Welcome!

We will be starting soon.
The Low-Income Forum on Energy Presents:

**FEMA’s America’s PrepareAthon and ARC’s Home Fire Preparedness Campaign**

Eric Goldman (CTR), FEMA Region II
James Segerson, American Red Cross

March 23, 2015
1:30 p.m. – 2:30 p.m. ET
LIFE, the Low-Income Forum on Energy, is a unique statewide dialogue that brings together organizations and individuals committed to addressing the challenges and opportunities facing low-income New Yorkers as they seek safe, affordable and reliable energy.

Supported by the New York State Public Service Commission and the New York State Energy Research and Development Authority (NYSERDA), the LIFE dialogue encourages an interactive exchange of information and collaboration among the programs and resources that assist low-income energy consumers.
Register Now!

LIFE 2016 Statewide Conference

www.lifenys.org/2016conference

May 25-26, 2016
Albany, New York
→ Monthly webinars
  Wednesday, June 15, 2016 @ 1:30-2:30 p.m. ET
  NIST’s Planning Guide for Improving Community Disaster Resilience
  National Institute of Standards and Technology

→ Monthly email newsletter
  Sign up at lifenynews.org

→ Social media
  LinkedIn: Low-Income Forum on Energy
  Twitter: @LIFEnys
Low-Income Forum on Energy

Find more information on the website
www.lifenynynews.org

Join the mailing list
www.lifenys.org/signup

Share article suggestions, webinar ideas, events
www.lifenys.org/share

Contact LIFE
Phone: 888-521-7120
Email: LIFE@nyserda.ny.gov
Asking and Responding to Questions

Type into the text field and click “send.”
Technical Difficulties or Contacting the Host

Click on the “Chat” icon to activate the chat function.
America’s PrepareAthon!
Community Preparedness in Action
New York State Low Income Forum on Energy (LIFE) Webinar
March 23, 2016
America’s PrepareAthon!

★ A national community-based campaign for action

★ Increasing preparedness through hazard-specific drills, group discussions, and exercises

★ Year Round Campaign
  ★ National PrepareAthon! Days: April 30 and September 30

★ Free resources and tools for range of hazards relevant to communities across the country:
  ▪ Earthquake, Flood, Hurricane, Tornado, Wildfire, and Winter Storm

ready.gov/prepare
Campaign Goal

Build a more resilient Nation by increasing the number of individuals who:

★ Understand which disasters could happen in their community
★ Know what to do to be safe and mitigate damage
★ Take action to increase their preparedness
★ Participate in community resilience planning
Why Participate in America’s PrepareAthon?

★ Build a new narrative of preparedness as a social norm.
★ Engage more people in taking preparedness actions.
★ Strengthen relationships among emergency managers, stakeholders, community organizations, and individuals.
★ Leverage existing initiatives—national, state and local.
★ Be counted in a unified national movement toward greater national preparedness.
One Step At a Time: Awareness to Action

10 WAYS TO PARTICIPATE IN AMERICA'S PrepareAthon!

- Access Alerts and Warnings
- Test Communication Plans
- Assemble or Update Supplies
- Drill or Practice Emergency Response

- Plan with Neighbors
- Participate in a Class, Training, or Discussion

- Conduct an Exercise
- Make Property Safer
- Document and Insure Property
- Safeguard Documents
Family Emergency Communication Plan:

- Easy-to-use fillable forms
- Wallet Card
- How to practice
Step By Step: How to Prepare By Hazard

Easy to navigate preparedness discussion agenda and guide with media resources

Organizational tabletop exercise scenario

Additional activities and resources
Step It Up: Get The Conversation Going

- Videos and Animations
- Customizable Materials
- Posters
- Web Badges
- Digital Invitations
What’s Your PrepareAthon! Story?
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
University of Alabama Birmingham worked with Federal and community partners

1,000+ participated in 15 activities

Promoted these preparedness actions with weekly announcements to thousands of recipients

Tracked user engagement with #ReadyUAB

UAB Officially recognized by NWS as a StormReady Community
Formed by Kiahna Lee Espia
Participants of Guam Volunteers, Youth Preparedness, and Leadership Summit developed Guam Youth Preparedness Program
Espia led a National Preparedness Month Grand Finale, which reached approximately 1,000 people
Guam Youth Preparedness Coalition in the works
Little Rock Air Force Base Launches PrepareAthon! into Flight

- Ramped up the Air Force Be Ready program
- Hosted seasonal tabletop exercises with the EOC
- Organized real-world drills to prepare for tornadoes, snow, and ice
- Revolving population makes community preparedness difficult
- Presented to nearly 100 students on base using visual aids to keep them engaged
- Gave children materials to share with their parents
- Promoted PrepareAthon! activities through direct and indirect means
Teen Leader Preps Local CERT For Tornado Safety

★ Youth Preparedness Council member
★ Presented to Mahaska County, Iowa CERT about tornadoes and safety tips
★ CERT Team Captain and Vice President of the CERT Board of Directors
★ Encouraged more people to plan their own event with America’s PrepareAthon!

TOGETHER WE PREPARE.

JOIN IN!

AMERICA’S PrepareAthon!
★ Joined the America’s PrepareAthon! movement in delivering an innovative Prep Rally program
★ Four “prep steps”
  ▪ Recognizing the risks in your area
  ▪ Planning ahead
  ▪ Gathering supplies
  ▪ Knowing what to do
★ Work with Lassie, the iconic TV dog, to lead cheers, participate in the Disaster Supplies Relay Race, and get children excited about preparedness
★ Help community leaders run their own Prep Rallies
★ Headquarters held a shelter-in-place drill for severe weather
★ Bullseye attended Los Angeles County’s PrepareAthon! Children’s Day
★ Target co-sponsored Lansing, MI event with Do1Thing and Michigan State Police
★ Smyrna, GA and Nashua, NH stores held tornado drills
★ Headquarters facilities participated in severe weather drills
★ Volunteers distributed preparedness brochure with America’s PrepareAthon! logo
Community Emergency Preparedness Corps members supported Points of Light affiliates with PrepareAthon! events around the country

- OneOC organized a mock disaster in one of the most dangerous counties in America for natural disasters
- Metro Volunteers in Denver distributed more than 560 information packets to senior, low-income, and immigrant residents
- Volunteer Houston helped visitors assemble approximately 1,000 emergency kits, explaining the importance of each item before placing it in the kit bag.
★ ~400 youth participated in The Pillowcase Project
★ Nursing students at Great Basin College participated in CERT-led training
★ 150+ City of Elko residents participated in a communitywide drill simulating a magnitude 7.2 earthquake
★ Nevada Department of Public Safety and NWS’s Reno office hosted a panel discussion—NevadaAthon!
  ▪ 4,500+ people contributed questions to the panelists via Facebook and Twitter
4th largest county in SC and 1st to participate in America’s PrepareAthon!

Awarded the fifth annual John D. Soloman Whole Community Preparedness Award

90,000+ students, residents, and employees participated in full-scale tornado exercises and drills

Test of CodeRED emergency notification system: 90,000+ phone calls, ~2,000 emails, 10,000+ people reached via social media

1,000+ members of Spartanburg County’s CERT conducted community outreach
2015 LESSONS LEARNED

Some important lessons through our engagement with communities:

★ Everyone is looking for better ways to effectively communicate risk..

★ Local government is a critical partner, but stakeholders from different sectors, economic strata, and roles in the community are needed to build resilience.

★ Convening diverse members of the community isn't always easy, but it is critical to the process of developing and implementing measures, and can itself be important in strengthening resilience.

★ Given tight budgets and busy work schedules, resilience needs to be built into existing community efforts.

★ Becoming resilient requires a culture shift.
Next Steps: Register and Participate

★ **Take Action:** Know your hazards and choose your activities.

★ **Be Counted:** Create your account and register your action on [ready.gov/prepare](http://ready.gov/prepare)

★ **Spread the Word:** Download materials to promote your day of action. Use @PrepareAthon and #PrepareAthon
America’s PrepareAthon! contact information:

PrepareAthon@fema.dhs.gov
www.ready.gov/prepare

@PrepareAthon  #PrepareAthon
Home Fire Preparedness Campaign
Why is it important?

American Red Cross
Home Fires in the United States

- 7 times a day, someone dies in a home fire
- Every 40 minutes, a fire injury is reported
- Home fires cause, on average, 2,500 deaths and roughly $7 billion in property damages every year

Source: National Fire Protection Association (M. Ahrens, 2013)
Home Fires: The Biggest Disaster Threat to American Families

Reported Deaths

- 2012 Home Fires
- Hurricane Katrina (2005)
- 2011 Tornadoes
- Hurricane Sandy (2011)

American Red Cross
What is our goal?

American Red Cross
Campaign Objectives

Save Lives • Reduce Injuries • Build Resilient Communities

NATIONAL GOAL | 25% reduction in home fire deaths and injuries in 5 years
Campaign to Save Lives

Civilian Home Fire Deaths

Source: National Fire Protection Association (M. Karter, 2013)
How will we achieve it?

American Red Cross
A nationwide effort by the **Red Cross and partners**, in collaboration with local fire departments and aligned with existing preparedness initiatives, to convene community coalitions and mobilize resources to **save lives and reduce injuries** from home fires.
# Campaign Cornerstones

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<th><strong>1</strong></th>
<th>Door-to-door installation of smoke alarms and completion of home-safety checklists and plans in vulnerable neighborhoods</th>
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<td><strong>2</strong></td>
<td>Youth engagement in classrooms and after school with technology, challenges, and science-based education</td>
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<td><strong>3</strong></td>
<td>Marketing campaign to <strong>motivate individuals to take action</strong> to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans</td>
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Why Smoke Alarms Matter

Smoke Alarms in US Households
- Households with at least one working alarm: 77%
- Households with no alarms: 23%
- Households with non-working alarms: 4%

Home Fire Fatalities in US Households
- Households with at least one working alarm: 40%
- Households with no alarms: 37%
- Households with non-working alarms: 23%

Source: National Fire Protection Association (M. Ahrens, 2014)
How can we work together?

American Red Cross
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<tbody>
<tr>
<td>1</td>
<td>Join your local Community Home Fire Preparedness Coalition</td>
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<tr>
<td>2</td>
<td>Participate in community home fire preparedness activities</td>
</tr>
<tr>
<td>3</td>
<td>Help support, promote or implement community efforts to increase working smoke alarms in at-risk neighborhoods</td>
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<td>4</td>
<td>Take steps in your own home and neighborhood to prevent fires and increase preparedness</td>
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<tr>
<td>5</td>
<td>Donate to support home fire preparedness</td>
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Helping with Coalition Activities

There are many different ways to support coalition preparedness efforts in your community, such as:

• Signing on as a coalition partner
• Sharing knowledge of local neighborhoods and making local connections
• Helping plan and coordinate campaign events
• Developing ideas for new campaign activities
• Promoting campaign activities
• Contributing and recruiting event volunteers
• Supplying resources (e.g. financial support, smoke alarms, install equipment, etc.)
• Raising awareness and educating constituents about home fire preparedness
Why Become a Coalition Partner?

- To help save lives and reduce fire-related property loss in your community
- To build a more resilient community
- To demonstrate your organization’s commitment to community health and safety
In Your Own Home and Neighborhood

Key steps you can take in your own home, and assist your neighbors with, to become better prepared:

- Check batteries and test smoke alarms
- Create and practice home fire escape plan
- Complete Red Cross Fire Safety and Prevention Checklist
What’s Your Escape Time?

- How long do you have to escape from a home fire?
- People tend to over-estimate
- If a fire starts, you may have just two minutes to get to safety!
Our National Efforts

American Red Cross
Services Delivered
(October 2014 – January 2016)

- Smoke Alarms Installed: 264,000
- In-Home Visits: 121,000
- People Served: 333,000
- Youth Reached: 443,000
- Cities Served: 4,500
- Coalition Partners Engaged: 2,500
- Escape Plans Created: 100,000
- Batteries Replaced: 24,000
- Lives Saved: 77
Questions?

American Red Cross
Learn More

Contact
James Segerson – Individual & Community Preparedness Specialist at james.segerson@redcross.org or visit http://www.redcross.org/
Thank You

American Red Cross
Join us for the next webinar:

June 15, 2016 @ 1:30 p.m. – 2:30 p.m. ET

NIST’s Planning Guide for Improving Community Disaster Resilience

National Institute of Standards and Technology

nyserda.ny.gov/LIFE-Webinar-Series
Register Now!

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