

# Preparing the Public for Emergencies

HSMi, National Conference

August 25, 2009

Muffy Meisenzahl,

Monroe County Emergency Manager

Every emergency is local.

**Emergencies are not  
spectator sports!**

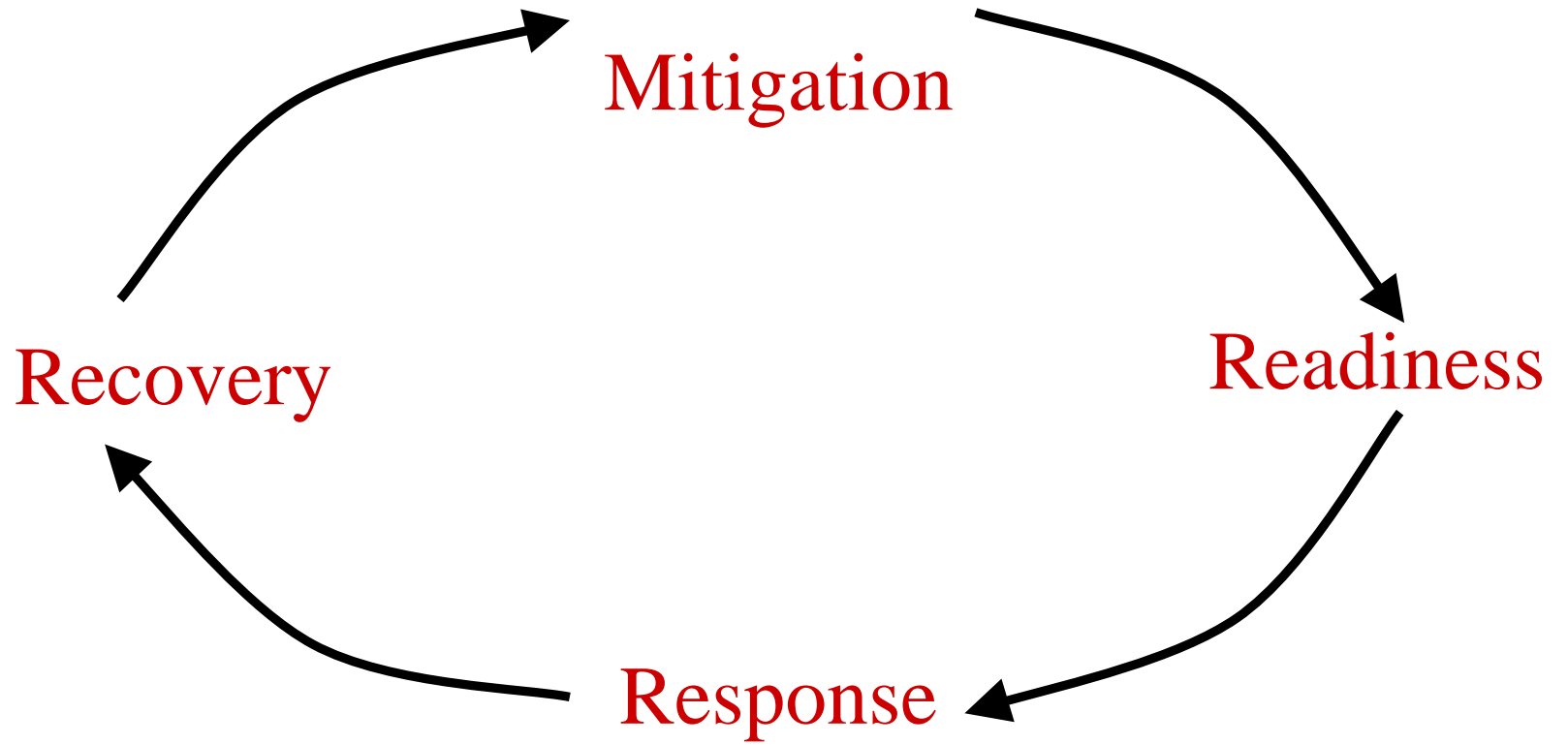
Maggie Brooks,  
Monroe County Executive  
June 14, 2004

# The reality is...

1. Emergencies will happen on our geography.
2. Local resources (people & equipment) must be ready...we are the first line of defense.
3. Everyone has a role.

# Emergency Management in Monroe County:

- All-inclusive (Public Safety providers and the public)
- Driven by County policy that Public Safety is priority #1.
- A “systems” approach that considers Mitigation, Readiness, Response, and Recovery;
- and, administrative elements, e.g. program implementation, budget requirements and program sustainment



# MITIGATION

- Community...grass roots approach
- Structural barriers...public transportation, street landscape
- Advocates...national, state, regional and local organizations; gov't councils
- Statutory authority...ADA, states
- Regulatory authority...NYS Ed., Joint Commission, and others
- Is your activity effective?

# READINESS

- Planning:
  - Engage interests, ID partners, weigh topic intelligence
  - Review CEMP, ID gaps, determine remedy
  - Policy, protocol, and/or resource remedies?
  - ID assistive tools and their local value: GIS datasets, registries, communication, technology
  - Is your activity effective?

# READINESS, cont.

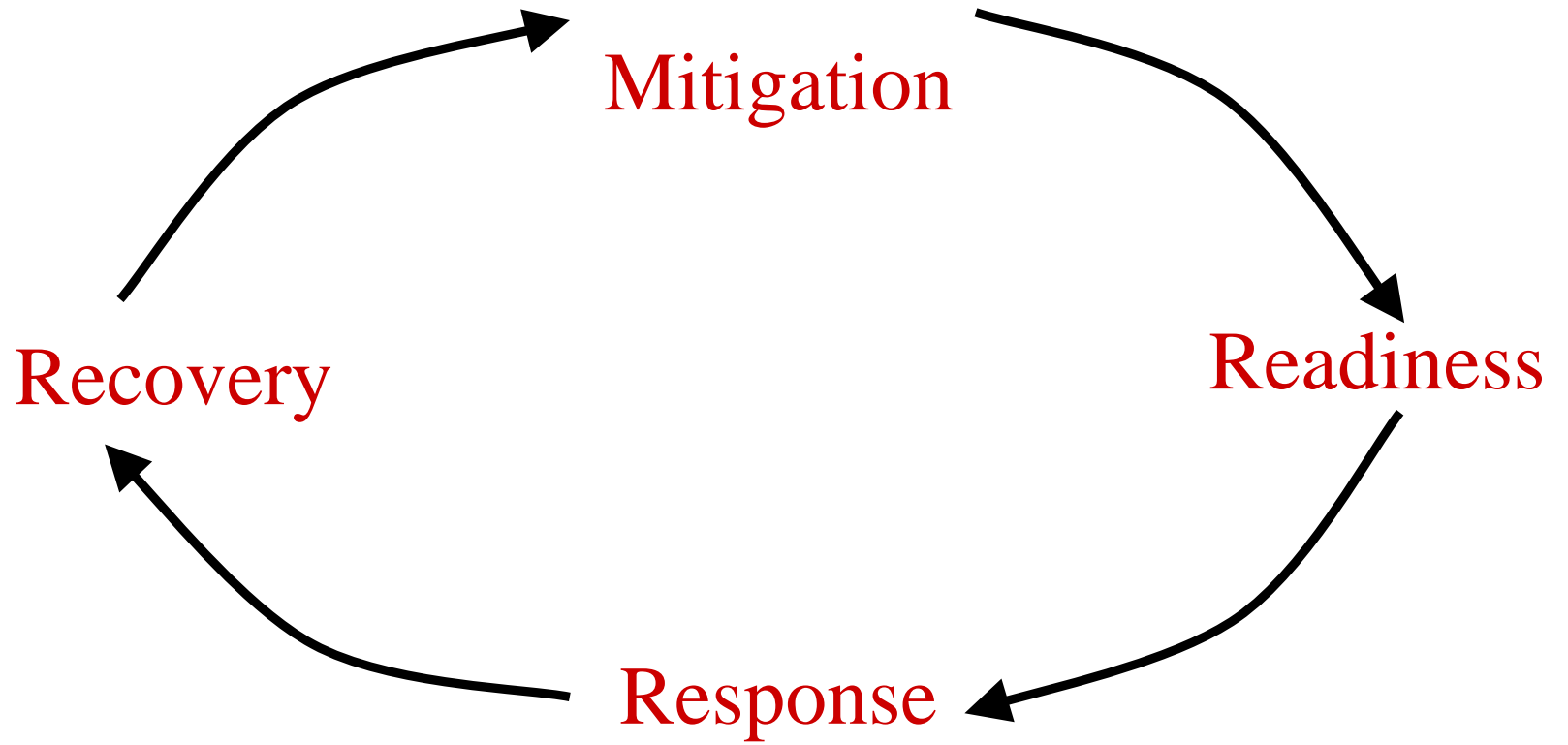
- Training & Exercise:
  - First Responders, Public Safety providers (training delivery, ID their skill sets)
  - Empower people...”Emergencies are not spectator sports!”
    - American Red Cross
    - CERT
  - Is your activity effective?

# RESPONSE

- Public Alerting & Notification
- Mutual-Aid plans
- Protective Action...stay or leave
- “Not your General Population Shelter”
- Resource standardization
- Resource availability and application
- Is your activity effective?

# RECOVERY

- Delivery mode of agency services
- Priority restoration
- Communication (x3)
- Is your activity effective?



# Engineer a “Win – Win”

- Define goals in each component area
- ID tactical objectives to meet goals
- Integrate activity, evaluate as a system
- ...our activities will:
  - Be achievable (\$, personnel, protocol)
  - Add value (positive difference)
  - Affirm Public Safety Mission, priorities (life safety, incident stabilization, property & environ. conservation)

# Consider your Public Safety Infrastructure:

- Call to 911
- First Response (and assessment)
- Additional resources to the scene
- Management considerations: resource application to “make it better”
- Community-wide impact:
  - Command Post
  - EOC

# Disaster Education

- Red Cross Partnership...”By Seniors For Seniors”
- Community partnership...”Project Prepare!”

# Disaster Training: CERT

- Monroe County by HSMi since 2004,  
500 people
- City of Rochester Fire Dept. since 2002,  
600 people
- Ridge Road Fire District since 2003,  
80 people

# National Curriculum

- Delivered across 9 modules
- Hands-on application
- Personal for self, family, immediate neighbors
- As a Team for their community, or as engaged by their “sponsor”

# County CERT Program

- Policy: inclusive public education
- Design: national program for the general public
- Disparity: no provision for other than the general public. NOTE: ADA Legislation
- Next step(s): Every emergency is local...no spectators.
- Translation: Bridge the gap!

# Deaf Classes (x2)

- Concern: highest per capita deaf population in USA
- Community partners: NTID, Rochester School for the Deaf, Deaf Community
- Delivery: Interpreters, video captioning, Instructor orientation
- Post-grad impact: Deaf volunteers, Red Cross publication, telethon staffing
- National impact: Katrina, captioned videos

Reaching our bottom line...

Every emergency is local.

“Emergencies are not spectator sports!”

# “All-Ability” CERT Class

- Concern: other special needs, promote CERT awareness and solicit students
- Community partners: Center for Disability Rights, County ADA Coordinator
- Participants: CDR Staff & Board, County ADA Coordinator, service animals
- Delivery: class site for access and mobility assistive devices, student materials, Instructor orientation

# “All-Ability” CERT Class, cont.

- Post-grad impact:
  - continue delivery of national curriculum, do not modify for Special Needs populations
  - Outreach from CDR to Staff and clients
  - Outreach to Emergency Responders through video training, 2 examples
- National impact:
  - large print and Braille Student Manual, Graduation Certificate
  - Rachel Jackey, National CERT Program
  - “All Abilities” CERT Instructor Guide Appendix

# At what cost?

- Initiative
  - ...in every community
- Financial resources
  - ...federal grants
- Instructors
  - ...training by the State
- Empowering people
  - ...priceless!

Thank you !