

**Think about these Questions:**



- » If a disaster struck your area, would your family and your United Way staff be prepared to provide for themselves 3 days with no outside help?
- » If basic needs (like food, water and shelter) and more ongoing needs (like mental health services) were in high demand, would your community know where to turn for help?
- » If your United Way office was severely damaged, would your staff be prepared to serve your community?

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**First Webinar in a Series of 3:**



**Preparedness** – Today

**Response** – Wednesday, August 15, 1:30-3 pm EDT

**Recovery** – Thursday, September 20, 2:00-3:30 pm EDT

**Also, September is  
National Preparedness Month:  
Series of Events and Activities TBA**

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**How to Help Your Community  
Prepare for Crisis:  
United Way and 2-1-1**

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## Today's Host:



**Lynn Pharr**  
Director  
Crisis Preparedness, Response & Recovery  
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**Previously:**  
President  
Cape Fear Area United Way  
Wilmington, NC (2003 - 2006)

Vice President of Resource Development  
United Way of Forsyth County  
Winston-Salem, NC (2001-2003)

Executive Director  
United Way of Pitt County  
Greenville, NC (1999 - 2001)

Executive Director  
United Way of Coastal Carolina  
New Bern, NC (1992-1999)



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## Agenda:

- United Way System Preparedness – a National Priority
- Crucial Partnerships in Community Preparedness
- 2-1-1's Role in Disaster
- Notes from Katrina: United Way of Weld County/2-1-1
- Introduction of AIRS/UWA Disaster Response Team
- Brand/Communications: Tools & Resources
- Summary/Next Steps
- Q& A



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## Outcomes:

- You will broaden your understanding of the importance of preparedness.
- You will learn about the various partnerships that help United Ways play a leadership role in community preparedness.
- You will increase your knowledge of 2-1-1 resources.
- You will be inspired to take steps to prepare.
- You will understand United Way of America's and 2-1-1's roles in preparedness.



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There are two kinds of United Ways:  
Those that have experienced a disaster....  
.... and those that will.

How to Help Your Community Prepare for Crisis 7

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### Preparedness as a National Priority

- National Professional Council took a firm stance in 2006 regarding the Crisis Preparedness Response & Recovery (CPR2) mission, role and responsibilities
- Coordinated National Response Plan developed
- CPR2 Advisory Council formed
- AIRS/UWA Disaster Response Team formed

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### Task Force

The Task Force made 16 recommendations to the National Professional Council - many focused on helping you prepare!

For a copy of the full NPC Task Force presentation, email your request to [sandra.bowyer@uwa.unitedway.org](mailto:sandra.bowyer@uwa.unitedway.org)

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## Preparedness as a National Priority



### Defining Preparedness:

- Preparing yourself and your family
- Preparing your staff
- Preparing your business
- Encouraging community preparedness

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## Preparedness as a National Priority



### Preparing Yourself and Your Family:

- Family Emergency Plan
  - Meet-up locations, central contacts
- Family Preparedness Kit
  - Water – 1 gallon/person/day X 3 days
  - Food – 3 day supply
  - Battery-powered or hand cranked radio
  - Flash light
  - First aid kit
- Drill

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## Preparedness as a National Priority



### Preparing Your Staff:

- UWA-LINK Line – 1-877-892-5465
- Emergency Procedures
  - Define expectations
  - Evacuation and emergency contact information for each staff
  - Assessment of work from home capacities
- Drills

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## Preparedness as a National Priority



### Preparing your organization:

- Risk Assessment
- Business Continuity Plan
- Reserve Funds
- Insurance coverage assessment
- Board expectations defined

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## Preparedness as a National Priority



### Encouraging Community Preparedness:

- Build relationships with key partners.
- Utilize United Way's reputation as partner/convener.
- Lead community preparedness planning.
- Use individual and business contacts to spread the word about preparedness – share tools & resources.

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## Crucial Partnerships



Utilize United Way's reputation as partner/convener:

- 2-1-1
- County Emergency Management Office
  - Discuss United Way's role
  - Identify unmet needs
  - Talk about 2-1-1 (or regional I&R)
- FEMA
  - Courses available online
  - Local VALs

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## Crucial Partnerships, Continued



- Volunteer Centers
- Community non-profits
  - Current agency partners and others
  - Identify gaps in service
  - Clarify roles for all
- National Partners with local/regional offices
  - AIRS (Alliance of Information & Referral Systems)
  - National Voluntary Organizations Active in Disaster (VOAD)
  - Coordinated Assistance Network (CAN)

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## Crucial Partnerships, Continued



- United Way of America
  - Technical Assistance
  - Tools & Resources
- Neighboring United Ways
  - 2-1-1
  - Mutual aid in times of crisis
  - Regional funds
  - Regional media opportunities
- Corporations
  - Channel for disseminating preparedness information
  - Internet, telecommunications, I&R s/w suppliers

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## United Ways Taking a Lead in Community Preparedness



- Michigan Association of United Ways
  - Crisis Preparedness Guide – [uwmich.org](http://uwmich.org)
- United Way of Palm Beach County
  - Works with other organizations for overall community preparedness – [unitedwaypbc.org](http://unitedwaypbc.org)
- United Way of Miami-Dade
  - E-communications with constituents to encourage preparedness – [unitedwaymiami.org](http://unitedwaymiami.org)
- United Way of the Bay Area
  - Community study on preparedness – [uwba.org](http://uwba.org)
- United Ways of North Carolina
  - State-wide workshop on Preparedness – [unitedwaync.org](http://unitedwaync.org)

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**Presenter**



**Linda Daily**  
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**2-1-1's Role in Disaster**



- Expansion of capacity of the emergency response system.
- Aggregation of available resources.
- Management of unmet needs.
- Telephone reassurance & crisis support for callers.
- Mobilization & management of volunteers.
- Intake for service providers.
- Critical connection to citizens.

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**Pandemic Flu Preparedness**



- Individual
- Family
- Place of Work
- School / Child Care /Adult Day Care
- Health care facilities
- Place of Worship

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## Place of Work: What 2-1-1s Should Do Now



1. Ask about HR policies for an extended flu season.
2. Revisit the business continuity plan:
  - a. Does it cover an emergency situation that will spread over a period of several months?
3. Familiarize yourself with the pandemic flu plans for your service area /state.
  - a. [www.pandemicflu.gov](http://www.pandemicflu.gov)
4. Activate taxonomy terms related to flu (as well as other disaster terms) –to capture service needs / information requests.
5. Equip your caller statistics fields to be able to log concerns about “flu.”
6. Meet and/ or join with your local / state health providers to let them know how 2-1-1 is prepared to help.

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## Presenter



**Amy Dinofrio**  
Director of 2-1-1  
Pikes Peak United Way  
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## Voluntary Organizations Prior to Disaster



### Determine Roles and Skills Sets Needed:

- Strategic planners for entire operation
- Crisis Counselors
  - ✓ Phones
  - ✓ Staff and Volunteers
- I&R Specialists
- Volunteer Coordinators
- Resource Confirmation Specialists
  - ✓ Immediate and Maintenance
- Volunteer/Donor Match (GIK) Specialists

### Determine Number of Volunteers:

- How many volunteers are needed for each area?
- Are they temporary positions, semi-temporary or staff positions?
- Determine number of work stations will be needed, be prepared.



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## Voluntary Organizations During Disaster



### ORIENTATION

- Always **WELCOME** and **THANK**.
- Detail information on where the volunteers are.
- Tour building.
- Meet with each volunteer to determine expertise and where he/she could best contribute.
- Those in leadership roles need to be present to welcome volunteers.
- Be precise and clear about what is expected of the volunteer.
- Give the volunteer the proper training and materials to feel secure and successful with his/her experience.

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## Program Management Continued Support



### Strategic Planners

- Prepare supplies for work stations.
- Stock center with first aid supplies.
- Coordinate meals for volunteers and staff.
- Develop daily shift messages.

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## Program Management Continued Support



### Crisis Counselors

- Clarify Crisis vs. I&R.
- Set up protocols.
- Don't forget staff and volunteers.
- **Debrief Debrief Debrief.**



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## Program Management Continued Support



### Information and Referral Specialists

- Prepare the center.
- Keep updated information available.
- Give daily statistics to volunteers.

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## Program Management Continued Support



### Volunteer Coordinators

- Organize daily/shift meetings.
- Work with volunteer center to recruit.
- Prepare an Appreciation Board.
- Remember the needs of the volunteers.

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## Program Management Continued Support



### Resource Confirmation Specialists

- Determine starting point.
- Establish points of contact to obtain updates.
- Train volunteers on how to access this information.
- Post alerts frequently.
- Update hard copy folders.
- Monitor types of situations.
- Identify special needs.
- Get to know the first responders.



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## Program Management Continued Support



### Volunteer/ Donor Match (GIK) Specialists

- Also described as the Volunteer Reception Center.
- Database utilization.
- Volunteer utilization.
- Agency correspondence.



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## Emergencies – at Home Not Always What You Prepare For



### October 2006:

- EOP was approved by Board of Directors.

### December 2006:

- December 12<sup>th</sup> – Immigrant Customs Enforcement (ICE) Raid
- December 20<sup>th</sup> – Snow Storm I
- December 28<sup>th</sup> – Snow Storm II



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## Presenter



**Trisha Ferrell**  
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Director of 2-1-1  
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## AIRS/UWA Disaster Response Team



- Need for team – demonstrated as a result of Hurricanes Katrina/Rita.
- UWA's National Professional Council recommended development of team.
- Partnership between AIRS & UWA.
- Team of 25 trained 2-1-1 & I&R professionals.

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## 1-877-UWA-LINK



- What is it?
- When do we use it?
- What information is exchanged?

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## Presenter



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Previously:  
United Way of Schenectady County  
Schenectady, NY  
Director of Communications

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## Brand/Communications: Tools & Resources



### 2-1-1:

- 2-1-1 Toolkit
- After the Storms: 2-1-1 Stories from the 2005 Hurricane Season
- Shelter from the Storm: United Way 2-1-1, The Monroe Experience

[www.online.unitedway.org/211](http://www.online.unitedway.org/211)

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## Brand/Communications: Tools & Resources, Continued



### Crisis Preparedness:

- [www.online.unitedway.org/crisis](http://www.online.unitedway.org/crisis)
  - Preparedness → Tools & Resources
  - Checklists – Family Preparedness, Business Continuity, Extreme Cold and Extreme Heat, etc...
  - Sample preparedness plans from local United Ways
  - Coming soon – template PowerPoint to share with your Board about UW's role in crisis; messaging kits and other response tools to be discussed in the next webinar.
- [www.online.unitedway.org/brand](http://www.online.unitedway.org/brand)
  - Templates → Electronic Templates
- UWA-LINK line – Wallet-size card template available.
  - Be sure all staff members carry this with them.
- Helpful websites
  - [www.ready.gov](http://www.ready.gov)
  - [www.fema.gov](http://www.fema.gov)
  - [www.pandemicflu.gov](http://www.pandemicflu.gov)
  - [www.preparenow.org](http://www.preparenow.org)
  - [www.prepare.org](http://www.prepare.org)

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## Brand/Communications: Communications Planning



- Business partners
  - Pass along resources they can share with employees.
  - Provide information for their intranet sites.
  - Enlist them in September activities for National Preparedness Month.
- Be sure to build a strong working relationship with local/regional media contacts and keep them informed of your work in preparedness.
- Keep your website current and ready to respond to any disaster event. (Your site could end up in the national spotlight.)

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**September:**  
*National Preparedness Month*



Events as suggested by the coalition members' packet:

**Week One: Ready Kids**

- preparedness at back-to-school night.
- preparedness at libraries or community centers (boys and girls club, etc).

**Week Two: Ready Business**

- review company/organization's emergency plans.
- update contact lists for employees.
- practice emergency drills (fire alarms, evacuation).
- offer first aid/CPR training for employees.

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**September:**  
*National Preparedness Month*



**Week Three: Multicultural Awareness (Listo)**

- promote preparedness at heritage celebrations (such as Hispanic heritage month-September).
- advertise in multiple languages at other events.

**Week Four: Ready America (home, and special needs populations)**

- public awareness at community venues (mall, festivals, fairs, sporting events).
- bring the preparedness message to venues where there will be special needs populations (assisted living homes, hospitals, veterinarians' offices).

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**September:**  
*National Preparedness Month*



At all of the above events, you can teach people to:

- 1) know what disasters can affect them;
- 2) make a plan for emergencies; and,
- 3) Gather supplies for an emergency kit.

You can also offer those interested the option to get more involved.

**Register at [www.ready.gov](http://www.ready.gov)**

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### Summary/Next Steps



Good disaster preparation includes advanced coordination with your local 2-1-1/Information & Referral, volunteer centers and emergency operations management as well as with community partners.

- Be aware of expectations – both expectations that others have of us and our expectations of them.
- Develop relationships with and know your community disaster partners.
- Be part of community disaster planning events.

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### Summary/Next Steps



Good internal preparation begins with a prepared staff and volunteers.

- Be sure your staff and key volunteers have personal disaster plans.
- Use these plans as written communication about what is expected of them and what they can expect of you as an organization.
- Plan to utilize the call-in UWA-Link line.

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### Summary/Next Steps



A Business Continuity Plan is critical for your United Way's ability to operate in the aftermath of disaster.

- Create a Business Continuity Plan following the steps on our checklist. If you want a more in-depth version, you can find samples at UW Online.
- Be sure that all staff members have a copy of this plan and are familiar with its components.

Also, use your website and other communication channels to get the word out to your community about preparedness.

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## Summary/Next Steps



### 5 Steps to Take for Preparedness

1. Include United Way's role in crisis preparedness and response on your Board agenda soon. (We will have a template PowerPoint you can use.)
2. Meet with your county's Emergency Management contact to discuss your role in crisis.
3. Register your United Way at [www.ready.gov](http://www.ready.gov) as a coalition member for National Preparedness Month. You will then be able to post your related events and activities.
4. Assign responsibility for Crisis Preparedness/Business Continuity to a specific staff person.
5. Meet with other organizations active in disaster work to coordinate planning efforts.

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## Questions and Answers



### To ask a text question:

- Click on the message line and type your question
- Click on the send icon or press enter to send the message

OR

### To ask a "live" question:

- Press \*1 on your telephone, and the operator will assist you



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## Upcoming:



### Webinars:

**Response** – Wednesday, August 15, 1:30-3 pm EDT

**Recovery** – Thursday, September 20, 2:00-3:30 pm EDT

### Other:

**September – National Preparedness Month**

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**Webinar Evaluation**



Please Complete the Evaluation by Clicking Here!

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**Thank you**

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