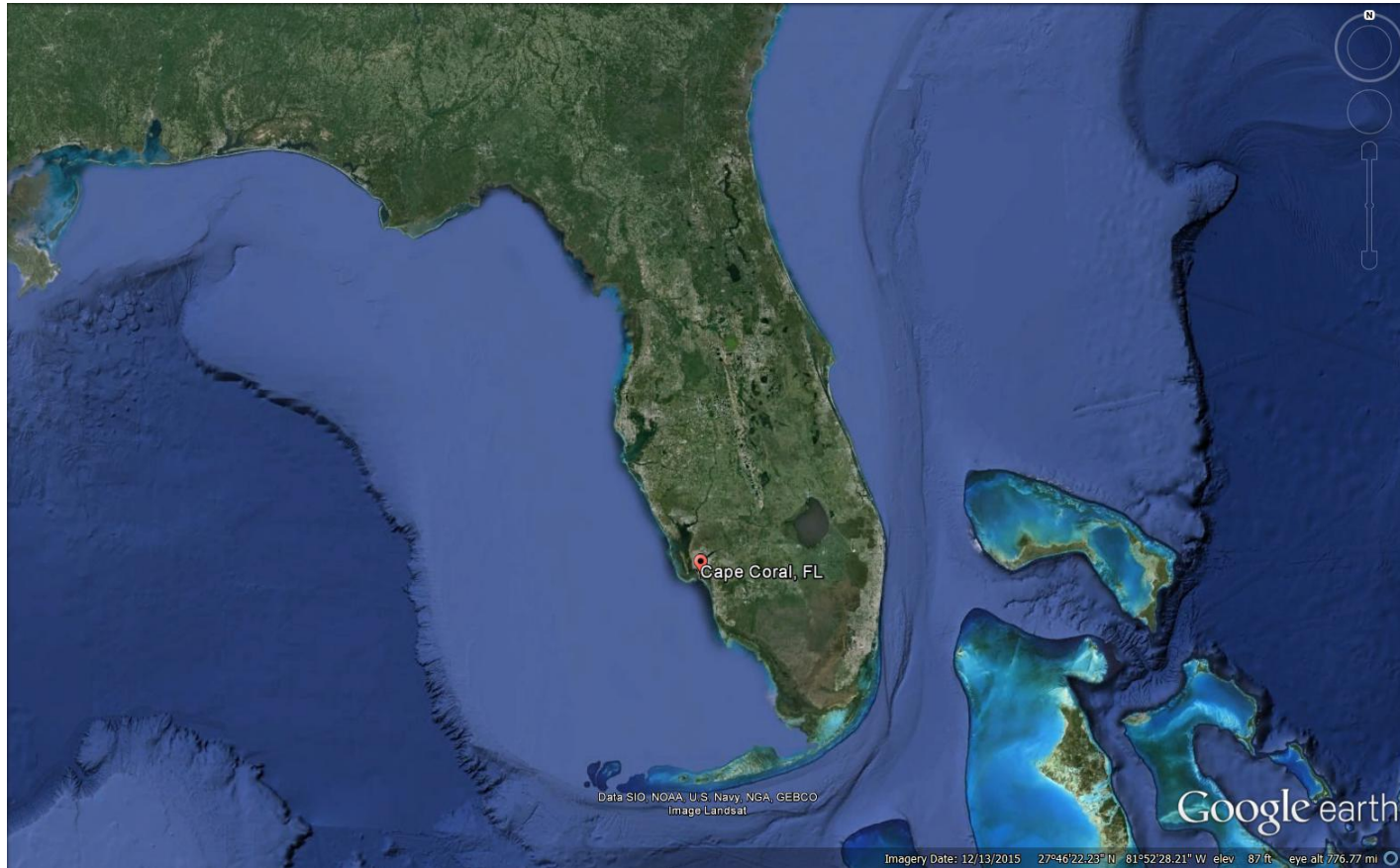
- Welcome and Introduction
- Cape Coral, FL - Ellen Seeley
- Sturbridge, MA – Kevin Mercier
- Farmington, MI – Tim Tutak
- Facilitated Q&A Session

# Cape Coral Florida CERT

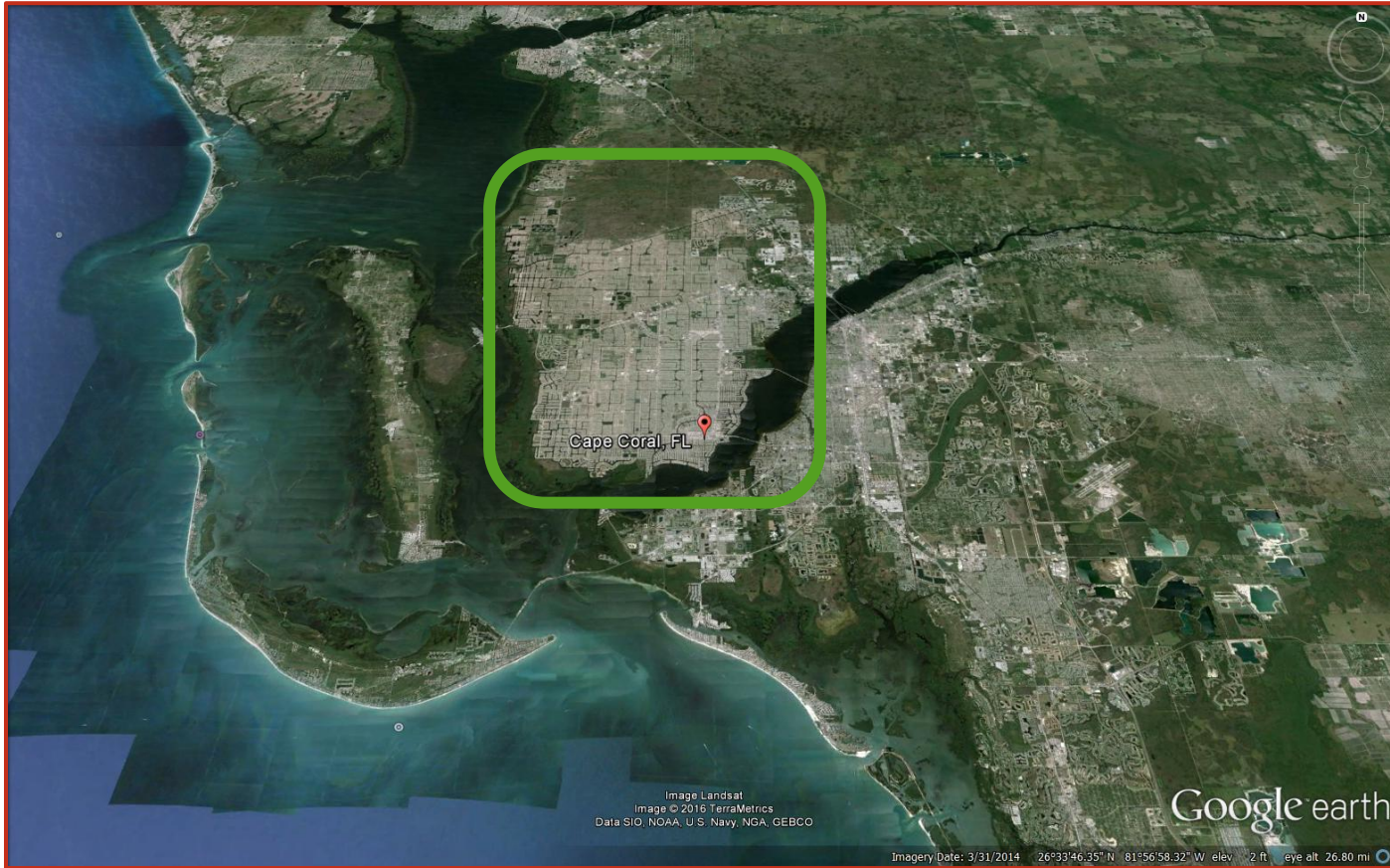




# Cape Coral Florida CERT



# Cape Coral Florida CERT



# Background

- ▶ Cape Coral CERT established in 1997
- ▶ Sponsored by the Cape Coral Fire Department, Division of Emergency Management
- ▶ Cape Coral Emergency Services are all full-time paid staff
  - ▶ Cape Coral Fire Department
  - ▶ Cape Coral Police Department
  - ▶ Lee County Emergency Medical Services





# Background, Cont'd.

- ▶ Total of 52 classes have taken place
- ▶ Average of 2.8 classes per year
- ▶ Approximately 1,050 people have taken the course
- ▶ Classes have been as small as 7 students, and as large as 35 students
- ▶ Preferred class size is 20 - 25 students





# Program Content

- ▶ Historically offered nine-week sessions on Wednesday evenings:
  - ▶ Introductions, Disaster Preparedness
  - ▶ Fire Suppression
  - ▶ Light Search and Rescue
  - ▶ Disaster Medical Part 1
  - ▶ Disaster Medical Part 2
  - ▶ CPR
  - ▶ Terrorism and Weapons of Mass Destruction
  - ▶ Disaster Psychology and CERT Organization
  - ▶ Graduation/Fire Department Apparatus Display



# New Programming For 2016

- ▶ Eliminate CPR as a module and allow students to take CPR training as part of Fire Department's ongoing Community CPR Program
- ▶ Create compressed schedules to allow for basic course completion in two weeks (i.e., two Fridays in a row, two Saturdays in a row, etc.)
- ▶ Offer basic course to pre-existing groups, such as neighborhood associations, faith-based groups, local Power Squadron, etc.



# Additional Periodic Trainings

- ▶ Animals in disasters
- ▶ Pet first aid
- ▶ Cars in canals
- ▶ Generator safety
- ▶ Medical and fire suppression skills refreshers
- ▶ Incident Command System (ICS) courses





# Cape Coral's CERT Focus

- ▶ *NOT* currently team-oriented
- ▶ *NOT* currently deployed with first responders
- ▶ *IS* focused on public outreach events, such as:
  - ▶ Annual Fourth of July Red, White and Boom Event
  - ▶ Annual Fire Department Open House
  - ▶ Kids Fest
  - ▶ Hurricane Season Preparedness Events



# Cape Coral's CERT Focus, Cont'd.

- ▶ Fire Department administrative support
  - ▶ Staffing main office reception desk
  - ▶ Staffing call center during EOC activations
  - ▶ Assisting Emergency Management staff during trainings and events



# What's Currently In the Works?

- ▶ Finalize development of a steering committee consisting of:
  - ▶ Chairman
    - ▶ Administrative Team
    - ▶ Program Development Team
    - ▶ Public Outreach Team
    - ▶ Continuing Education/Training Team
    - ▶ Social Media Team
    - ▶ Emergency Activations Team





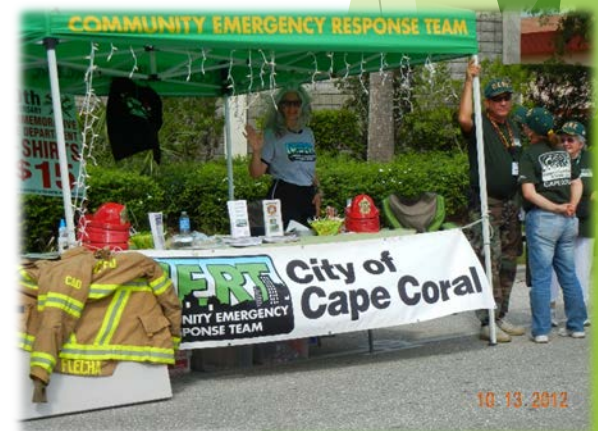
# What's Currently In the Works, Cont'd.

- ▶ Completion of CERT Program Manual
- ▶ Transition to online registration for classes
- ▶ Development of CERT website
- ▶ Establish training schedule one year in advance
- ▶ Continue credentialing new and effective instructors
- ▶ Expand number of courses offered per year



# Current Outreach and Promotion Efforts

- ▶ Word of mouth from former students
- ▶ Participation in local events where a CERT booth can be set up
- ▶ Facebook posts offering new class dates on the Fire Department's page
- ▶ Emergency Management staff speaking at civic organization's meetings



# Questions?

Ellen Seeley

(239)242-3901

[eseeley@capecoral.net](mailto:eseeley@capecoral.net)

Thank you!





# Sturbridge Community Emergency Response Team

Membership

Approximately 25 Active Members

# Recruiting & Training

- The Town of Sturbridge is unique as we are a member of a Regional Emergency Planning Incident Committee (Tri-EPIC) & our Local Emergency Planning Incident Committee
- The Tri-EPIC consists of 6 communities:
  - Sturbridge – 9,400
  - Southbridge – 16,800
  - Dudley – 11,800
  - Webster – 16,800
  - Oxford – 13,800
  - Charlton – 15,300

& Harrington Memorial Hospital, Southbridge MA

# Recruiting & Training

- C.E.R.T. training classes are a cooperative effort between the Tri-EPIC communities.
- Recruiting is done through:
  - Local Media – Southbridge Evening News, The Times, Town Common, The Villager etc.
  - Local Cable Access
  - Variable Message Boards
  - Social Media- Twitter/Facebook
  - Current CERT members
  - Public Events

# Recruiting & Training

- Due to our combined resources & partners (MEMA/FEMA) CERT instructors are readily available as is classroom locations – municipal buildings, police & fire stations
- Funding- MEMA/FEMA grants, Tri-EPIC towns dedicate portions of grants for training
- 2012- 28 CERT Graduates
- 2013- 30 CERT Graduates
- 2015- 28 Graduates

# Sturbridge CERT

- Mission- The Sturbridge CERT program trains and maintains a community based volunteer team that will:
- Inform and educate their neighbors on disaster preparedness
- Respond to emergencies where professional emergency personnel require additional resources



# Sturbridge CERT

- Assist public safety agencies and community organizations with public events where additional resources are needed.

# Sturbridge CERT

- Operate under a CERT Standard Operating Procedure
- Membership (CORI)-CERT Basic Training
- Active Membership-participate in training, attend quarterly meetings, volunteer for deployments
- Managed by Town of Sturbridge Emergency Management Director (EMD)

# Sturbridge CERT

- CERT Program Leader – elected position 2 year term
- Responsible for communicating with EMD & Sturbridge Police Department, running quarterly meetings, providing metrics, manages the operational efforts of the team
- CERT Supervisor- back up to CERT program leader, maintains the SOP (elected 2 year term)

# Sturbridge CERT

- Education/Training Committee – 3 to 5 members. Pursue new training by seeking out by seeking out professionals (SME) wanting to participate \*Facilitates schedules of trainers and CERT
- On line Presence Committee- 2-3 members responsible for communicating to public via FB/Twitter

# Sturbridge CERT

- Equipment Committee- Responsible for all equipment, track inventory, seek out new & improved equipment, ensures equipment has not expired
- Metrics & Reporting- tracks operational and training hours issues quarterly reports: summarizes all deployments, all training, utilization, goals, operations that need improvement, membership status, budget summary



# Sturbridge CERT

- Activation- through Town of Sturbridge Code Red System
- Sturbridge Public Safety Communications

# Sturbridge CERT Hours

- 2012- 357.75 hours
- 2013- 458.75 hours
- 2014- 571.00 hours
- 2015- 760.50 hours

# Sturbridge CERT

- 2012 CERT Activity & Support Hours
- Quarterly Meeting (s)
- Pan Mass Challenge – 2 day cycling event which brings approximately 4,000 cyclists to Sturbridge, including political figures such as former U.S. Senator John Kerry and former U.S. Senator Scott Brown

# Sturbridge CERT 2012 Cont.

- CPR Training
- First responder training
- Fire Suppression training – burn pan live fire, fire extinguisher familiarization
- Hurricane Sandy – EOC activation & stand by

# Sturbridge CERT 2013

- Quarterly meeting(s)
- Blizzard Nemo
- OSV Fireworks
- Pan Mass Challenge
- Logan Airport disaster drill
- Firefighter rehab training (Tri-EPIC)
- Radio Communication (Tri-EPIC)



# Sturbridge CERT 2013

- CERT Graduation voluntary support
- Town of Sturbridge Boots N' Blue Grass Festival
- Crowd & Traffic Management Training
- FEMA IS-100 IS-700
- Southbridge Police Cops n Kids Car Show
- Conflict of Interest Law

# Sturbridge CERT 2014

- OSV Fireworks
- Pan Mass Challenge
- Search & Rescue Training
- Ice Rescue Training (CERT Asst.)
- MEMA Statewide Conference (2 days)
- Live Fire Drill
- SPD Fire Dept. Open House

# Sturbridge CERT 2014

- MEMA Quarterly Meeting
- Hines Farm Trail Training (SFD)
- CPR Refresher
- Shelter Management (ARC)
- Firefighter Rehab
- MEMA “Bunker” Hdqtrs. Tour
- First Responder Training

# Sturbridge CERT 2014

- Turkey Trot 5K – Traffic
- MEMA Quarterly Meeting
- Structure Fire - Traffic

# Sturbridge CERT 2015

- Blizzard Juno
- CPR Training
- MEMA Grant writing/info session
- Tri-EPIC Drill
- Missing Person Activation – Traffic control points/scene access



# Why Sturbridge CERT Works

- Lessons learned – June 2011 Tornado
- Dedicated members – ownership of team/community
- Desire to train
- Self promotion – FB/Twitter/Web site/  
Presentation to BOS ( who we are what we provide) \$ figure

# Community Outreach

- CERT assists in National Preparedness Month Events
- CERT assists on SFD Open House w/ gear demonstrations and fire suppression demo

# Community Outreach

- [Certsturbridge.org](http://Certsturbridge.org)- An interactive website for CERT members and community
- CERT- Will be marching in 2016 Memorial Day Parade
  - Well attended community event
  - High Visibility for CERT with citizens and local government (TA/BOS)

# Volunteering Dollar for CERT Services

- 2012 – 357.75 = \$9,813.08
- 2013 – 458.75 = \$12,583.51
- 2014 – 571.00 = \$15,417.00

# What Next?

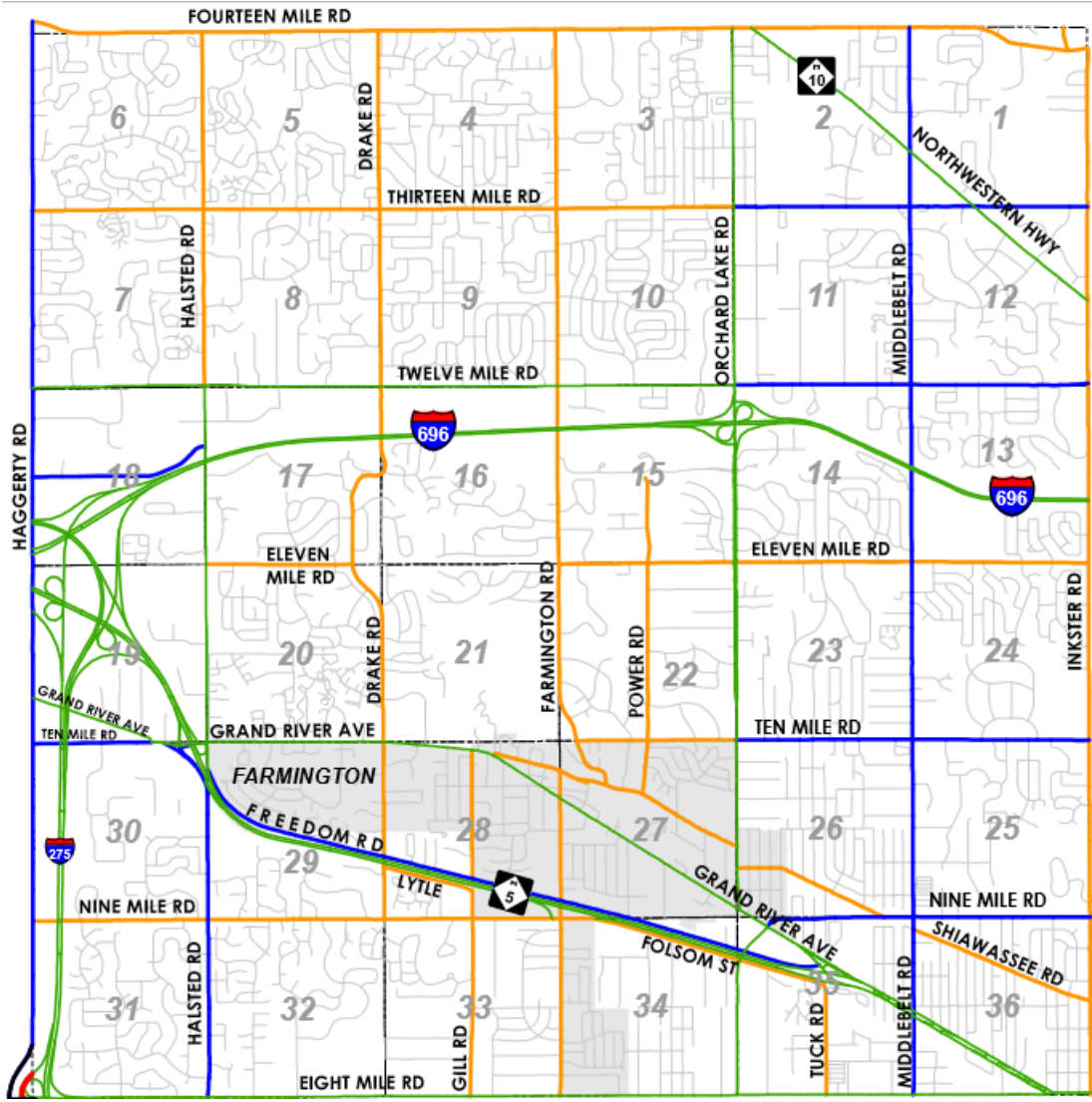
- Continue to recruit
- Continue to train
- Promote
- Deliver excellent services
- Formally request funding from town

# Sturbridge CERT

- Questions?
- Comments?

• Thank You!

**Farmington Hills/Farmington  
Emergency Preparedness  
Commission (EPC)**





# EPC Mission Statement

The mission of the Farmington Hills/Farmington Emergency Preparedness Commission is to in helping ensure that residents and business owners have the information, education, and skills necessary to protect themselves, their families, homes, and businesses in the event of a local emergency.

# EPC Structure

- Current Commission structure
  - Concerned citizen volunteers
  - Mayor's Youth Council
  - Local Hospital
  - City Council member
  - First Responders

# Our Offerings

- Preparedness Seminars
  - General population
  - Seniors
  - Deaf community
  - Care givers
- Women's Self Defense Seminar
- CPR & First Aid
  - Hands only CPR.
  - Our out of hospital rate is more than 4 times the national average.

# Our Offerings

- Pets - Pets in Disasters
- Neighborhood Watch
- Speakers Bureau
- Monthly Newsletter
- Meet and greet at various events in the cities

# Promotion Methods

- Promoting our activities
  - Public Information Coordinator
    - City List serve
    - EPC website
    - Radio and TV
    - Newspapers
  - Monthly newsletter

# Facilitated Q&A

