

Simple Preparedness Steps Toward Resilience



FEMA

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Individual and Community Preparedness Division

What is Resilience?

Economic?

Disaster?

Climate?

Environmental?

- Ability of individuals, communities, organizations and States to adapt to and recover from hazards, shocks or stresses without compromising long-term prospects for development.
- Degree to which individuals, communities, and public and private organizations are capable of organizing themselves to learn from past disasters and reduce their risks to future ones.



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What is Preparedness?

- The process of ensuring that the individuals in a community have the capabilities and resources necessary to enable them to prepare for, respond to, and recover from disasters.

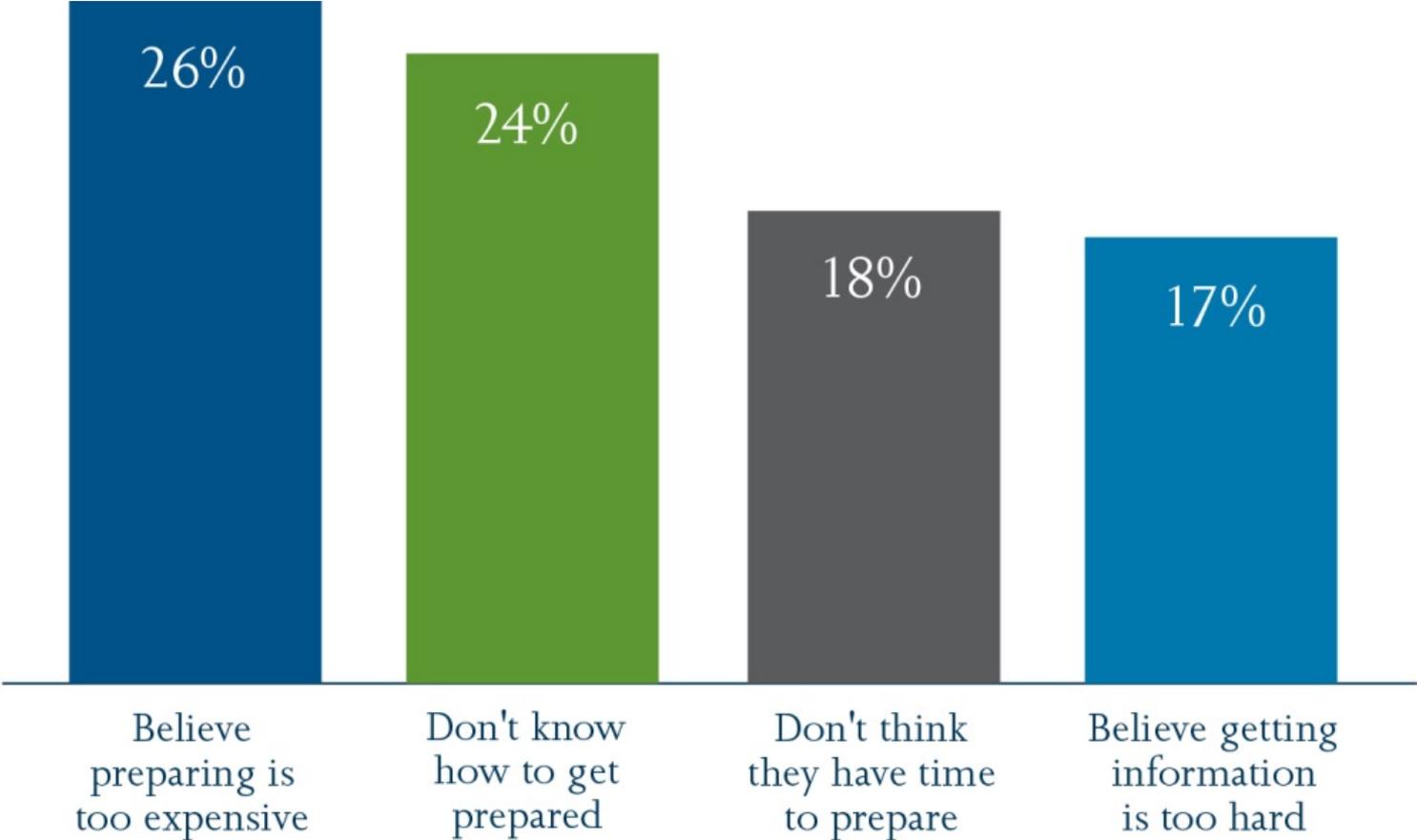
National Preparedness Goal:

“A secure and resilient nation with the capabilities required across the whole community to prevent, protect against, mitigate, respond to, and recover from the threats and hazards that pose the greatest risk.”



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Perceived Barriers to Preparedness



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Why Change the Preparedness Message?



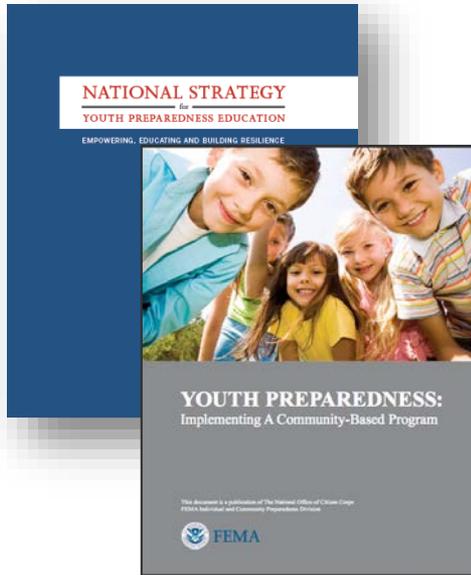
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America's PrepareAthon!



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FEMA Youth Preparedness



National Strategy for Youth Preparedness Education

Created mutually by FEMA, the American Red Cross, and the U.S. Department of Education. Purpose is to couple national attention on emergency and disaster preparedness with community action that focuses specifically on youth readiness for disasters and related events.

Youth Preparedness Council

Brings together youth leaders from across the country, territories and tribal nations that are highly engaged in championing youth preparedness and making a difference in their communities.

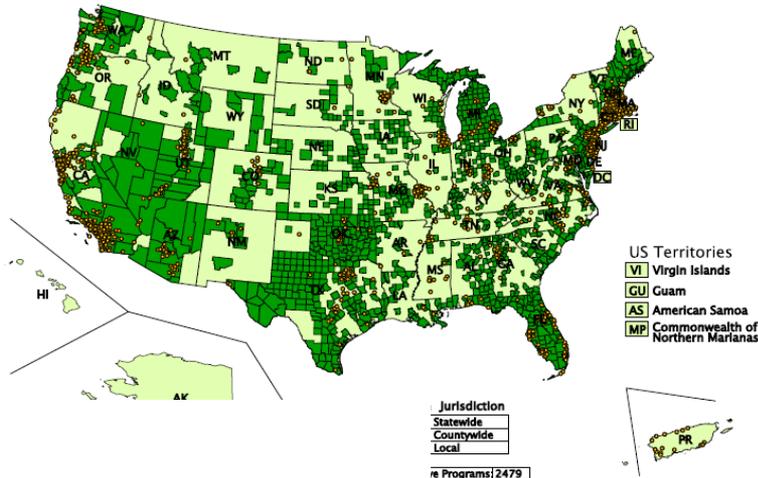


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Community Emergency Response Team (CERT)

Community volunteers who:

- Give critical support to first responders,
- Provide immediate assistance to victims, and
- Organize spontaneous volunteers at the site of an emergency.



- Programs in All States and Territories
- Programs in Tribal Nations
- Over 2,400 local programs
- 526,500+ individuals trained

Collaboration in Action

Shelby County, TN

- ★ First county in TN to participate in America's PrepareAthon!
- ★ Eight mayors participated and issued a joint proclamation
- ★ A different action each day
- ★ Public and private participation
- ★ Extensive TV, radio, print and social media coverage
- ★ Coordinated NOAA Weather Alert Radio Campaign during PrepareAthon!
- ★ Community wide tornado drill

NWS Memphis WFO

- ★ Attended campaign kickoff meeting.
- ★ Encouraged social media followers to share preparedness actions
- ★ Hosted SkyWarn Spotter Training in support of campaign
- ★ Produced Public Service Announcements (PSA)



SKYWARN
WEATHER.GOV®



Reaching Additional Communities with Simple Preparedness Activities

Faith Community Events to Take Action



Community-Wide Activities



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Visa Staff Prepare for Emergencies Anytime, Anywhere

- ★ Foster City, CA headquarters
- ★ 2,500 staff participated
 - Drills and workshops
 - Visa Emergency Response Team increased to 350 members
 - Sampling 1,000+ treats from Visa's "Recipes for Disaster" Cookbook
- ★ Held preparedness marketplace to build emergency kits at home, work, and in the car
- ★ Planning more PrepareAthon! locations for 2016





Weather-Ready Nation for All

Douglas Hilderbrand • National Weather Service



Are You Weather Ready?

KNOW
YOUR
RISKS



STATE
ACTION

BE AN EXAMPLE



Building a Weather-Ready Nation for All

WRN Ambassador Initiative

Maximize the contributions from external organizations toward making the nation ready, responsive, and resilient to weather, water, and climate risks.

Data Providers (*i.e.*, Weather Enterprise)

-  Maximize value of weather, water, and climate information to society
-  Mutually benefit NOAA and other government agencies, academia, non-profits, and private sector

Data Users (Decision-Makers)

-  Meet “life and property” mission more effectively with societal responses equal to risk.
-  Strengthen business competitiveness

Data Communicators (Media)

-  Build consistency in message
-  Increase outreach



U.S. Commerce Dept. @... 1d
@NOAA encourages U.S. biz to be Weather-Ready Nation Ambassadors during National Severe #Weather Preparedness Week
1.usa.gov/1drU7mN

Visit: www.noaa.gov/wrn

Building a Weather-Ready Nation for All

Diverse Organizations



3300+



AMBASSADOR
WRN
WEATHER-READY NATION™



>600 EM Offices

>180 TV Stations

~90 Federal Dept./Agencies

>70 Universities

20 National Parks/Forests

18 Fortune 500 Companies

15 Tribal Organizations

Follow @WRNAmbassadors

Building a Weather-Ready Nation for All

122 NWS Weather Forecast Offices

160+ local WRN Ambassadors



Building a Weather-Ready Nation for All

WFO Twin Cities WRN Ambassadors

Federal Agencies: DHS, IRS, TSA, VA, USDA, USACE

~45 EM Offices

~25 school districts

All 5 major TV Stations

GEICO

AMBASSADOR

**Ridgeview Medical
Center**

MN Health Dept.



Wells Fargo

Allianz Life Insurance

Centerpoint Energy

Schneider Electric

Waconia Chamber of Commerce

Elk River Dairy Queen

Science Museum of Minnesota

Excelsior Brewing Company

Minnesota Vikings

Hazeltine National Golf Club

2016 Ryder Cup

Follow @WRNAmbassadors

Building a Weather-Ready Nation for All

WFO Twin Cities Outreach



Weather-Ready
in the face of

TURN AROUND, DON'T DROWN!

DID YOU KNOW?

- More deaths occur due to flooding than from any other thunderstorm-related hazard.
- More than half of flooding deaths occur in vehicles.
- 6 inches of moving water can knock over an adult.
- 12 inches of moving water can wash away vehicles.

WHAT SHOULD YOU DO?

- Always stay informed about local weather conditions.
- Avoid unnecessary travel on days when severe weather is forecast.

TORNADO WARNING

VS.

TORNADO WATCH

A tornado is happening or imminent. Take shelter immediately.

A tornado is possible.

- Stay tuned to local radio/TV for info.
- Know where you'll shelter if you have to.

Heat Related Deaths ARE Preventable

LOOK BEFORE YOU LOCK

The temperature in your car can quickly become deadly!

Outside Temperature 80°

Inside 99° Time Elapsed: 10 Minutes	Inside 109° Time Elapsed: 20 Minutes
Inside 114° Time Elapsed: 30 Minutes	Inside 123° Time Elapsed: 60 Minutes

weather.gov/heat

Building a Weather-Ready Nation for All *Vulnerable Populations*



US National Weather Service Wilmington NC
Posted by Sandy LaCorte [?] · about an hour ago

Congratulations to our newest Weather-Ready Nation Ambassador! Find out how you can help our nation become Weather-Ready at www.nws.noaa.gov/com/weatherreadynation



Wilmington, NC

**Congratulations to the newest
Weather-Ready Nation Ambassador!**

**Division of Services for the Deaf
and the Hard of Hearing
Wilmington Regional Center**

Join the movement!

Is your group/organization interested in becoming an Ambassador?

Visit: <http://www.nws.noaa.gov/com/weatherreadynation/>

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Lightning Safety for the Deaf and Hard of Hearing...



**Open structures
such as picnic
shelters or porches
are not sufficient
protection from
lightning.**

Questions? douglas.hilderbrand@noaa.gov