



**Emergency Management
101**

*Pre-Conference Course
2021*


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Course Description 


- Overview of Emergency Management and its challenges
- Developed for both new and experienced emergency managers
- Not comprehensive, but hits the “wave tops”

Expectations 


- Questions, discussion and best practices are encouraged!
- What unanswered questions do you have?


Course Outline 

1. What is Emergency Management?	7. Disaster Declarations
2. What is an Emergency Manager?	8. Event Recap (May 28 th)
3. Roles and Responsibilities	9. Professional Development
4. Applicable Laws and Authorities	10. The Emergency Manager's Lens
5. Elements of a Good EM Program / LEPC	11. Professional Relationships
6. Communications and Social Media	12. Volunteers
	13. Grants
	14. The Budget Process




What is Emergency Management?




Definition 

- Emergency management is the managerial function charged with creating the framework within which communities reduce vulnerability to hazards and cope with disasters.


IS-1.a - Emergency Manager: An Orientation to the Position

Definition 

“The process of making public officials think about things they don’t want to think about, spend money they don’t have, preparing for something they don’t believe will ever happen!”



(Selves, 1995)


Emergency Management 

- **Emergency Management:**
 - Comprehensive
 - Involves
 - all hazards,
 - all phases,
 - all stakeholders,
 - and all impacts...


Emergency Management 

- **Mission Areas**
 - Preparedness
 - Response
 - Recovery
 - Mitigation
 - Prevention
 - Protection





Emergency Management 

- **Preparedness**
 - The range of deliberate, critical tasks and activities necessary to build, sustain, and improve the operational capability to prevent, protect against, respond to, and recover from domestic incidents.



Emergency Management 

- **Response**
 - “Immediate actions to save lives, protect property, and meet basic human needs.”




Emergency Management 

- **Recovery**
 - A focus on the timely restoration, strengthening and revitalization of infrastructure, housing and a sustainable economy, as well as the health, social, cultural, historic and environmental fabric of communities affected by a catastrophic incident.




Emergency Management

- **Mitigation**
 - The activities designated to reduce or eliminate risks to persons or property or to lessen the actual or potential effects of the consequences of an incident.



Emergency Management


- **Prevention**
 - These are specific actions taken to avoid an incident or to intervene to stop an incident (focus is on terrorism) from occurring.




Emergency Management


- **Protection**
 - These actions are to reduce vulnerabilities of critical infrastructure or key resources in order to deter, mitigate or neutralize terrorism, major disasters and other emergencies.



Discussion 

- How would you define Emergency Management?
- What area is more difficult for your jurisdiction?


What is an Emergency Manager?

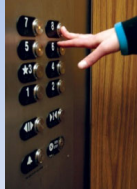
Emergency Manager 

- The person who has the day-to-day responsibility for emergency management programs and activities. The role is one of coordinating all aspects of a jurisdiction's mitigation, preparedness, response, and recovery capabilities*

*B. Wayne Blanchard, Ph.D., CEM

Emergency Manager

- **“Elevator Speech”**
 - “As an Emergency Manager, I am responsible for plans, programs, and training that protects my community for disasters, and if they do occur, I support the response and recovery efforts.”



Emergency Manager

- Not a First Responder*
- Is a Facilitator
- A Coordinator
- A Relationship Builder
- A Mediator
- Is Flexible



Emergency Managers

- **Diverse:** Emergency Managers come from, and work in, many different career areas...
 - Local
 - State
 - Federal (FEMA, PHS, NWS)
 - Department of Defense
 - Businesses (Disneyland)
 - Etc

Emergency Managers



- **Have a challenging career**

- Staffing
- Budget
- Visibility
- Buy-In
- Requirements
- Time



Discussion



- How do you describe your job?
- Who is not a county Emergency Manager?
- What other challenges affect the Emergency Manager's job?




Roles and Responsibilities



Roles & Responsibilities 

- **Prescribed by**
 - Laws
 - Administrative Regulations
 - Local Ordinances & Resolutions
 - Grant Requirements
 - Position Description




Roles, Responsibilities & Tasks 

- **Typical Activities (“Blue Sky”)**
 - Public Outreach
 - Training
 - Developing plans
 - Conducting Exercises
 - Grant Research
 - Communications with...
 - Developing relationships with...
 - Facility maintenance





Roles & Responsibilities 

- **Emergency or Contingency Activities (“Grey Sky”)**
 - Monitor destructive weather events
 - Work with Special Events Coordinators
 - Report events/incidents to KDEM
 - Assist responder agencies with public information
 - Brief and advise elected or senior officials
 - Coordinate and request needed resources
 - Manage volunteers
 - Initiate and maintain records

Roles & Responsibilities 

- **Other EM's**
 - First responder
 - First receiver
 - Public health
 - Animal/plant health
 - Information technology
 - Business administration
 - School administration
 - National Weather Service





Discussion 

- What unique job responsibilities do you have?




Applicable Laws & Authorities




Laws & Authorities 


- Code of Federal Regulations (CFR's)
- State Statutes
- Kansas Administrative Regulations
- Local Resolutions
- City Ordinances

Laws & Authorities 


- **44 CFR 206.36**
 - Requests for major disaster declarations
 - Submission of request to President
 - Basis for request
 - Request shall include:
 - Execution of State Emergency Plan
 - Damage estimate
 - Resources committed to disaster response
 - PDA
 - Certification by Governor
 - Catastrophes of unusual severity and magnitude

Laws & Authorities 


- **KS Statutes and Administrative Regulations**
 - KSA Chapter 48-9xx: *Emergency Preparedness For Disasters*
 - KSA Chapter 65-57: *Emergency Planning And Community Right-To-Know*
 - KAR 56 -2-2: *Standards For Local Disaster Agencies*

Laws & Authorities 

- **KS Statutes Annotated: Chapter 48-9XX**
 - Establishes KDEM/Defines TAG role (905a)
 - Immunity to Liability (915)
 - Governor’s role/declarations (924-5)
 - State Plans, rules, & regulations (926)
 - KDEM duties (928)
 - Duties/authorities of counties (929)
 - Kansas Mutual Aid System Compact (950-8)

Laws & Authorities 

- **KAR 56-2-2: Standards for Local Disaster Agencies**
 - Defines “local agency” and “coordinator”
 - Establishes requirement for a local EM resolution or ordinance which:
 - Gives authority to EM agency
 - Defines the required EM functions
 - Provides for required support to EM agency
 - Defines the duties/qualifications of the coordinator

Discussion 

- How many of you reference laws and administrative regulations in your plans and procedures?
- How many of you have briefed your elected officials on their statutory roles and responsibilities?





Elements of a Good EM Program



Program Elements

- *“Standards and Practices or Standards of Care”*
 - Elements of a good EM program


 

EM Programs


- **A Good Program:**
 - Comprehensive
 - Progressive
 - Risk-Driven
 - Integrated
 - Collaborative
 - Coordinated
 - Flexible
 - Professional


EM Programs 

- **A Good Program also:**
 - Meets standards
 - Encourages community involvement
 - Has leadership involvement
 - **Effective!!!**

Local Emergency Planning Committee (LEPC) 


- Creates buy-in by keeping them informed
- Establishes a planning team
- Can engage community partners
- Develops advocates for your program



EM Program 


- **Vision**
 - Emergency management seeks to promote safer, less vulnerable communities with the capacity to cope with hazards and disasters.

EM Program




- **Mission**
 - Emergency Management protects communities by coordinating and integrating all activities necessary to build, sustain, and improve the capability to mitigate against, prepare for, respond to, and recover from threatened or actual natural disasters, acts of terrorism, or other man-made disasters.

Discussion



- On what standards do you base your emergency management program?
- What other elements, or processes, identify a Good EM Program?
- Do you have a best practice?




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**Crisis Communications
& Social Media**




Emergency Public Information 

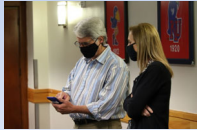

- **Emergency Public Information (EPI)** gives the public
 - Accurate
 - Timely
 - Inclusive
 - Useful Information and specific instructions
 - Information on the incident's cause, size
 - Current situation to the public, responders and additional stakeholders
 - Throughout the emergency

Emergency Public Information 

- **During disasters / emergencies / crises**
 - Accurate information is required
 - Rumors and misinformation places health and safety in jeopardy
 - Timely release of information is essential for public health and safety
 - Coordination of information is essential
 - Multiple methods of dissemination is necessary
 - All populations must be considered (consider barriers to obtaining and understanding information)
 - Must maintain public trust / org reputation

Emergency Public Information 

- **The Process**
 - Gathering
 - Verifying
 - Coordinating
 - Disseminating




Emergency Public Information

- **The Plan**
 - Guideline designed to affect an orderly response to a crisis
 - Provides rapid dissemination of accurate and coordinated information to the public
 - Identifies primary and backup communications methods
 - Establishes processes for flow of information
 - Provides guidelines for operation of a JIC


Emergency Public Information

- **Dissemination Methods**
 - Website
 - Radio / TV Media
 - WEA
 - Call Notification Systems (Code Red, Everbridge, etc.)
 - NWS (Weather Radio)
 - Social Media
 - Partner agencies who serve impacted communities

Social Media





Be there during “blue skies”, so they seek you in “grey skies”!

Social Media 


- **Importance of Social Media**
 - Significant use
 - Force multiplier for your messaging
 - 72% of adults use at least 1 platform
- **Demographics**
 - Age of users by highest percentage (18-29, 30-49, 50-64, 65+)
 - More women (78%) than men (66%)


– According to Pew Research "Social Media Use in 2021"


Social Media 

















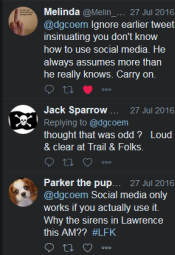








Social Media 

- **Social Media Challenges**
 - People expect 2-way conversation
 - Vulnerable populations
 - Inaccurate information/Rumors
 - Messages / second
 - Trolls
 - Character limits





Social Media 

- **Internal Challenges**
 - Labor rules/policies
 - Privacy issues
 - Internal policy
 - Training in use
 - Organizational culture
 - Workload and time commitment
 - Communications plan integration
 - Personal vs organizational use
 - Upgrades
 - Department vs. JIC


EPI & Social Media 

- Public information expectations
- Provides rapid communications
- Prepares public for emergencies
- Alerts and warns public
- Rumor management




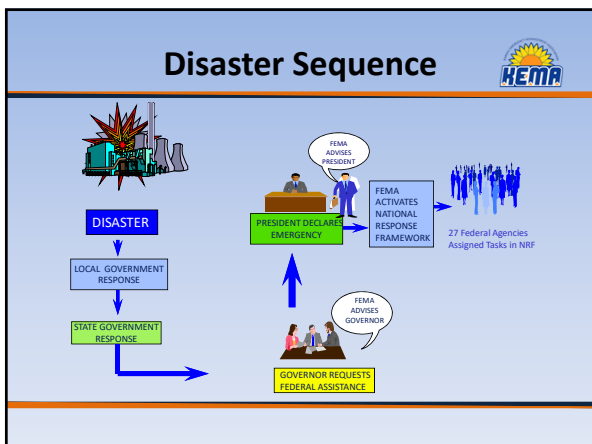
Best Practices 

- Create message maps / pre-scripted messages
- Identify key resources before the emergency
 - Statewide, local, regional
 - Strengths or assignments
- Brief elected officials on process
- Identify agencies who can post/share on your behalf

Discussion 


- What can happen if you don't provide accurate timely information?
- Do you have a EPI Plan?
- How has the use of Social Media changed public information methods?
- How do you use Social Media?
- What traditional media methods do you use?


Disaster Declarations




Disaster Facts 

- All Disasters are Local
- All Disasters are Political Events
- Can be significantly influenced by media
- FEMA only considers “uninsured loss”

Disaster Declarations 

- **The Process**
 - Incident
 - Preliminary Disaster Assessment
 - State Resources Overwhelmed
 - Declaration Types
 - Emergency
 - Major Disaster

Disaster Declarations 

- **Declaration Types**
 - Emergency Declaration
 - “...when the President determines federal assistance needed...”
 - Major Disaster Declaration
 - “...any event that the President believes has caused damage of such severity that is beyond the combined capabilities of state and local governments...”

Disaster Declarations



- **Assistance Available**
 - Individual **(IA)**
 - To individuals and households
 - Public **(PA)**
 - To state and local governments, certain private non-profits
 - Hazard Mitigation Assistance
 - To state and local governments and certain private non-profits

Discussion

- How many of you have had a disaster that was significantly influenced by politics?
- What other disaster assistance is available?

May 28th Tornado Recap

- 2 Tornadoes (EF-2 and EF-4)
- Crossed Douglas and Leavenworth Counties (EF-0 Damage reported in Osage County)
- Continuous 39-mile path






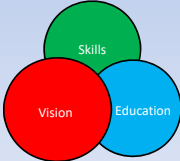
May 28th Tornado Recap

- Lessons Learned
 - Debris Management
 - Communications
 - Relationships
 - Long Term Recovery
 - Documentation
 - Coordination





Professional Development




Professional Development


- Certifications
 - Kansas Certified Emergency Manager (KEMA)
 - Certified Emergency Manager (IAEM)
- Training
- Professional Organizations
- Professional Publications

Programs/Partners 


- EMI's Emergency Management Professionals Program (EMPP) (3 Academies)
- EMI's Advanced Planning and Master PIO and Exercise Programs
- National Domestic Preparedness Consortium
- Naval Post Graduate Executive Leaders Program
- Kansas Leadership Center

Training 


- **For EMPG:**
 - ICS 100, 200, 700 and 800
 - IS139 Exercise Design
 - IS230 EM Fundamentals
 - IS235 EM Planning
 - IS240 Leadership & Influence
 - IS241 Decision Making & Problem Solving
 - IS242 Effective Communications
 - IS244 Developing & Managing Volunteers

Continuing Education 


- Formal Education
 - Degree granting institution
 - Executive level courses
- Professional publications
- Professional conferences
- Lessons Learned
 - Naval Postgraduate School's Homeland Security Digital Library (HSDL.org)
- Regional participation in exercises/events
- Current events

Professional Publications 


- **Publications**
 - Journal of Emergency Management
 - Disaster Recovery Journal
 - Journal of Homeland Security and Emergency Management
 - Disaster Prevention and Management
 - Emergency Management Higher Education Articles, Papers, etc.

Discussion 

- What other professional organizations do you belong to?
- What other certifications do you have?




The Emergency Manager's Lens




EM Lens 


- EM Perspectives
- Incident Analysis
- Lessons Learned
- Best Practices




EM Lens 


- What I see, now
 - How many rows to the airplane exit
 - Is there a flotation device under my seat
 - Is that out of place
 - What’s the weather doing
 - I need to update my preparedness kit
 - What is that happened to me?




EM Lens 


- Incident Analysis
 - Critical incident
 - Can it happen here?
 - Am I ready? Do I have the resources?
 - Where can I get the resources I need?
 - Do I have a plan?
 - How do I recover?




EM Lens 


- Lessons Learned
 - What we learned from our own experiences
 - What I can learn from others' experience
 - Lessons Learned vs Lesson Identified



EM Lens 


- Best Practices
 - A successful solution or method
 - A good fit
 - LUIS.gov/HSDL.org
 - <http://www.fema.gov/best-practice-stories>



Discussion 

- Has your perspective changed since you've been an Emergency Manager?
- What do you see through your "lens?"
- What do you think about lessons learned vs lessons identified?


Professional Relationships


Professional Relationships 

- Are essential to successful emergency management programs because they...
 - Facilitate communications and information sharing,
 - Help with the sharing of resources during incidents,
 - Establish trust, and
 - Identify and establishes mutual goals

Professional Relationships 

- **With whom:**
 - Your boss and peers
 - Elected/Senior Officials
 - First Response Agencies
 - Nonprofit
 - Business owners
 - Public and private utilities
 - Emergency managers (adjacent jurisdictions and at the state level)

Professional Relationships 

- Others
 - Universities/Colleges
 - Military
 - Federal partners (e.g., FEMA, NOAA, PHS, APHIS)

Discussion 

- What are some other advantages of developing professional relationships?
- With what other organizations should you develop a professional relationship?




Volunteers




Volunteers 

- Essential to many programs
 - Supplement staffing
 - Subject matter experts
 - Program advocates
 - Trained observers

Volunteers 

- **VOAD**
 - Diverse group of high-competent organizations that provide a wide range of skill in service to the community
- **CERT**
 - Educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills, fire safety , light S&R, team organization, and disaster medical operations.

Volunteers 


- Departmental (intra)
 - CERT
 - Skywarn
 - ACT (Auxiliary Communications Team)

Volunteers



- Recruitment
 - Preparedness fairs
 - Symposiums (weather)
 - Word of mouth
 - Website-how to signup

Volunteers



- Management
 - Need a plan
 - SOP's

Douglas County Emergency Management	\$100.00
Policy	
Volunteer Program	
	09/13/2021

Purpose:
The purpose of this policy is to set application and training requirements for volunteer members. It also outlines the procedures in regards to the management and conduct of conduct.

Scope:
This policy applies to all volunteer members.

Policy:
OBJECTIVE:
The Douglas County Emergency Management (DCEM) Volunteer Program consists of those persons who assist in operations during elections, special events, and meetings. These volunteer groups include: Preparedness Committees (Prep Coms) and Community Emergency Response Teams (CERTs).

- To recruit, coordinate, train, and schedule volunteers for special events and other emergency activities.
- To provide training, support, and resources to all volunteers.
- To ensure that all volunteers are properly trained and equipped during elections and events.


ALL VOLUNTEER APPLICATION REQUIREMENTS AND PROCEDURES:
Members of the Emergency Management (DCEM) Volunteer Program must meet the following requirements:

- Be at least 18 years old.
- Be a resident of Douglas County, Nevada.
- Be a citizen of the United States.
- Be a resident of Douglas County for at least 90 days prior to application.
- Be a resident of Douglas County for at least 90 days prior to application.
- Be a resident of Douglas County for at least 90 days prior to application.

PROCESSES APPLICABLE TO RECRUITING AND TRAINING:

- Recruitment: Recruitment is conducted through various channels, including social media, community events, and direct outreach.
- Training: Training is provided through a combination of classroom instruction and hands-on experience.
- Evaluation: Volunteers are evaluated based on their performance during training and operations.
- Retention: Efforts are made to retain volunteers through ongoing communication and support.

Volunteers



- Liability
 - Workman's Comp when activated
 - Ethical behaviors
 - County counsel

Volunteers 

- Issues/Challenges
 - Accountability
 - Behavior
 - Reliability
 - Compliance with policy (ethics)
 - Active engagement


Spontaneous Volunteers 

- Structure and Good Intentions
- Managing Unaffiliated Volunteers
 - Mitigation
 - Preparedness
 - Response
 - Recovery



Spontaneous Volunteers 

- National Principles
 - Volunteering and Community Life
 - The Value of Affiliation
 - Volunteer Involvement in the 4 Phases
 - Management Systems
 - Shared Responsibility
 - Volunteer Expectations
 - The Impact on Volunteers
 - Build on Existing Capacity
 - Information Management
 - Consistent Terminology

Discussion 

- How do you use volunteers?
- How do you handle emergent volunteers?
- Do you have a volunteer plan?



Grants




Grants 

- There's no such thing as free money!




Grants 


- **The Good**
 - Program enhancement
 - Program expansion
 - Program support
 - Training and Exercise opportunities


Grants 

- **The Bad** (Challenges)
 - Application process
 - Long receipt time
 - Matches (soft/hard)
 - Administration
 - Reporting requirements
 - Documentation/Audits
 - Misc. (buying off-grant, supplanting, other)

Discussion 


- Has anyone had a grant that you wished you hadn't? Why?
- How many have taken a grant writing course?
- What are some of the other pitfalls of the grant process?


The Budget Process


The Budget 

“The proper development, submission, and presentation, of your budget request, will affect its success or failure.”

Teri Smith, 2008

The Budget 


- **Budget Schedule Example**
 - Target and Directions (March)
 - Projections of Revenues (April)
 - Budget Development* (April)
 - Review Budget Requests (May)
 - Budget Presentation (June)




The Budget 

- **Budget Development**
 - Staffing
 - Contracts
 - Commodities
 - Capital Outlay
 - Miscellaneous





The Budget 

- **Budget Development Tips**
 - Start early
 - Use/develop your sources of information
 - Be realistic
 - Get some help
 - Justification tied to mission, capabilities, objectives, impact
 - Documentation
 - Know what is mandated by law


The Budget 

- **Budget Presentation Tips**
 - Be fully prepared to sell the program
 - Don't overuse professional jargon
 - Be prepared to answer questions




Discussion 

- How many of you were trained to develop and submit a budget?
- What other “budget development/ presentation tips” do you have?

Course Summary 

- **Part I**
 - What is Emergency Management
 - What is an Emergency Manager
 - Roles and Responsibilities
 - Applicable Laws and Authorities
 - Elements of a Good EM Program
 - Professional Relationships
 - Professional Development
 - Disaster Declarations



Questions?

Survey Feedback:
<https://www.surveymonkey.com/r/EM101KEMA>
