

Preparedness Program Overview



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American Red Cross**

Citizen Corps Partnership and Preparedness
Webinar | March 17, 2010



Overview



- Concepts and Goals
- Programs and Materials
- Emergency Preparedness Recommendations
- Ordering Program Materials
- Resources





Preparedness and Health and Safety Services

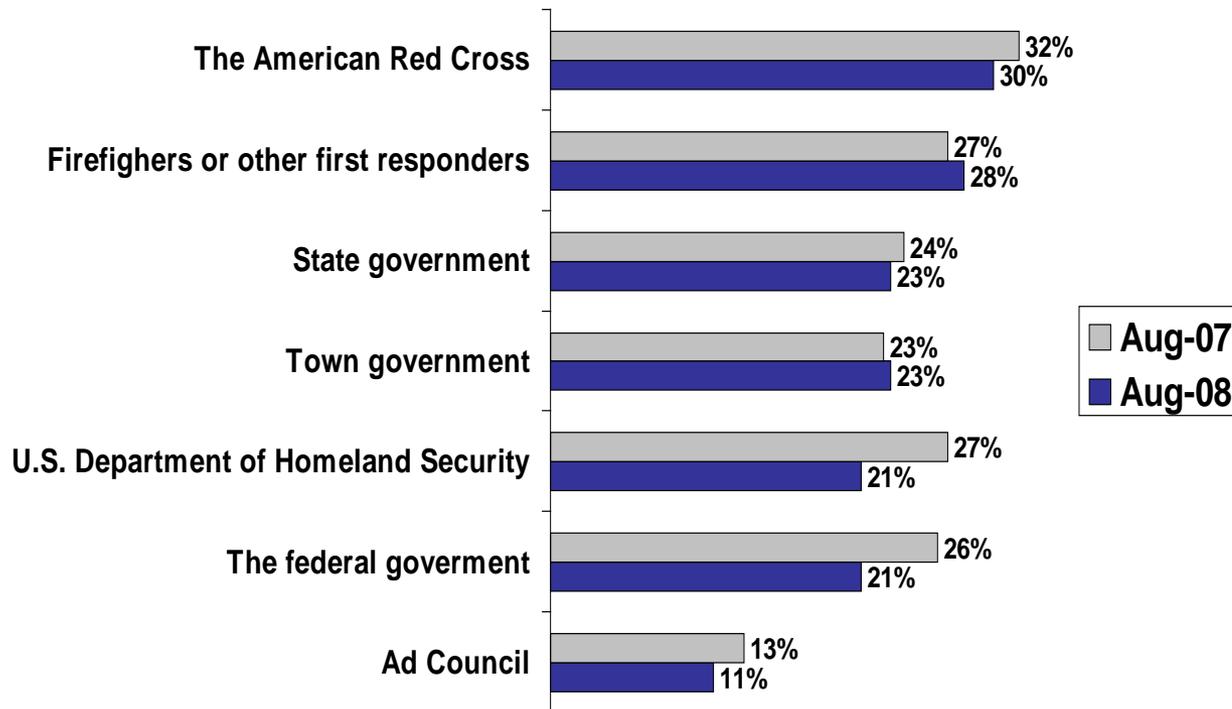
- One of the core lines of service for American Red Cross
- Emergency Preparedness, Pandemic Flu, First Aid, CPR and Aquatics education programs
- Premier provider of preparedness, education and training
- Approximately 15 million people are reached each year with our courses/preparedness presentations (over 40K per day)

Public Expectation



The American Red Cross is a premier source of emergency preparedness information

*When it comes to the importance of being personally prepared for emergencies in your community, have you heard any messages or gotten information from any of the following organizations?**



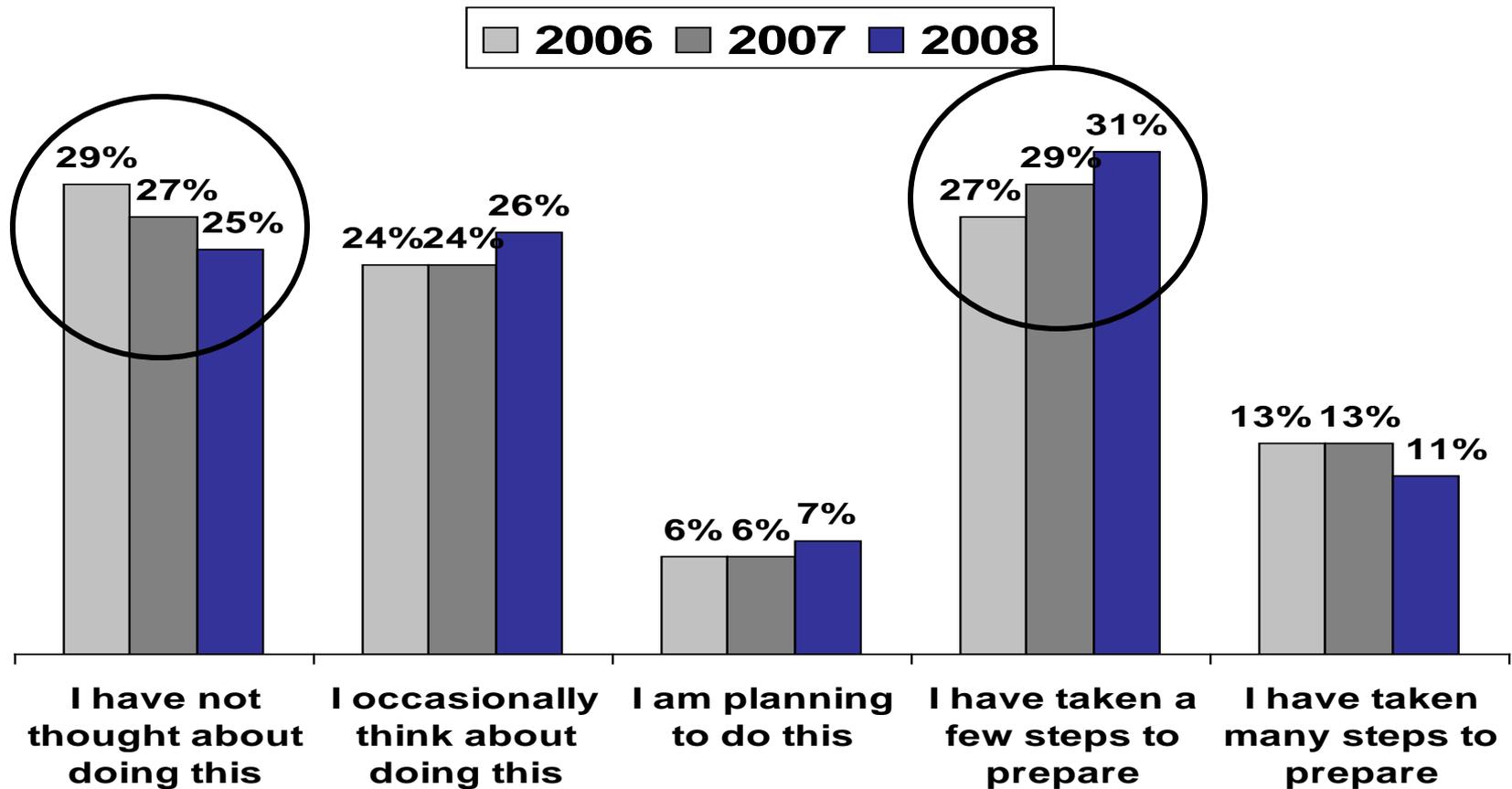
Data from: *Ready* Emergency Preparedness Campaign- Market Survey, August 2008

Public Preparedness



Please indicate which statement best describes you.

“Taking steps to be personally prepared for an emergency in your community, such as a natural disaster or terrorist attack...”



Goals



- We believe that **every** person should be able to get the information and tools he or she needs to prepare for disasters and other emergencies and to help make his or her community safer.
- We work to help chapters, partner organizations, corporate donors and other leaders reach people with vital preparedness information wherever they live, learn, work and play.

Guidance



Two Sources...

- **ACFASP** – Advisory Council on First Aid, Aquatics, Safety and Preparedness
- **CODE** – Coalition of Organizations for Disaster Education

Guidance



ACFASP

- An independent panel of nationally recognized health and safety and preparedness experts
- All members are Red Cross volunteers
- Advise in areas related to the development and dissemination of audience-appropriate information and training
- Now includes Disaster Health and Mental Health Services



Guidance



CODE

- Federal agencies and national non-profit organizations (e.g. National Weather Service, FEMA, USGS)
- Convened by Red Cross; meets quarterly
- Works by professional consensus
- Standard, hazard-specific messaging in the *Talking About Disasters Guide*,
www.redcross.org/disasters/disasterguide



Talking About Disasters
Guide for Standard Messages



Portfolio



Programs

- **Be Red Cross Ready**
- Masters of Disaster®
- Ready Rating
- Pandemic Flu Preparedness
- Preparing Small Business Workplaces for Pandemic Flu

Materials

- Preparedness Tear Sheets
- FEMA Booklets
- Disaster Preparedness Education DVD
- Fire Safety Tips Door Hanger
- Disaster Preparedness for Seniors, by Seniors Booklet

Preparedness



Programs & Materials

Programs



Be **Red Cross** Ready

- Online education program enhanced in Sept. 2009
- Presentations in schools, workplaces and communities
- Print and electronic education materials
- Tools and communication materials available to download
- Line of preparedness products

Programs



Be Red Cross Ready

Get a Kit. Make a Plan. Be Informed.

[PROGRAM](#) [TABLE OF CONTENTS](#) [QUICK RESOURCES](#) [BE SOCIAL](#)

[GET A KIT](#)

[MAKE A PLAN](#)

[BE INFORMED](#)

[VIDEO PLAYER](#)

[CONCLUSION](#)

[WELCOME](#) [OVERVIEW](#) [KIT CONTENTS](#) [CREATE YOUR OWN KIT](#) [PREPARE 4 GAME](#)



[CLICK HERE TO PLAY](#)

Jamie Lee Curtis, American Red Cross Volunteer, talks about how to "Do More Than Cross Your Fingers" when facing life's emergencies.

While the American Red Cross and our partners are committed to lending a helping hand to those in need, assistance may be delayed in times of disaster. That's why it's important for your family to Be Red Cross Ready by completing three easy steps:

GET A KIT. MAKE A PLAN. BE INFORMED.

The American Red Cross is a volunteer-led, humanitarian organization that helps people prevent, prepare for, and respond to emergencies. When disasters strike the American Red Cross shelters, feeds and provides emotional support to those affected. Did you know that the American Red Cross responds to about 70,000 disasters each year?

WELCOME



Shop the Red Cross Store for a full line of Emergency Preparedness items including kits of all sizes, hand-crank radios, and glowsticks.

Visit [RedCrossStore.org](#) and start getting prepared today!



[VOLUNTEER](#)

[GIVE](#)

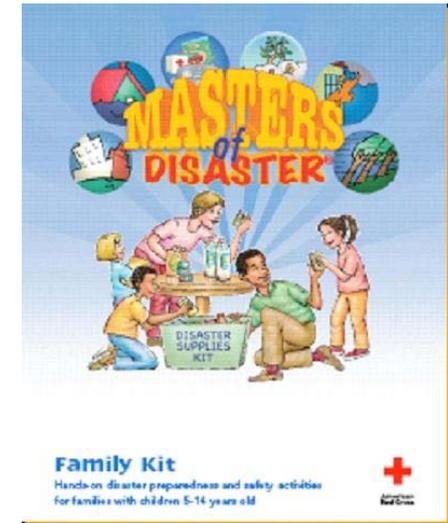
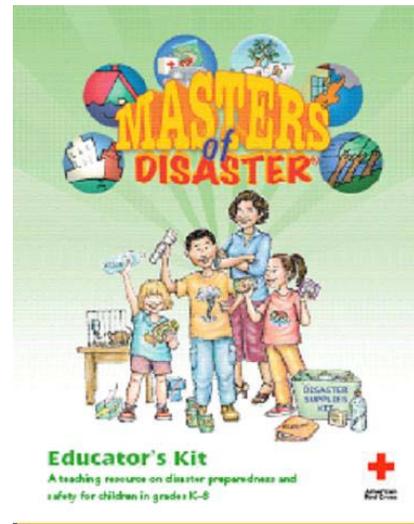
[DONATE](#)

Programs



Masters of Disaster®

- Educator's Kit
- Family Kit
- Available from StayWell



Programs



Pandemic Flu: Public Information Series Are You Prepared?

- Leader's Guide and DVD
- Family Preparedness Guide

P A N D E M I C F L U

Programs



Preparing Small Business Workplaces for Pandemic Flu

- Leader's Guide and DVD
- Funded through OSHA

PREPARING SMALL BUSINESS WORKPLACES FOR PANDEMIC FLU

Programs



Red Cross Ready Rating™ Program



Programs



Five Simple Steps

Red Cross Ready Rating™ Program



1. **Join:** Commit to membership
2. **Assess:** Conduct a hazard vulnerability assessment
3. **Plan:** Develop an emergency response plan
4. **Implement:** Implement your emergency response plan
5. **Help others:** Help your community get prepared

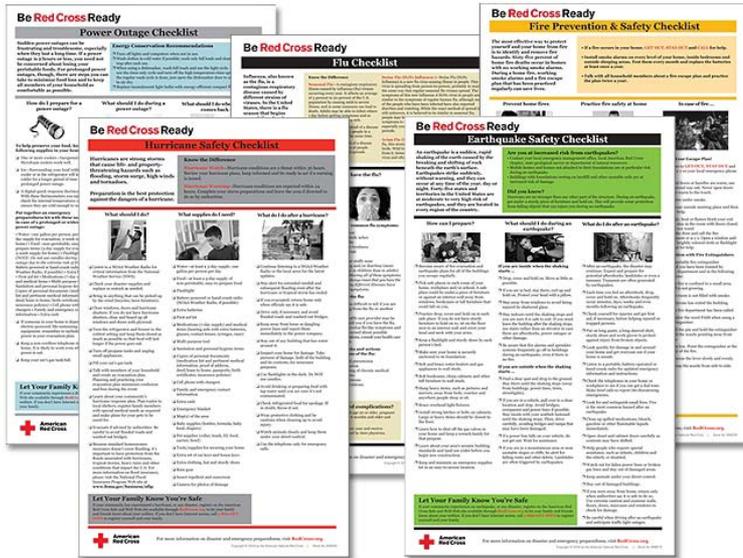


Materials



Tear Sheets

- Strong ACFASP involvement
- Hazard-specific protective actions
- Time-sensitive information
- 9 languages and large print
- Flexible distribution strategies



Materials



17 Topics Currently Available

- Be Red Cross Ready
(*general preparedness*)
- Earthquakes
- Floods
- Heat Waves
- Home Fires
- Hurricanes
- Landslides
- Pets and Disaster
- Power Outages
- Returning Home after a Hurricane or Flood
- Flu Checklist
- Severe Thunderstorms
- Taking Care of People with the Flu
- Taking Care of Your Emotional Health after a Disaster
- Tornadoes
- Wildfires
- Winter Storms



Next Set of Topics

- Tsunami Safety Checklist
- Evacuation Planning Checklist
- Food & Water Safety
- Sheltering In Place Checklist
- Coping with Sheltering In Place
- Safeguarding Your Home and Valuables
- Emergency Preparedness for Small Businesses



Tips for Using Tear Sheets

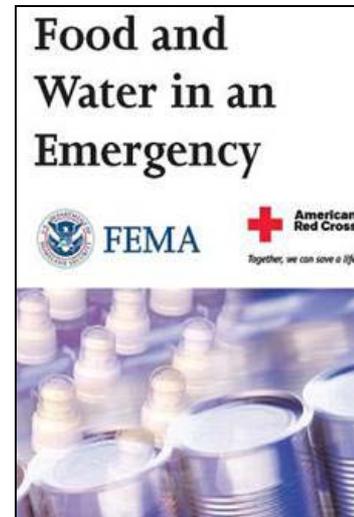
- Time-sensitive information
- Neighborhood canvassing
- Post strategically to maximize reach
- Quickly orient Preparedness/CDE presenters
- Talking points for media interviews

Materials



FEMA Booklets

- Food and Water in an Emergency
- Preparing for Disaster
- Preparing for Disaster for People with Disabilities
- Helping Children Cope with Disaster



Materials



Disaster Preparedness Education DVD

- Be Red Cross Ready for Disaster
- Food & Water in an Emergency
- Evacuation Planning
- Sheltering-in-Place
- Preparedness for People with Disabilities



Materials



Fire Safety Education

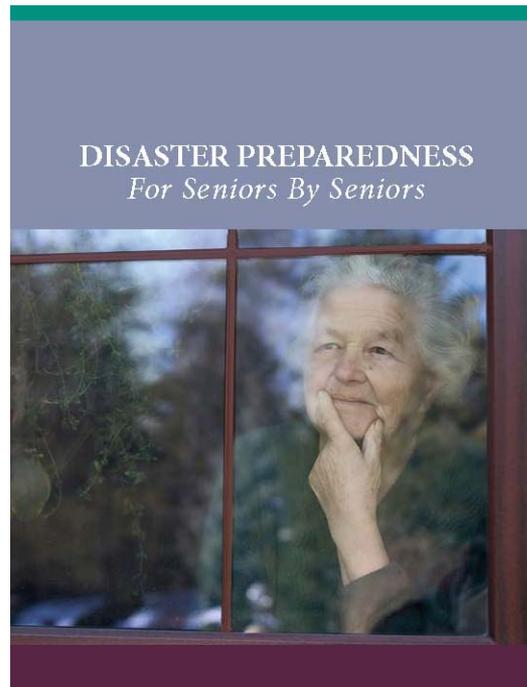
- English/Spanish
- Talking points
- Neighborhood canvassing
 - Fire Prevention Awareness Week
 - Martin Luther King Jr. Day of Service



Materials



Disaster Preparedness For Seniors, By Seniors



Be Red Cross Ready for Disaster



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Materials



First Aid/CPR/AED Emergency Preparedness Aquatics Family/Community First Aid Kits & Supplies

Your Source for Training Materials

 Search

www.ShopStayWell.com



Materials



How to Order

1. Call StayWell Customer Service at (800) 667-2968, 9:00 a.m. Eastern Time – 4:00 p.m. Pacific Time
2. Fax an order to (877) 297-8525
3. E-mail an order to arc@staywell.com
4. Order by mail:
StayWell Company
Attention: Order Processing
780 Township Line Rd
Yardley, PA 19067
5. Order online

Resources



- **Talking about Disaster: Guide for Standard Messaging**
[RedCross.org/DisasterGuide](https://www.RedCross.org/DisasterGuide)
- Be **Red Cross** Ready **online education program**
[RedCross.org/BeRedCrossReady](https://www.RedCross.org/BeRedCrossReady)
- **Masters of Disaster®**
[RedCross.org/disaster/masters](https://www.RedCross.org/disaster/masters)

Resources



- **Preparedness Materials in Alternate Languages**

Redcross.org > Preparing & Getting Trained > Preparedness Fast Facts > Alternate Language Materials

- **Preparedness Resource Library**

Redcross.org > Preparing & Getting Trained > Preparedness Fast Facts > Preparedness Resource Library

- **Ready Rating**

www.ReadyRating.org

- **American Red Cross Publisher - StayWell**

www.ShopStayWell.com

Preparedness



American Red Cross Commitment

- Continue as the premier provider of lifesaving training
- Improve the quality of life in communities nationwide
- Maintain and grow life-saving programs, products and services
- Open doors for recruiting volunteers and philanthropic support
- Prepare individuals, families and organizations for disasters and other life-threatening emergencies
- Save lives

Contacts



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