



Emergency Management Coordination

*Disaster Services Reengineering
Aligning with Government*

American Red Cross



**American
Red Cross**

Crossroads Division

Five Key Response Functions

- **Feed**
 - Provide disaster clients and responders with food
- **Shelter**
 - Provide disaster clients with safe, temporary housing
- **Staff and Support**
 - Coordinate with government and community partners at EOCs and ICPs
- **Assess and Report**
 - Gather damage information to respond and scale appropriately to serve affected communities
- **Communicate**
 - Let the public know community needs and how they can help



Reengineering Our Model

- Our services span the entire disaster cycle, are **predictable and repeatable** and are applied **consistently** across the country. The community knows what to expect.
- Services and programs should be designed based first on the **needs and expectations of clients and community consistent with the mission**, and then on those of key stakeholders.
- Be a **facilitative leader** across the disaster cycle: the Red Cross will align with government and work to enable the entire community to participate in all phases of the disaster cycle by shifting from being not only a provider of direct services but also a facilitative leader.



Reengineering Our Model



- A **single integrated** approach to building personal and community resilience encompasses services delivered through a single comprehensive disaster management process (whole cycle) which integrates and unifies programs and activities **across the entire enterprise**.
- An organization and culture that **continually innovates** in response to client and constituent needs.
- The **speed and accessibility** of our services enable a response that meets the urgent needs of the clients.



Disaster Cycle Reengineered Process

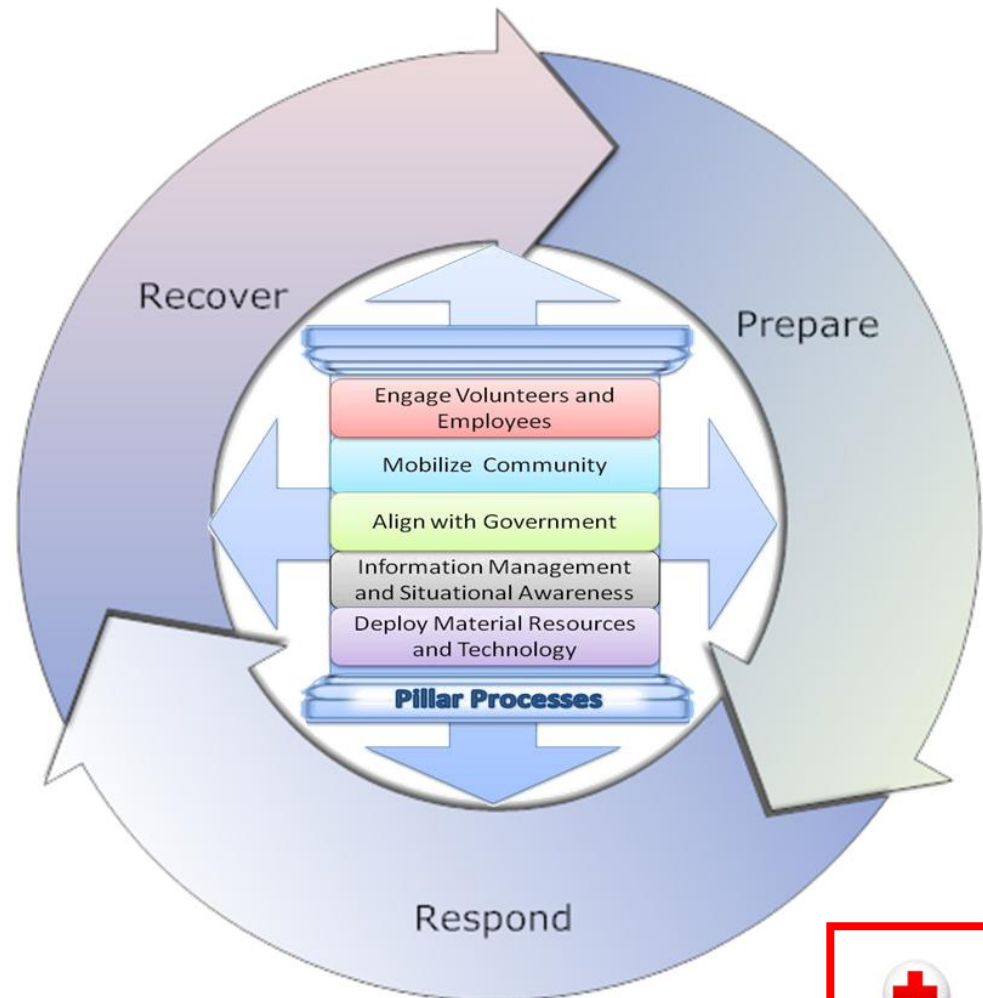
The Process Model

Three “core” processes, deliver the services of the Red Cross Disaster Management Cycle to the client:

- **Prepare**
- **Respond**
- **Recover**

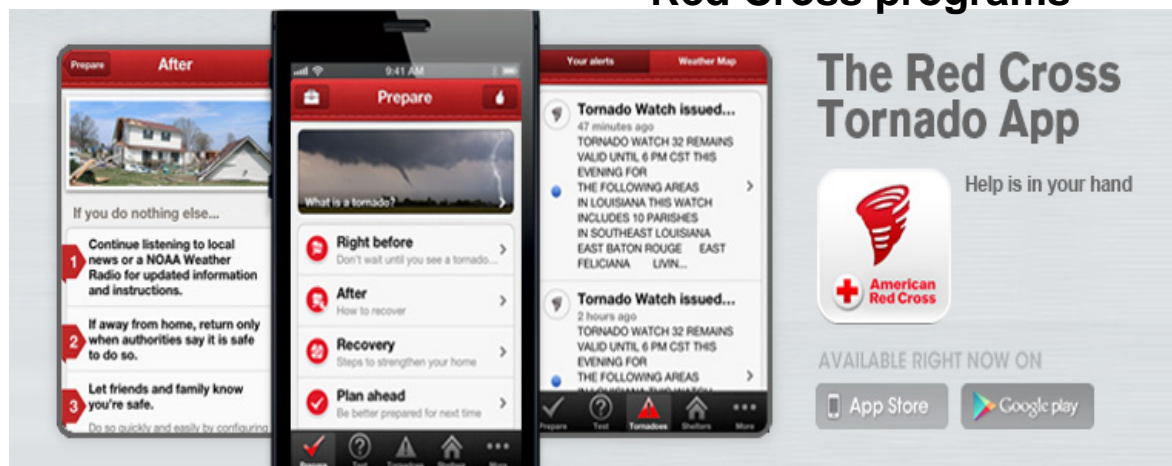
Five “pillar” processes support the core processes in their ability to deliver services to the client:

- **Engage Volunteers and Employees**
- **Mobilize Community**
- **Align with Government**
- **Manage and Share Information**
- **Deploy Material Resources**



Prepare

- Facilitate a person, business, organization, or community to take action before, during or after an emergency to limit the impact of the emergency.
- Increase number of individuals and families who have taken steps to be more prepared.
- Calls-to-action:
 - Download preparedness app and make an emergency plan
 - Encourage membership/partnership as a Ready When the Time Comes Partner
- Strengthen the public's awareness of preparedness and their participation in Red Cross programs



Respond

- **Build on the readiness and community mobilization work of our field units**
- **Capitalize on the spontaneous outpouring of goodwill and assistance**
- **Work more closely with government on response activities**
- **Collecting and sharing of information related to an event is viewed as one of our primary services**
- **Focus on addressing urgent emergency needs**
- **Share the status of response activities with our partners as a whole**



- **National Headquarters' role is to support field units, where Regional and Divisional units manage event with support from DOCC as needed**
- **Accommodate the broad range of clients who come to us for help**

Recover

- Begins when emergency needs have been met
- Base services on clients and community needs
- Make decisions at the level closest to the client
- Provide client casework as a recovery process rather than a response process
- Serve as a convener of community resources to meet client's short and long term needs
- Information sharing continues and is viewed as a primary service in Recover as it is in Respond



NRF and NDRF Red Cross Support

National Response Framework

- **Co-Lead to Mass Care Component of ESF 6**
- **Support Agency to ESFs:**
 - **3, 5, 7, 8, 11, 14, and 15**

National Disaster Recovery Framework

- **Support Agency to RSFs:**
 - **Health and Social Services**
 - **Housing Support**
- **Also strong partner to Community Building and Capacity Building RSF**



FEMA/Red Cross MOA

Red Cross will:

- **Co-Lead with FEMA Regional staff to support states and communities in development of mass care plans that assimilate the capabilities and needs of diverse NGOs in disaster preparedness and response**
- **Assist and engage FEMA HQ and Regional staff to ensure close collaboration with readiness and response operations**
- **Disseminate FEMA emergency management information, as appropriate, through its chapters and disaster relief operations**



Key Roles in Emergency Management Coordination

- **Maintaining current MOUs with States**
- **Conducting joint planning (preparedness efforts, mass care, recovery)**
- **Building region/division leadership team capacity**
- **Training and exercising together**
- **Mobilizing and convening community stakeholders with government**
- **Developing strong volunteer government liaisons**
- **Staffing EOCs at the Local, State and Federal levels**



ARC Division vs. FEMA Region IV



Division Disaster Executive

- Responsible for the division-wide achievement of disaster goals
- Leads and manages the Red Cross team responsible for the implementation of disaster services programs in the division
- Ensures alignment with FEMA and state governments
- Direct reporting oversight of Regional disaster staff during disaster operations
- Serves as the Red Cross Coordinating Officer during large disaster operations



Keith Alvey
Division Disaster Executive



Division Disaster State Relations Director

- Externally focused Disaster Director
- Primary interface at the state level with:
 - Government entities
 - Organizations
 - Other leadership entities in the field of emergency services, disaster policy and operations and community resiliency
- Ensures coordinated planning at the state level and with FEMA regions



Loren McCamey
Division Disaster
State Relations Director
Kentucky and West Virginia
FEMA Regions III & IV



Division Disaster Director

- Internally focused Disaster Director
- Responsible for the state level achievement of operational goals:
 - statewide response plans
- Accountable for capacity building beyond regional jurisdictions
- Supports Regional Disaster Program Officers
- Leads large disaster operations



Janine Brown
Division Disaster Director
Kentucky and West Virginia



Regional Disaster Program Officers

- Serves as incident commander for Red Cross relief operations affecting a single region
- Accountable for providing organizational leadership, human & material resource management
- Ensures development and communication of service delivery plan in affected community



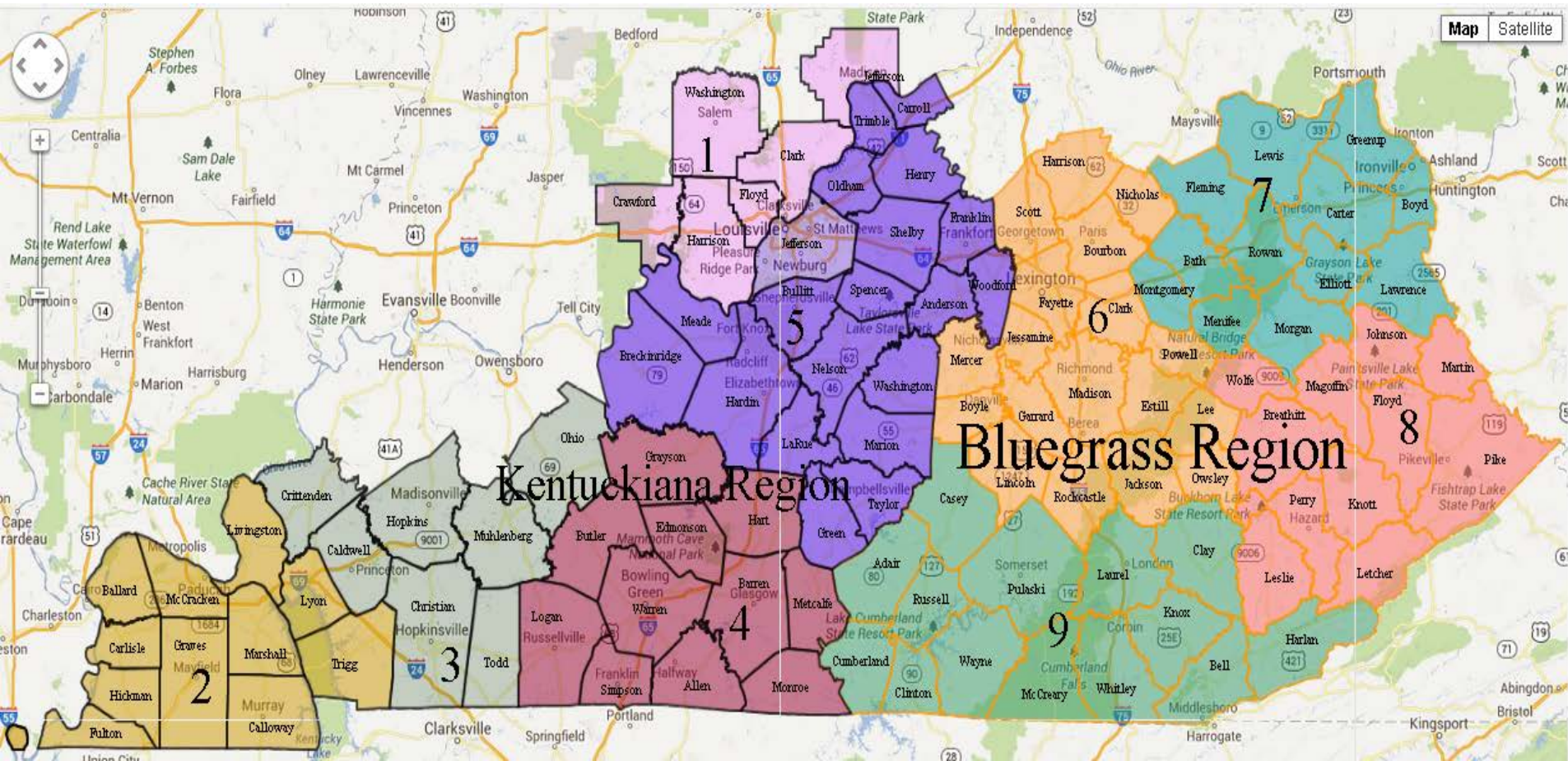
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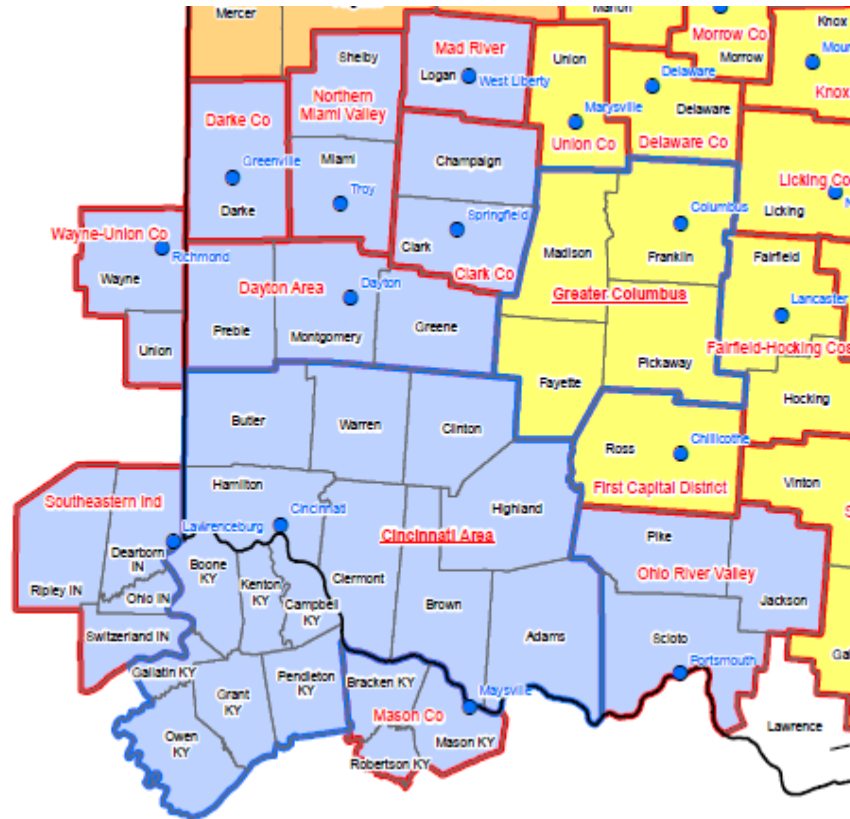
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Thank You!

Questions ??

American Red Cross



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