



Low-Income Forum on Energy

Welcome!
We will be starting soon.



Low-Income Forum on Energy

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



Low-Income Forum on Energy

Working to help low-income New Yorkers address energy issues.

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.



NEW YORK
STATE OF
OPPORTUNITY.

**Low-Income
Forum on Energy**

Register Now!

LIFE 2016 Statewide Conference

www.lifenys.org/2016conference

**May 25-26, 2016
Albany, New York**



Low-Income Forum on Energy

→ 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



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Low-Income Forum on Energy

Find more information on the website

www.lifenynews.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@nyscrda.ny.gov

Asking and Responding to Questions

The screenshot displays the Cisco WebEx Event Center interface. The main content area shows a presentation slide with the following text:

NEW YORK
STATE OF OPPORTUNITY.

Low-Income Forum on Energy

Welcome!
We will be starting soon.

The right-hand sidebar contains a 'Participants (1)' panel with the following details:

- Speaking:
- Panelists: 1
 - NYSERDA Events** (Host, me)
- Attendees: 0 (0 displayed)

Below the participants panel is a 'Q&A' panel, which is circled in red. It shows 'All (0)' questions and a text input field with the placeholder text: 'Select a question, and then type your answer here. There is a 256-character limit.' Below the input field are 'Send' and 'Send Privately...' buttons. Two yellow arrows point to the Q&A panel from the right side of the screen.

Type into the text field and click “send.”

Technical Difficulties or Contacting the Host

The screenshot displays the Cisco WebEx Event Center interface. The main content area shows a slide with the text "NEW YORK STATE OF OPPORTUNITY. Low-Income Forum on Energy" and "Welcome! We will be starting soon." The right-hand sidebar contains several panels: "Participants (1)", "Speaking:", "Panelists: 1" (listing "NYSERDA Events (Host, me)"), "Attendees: 0 (0 displayed)", "Chat", and "Q&A". The "Chat" icon in the top toolbar is circled in red, and a yellow arrow points to it from the right. The "Chat" panel is also circled in red, and a yellow arrow points to it from the right. The "Chat" panel includes a "Send to:" dropdown menu set to "All Participants", a text input field with placeholder text "Select a participant in the Send to menu first, type chat message, and send...", and a "Send" button. Below the "Chat" panel is the "Q&A" panel, which is currently empty and shows a "256-character limit" warning.

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



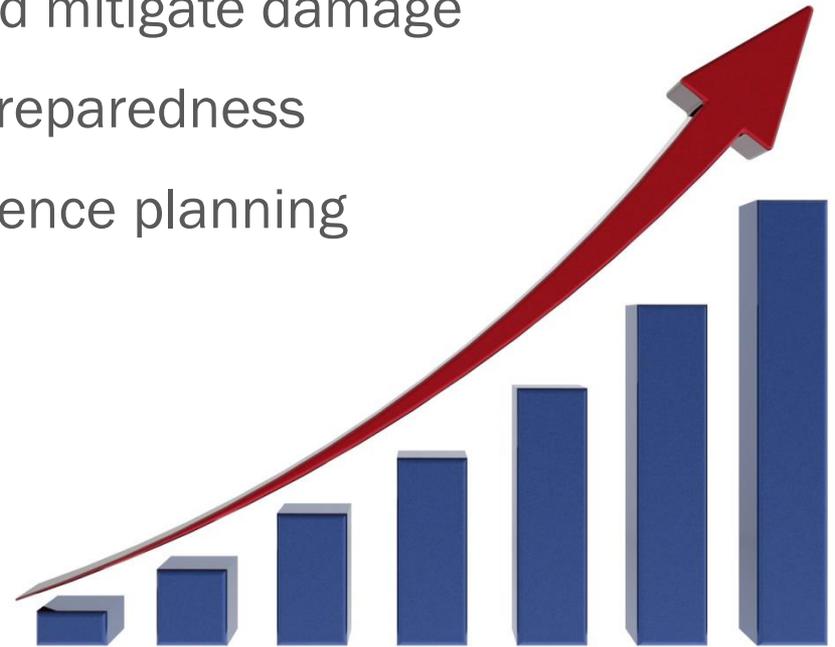
ready.gov/prepare



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

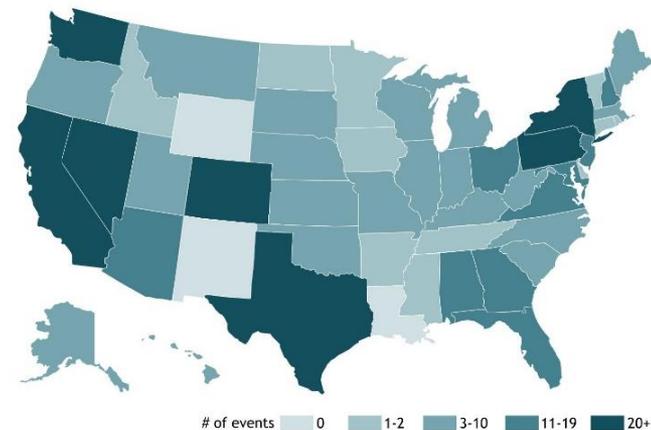


Why Participate in America's PrepareAthon?

- ★ 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



Boston Convention Center marquee with 10 Ways to Participate



One Step At a Time: Awareness to Action



**Access Alerts
and Warnings**



**Test
Communication
Plans**



**Assemble
or Update
Supplies**



**Drill or Practice
Emergency
Response**



**Plan with
Neighbors**

**10 WAYS TO
PARTICIPATE
IN AMERICA'S
*PrepareAthon!***



**Participate in
a Class, Training,
or Discussion**



**Conduct an
Exercise**



**Make Property
Safer**



**Document and
Insure Property**



**Safeguard
Documents**

Step by Step: How To Take Action

- ★ Family Emergency Communication Plan:
 - Easy-to use fillable forms
 - Wallet Card
 - How to practice



BE SMART. TAKE PART. CREATE YOUR FAMILY EMERGENCY COMMUNICATION PLAN

Join with others to prepare for emergencies and participate in America's PrepareAthon! | ready.gov/prepare

Creating your Family Emergency Communication Plan starts with one simple question: "What if?"

"What if something happens and I'm not with my family?" "Will I be able to reach them?" "How will I know they are safe?" "How can I let them know I'm OK?" During a disaster, you will need to send and receive information from your family.

Communication networks, such as mobile phones and computers, could be unreliable during disasters, and electricity could be disrupted. Planning in advance will help ensure that all the members of your household—including children and people with disabilities and others with access and functional needs, as well as outside caregivers—know how to reach each other and where to meet up in an emergency. Planning starts with three easy steps.

- 1. COLLECT.**
Create a paper copy of the contact information for your family and other important people/offices, such as medical facilities, doctors, schools, or service providers.
- 2. SHARE.**
Make sure everyone carries a copy in his or her backpack, purse, or wallet. If you complete your Family Emergency Communication Plan online at ready.gov/make-a-plan, you can print it onto a wallet-sized card. You should also post a copy in a central location in your home, such as your refrigerator or family bulletin board.
- 3. PRACTICE.**
Have regular household meetings to review and practice your plan.

TEXT IS BEST!

If you are using a mobile phone, a text message may get through when a phone call will not. This is because a text message requires far less bandwidth than a phone call. Text messages may also save and then send automatically as soon as capacity becomes available.

July 2015

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

AGENDA	DISCUSSION GUIDE (with notes)
<p>DISCUSS: PREPARE YOUR PROPERTY</p> <p>Let employees participate in a virtual fire drill and discuss organizational emergency plans.</p>	<p>INSIDE: Upgrade the heating, ventilation, water, and electrical systems to prevent flooding and "backflow" in sewer lines to prevent floodwater from backing up into your facility. As part of the assessment, find out your facility's history with pipe, roof, and other vulnerabilities.</p> <p>OUTSIDE: Keep gutters and drains free of debris. Use landscaping to improve drainage in yards. Use fire-resistant landscaping plants and materials.</p> <p>INSURANCE: Talk to your insurance agent about adding flood insurance. Flood insurance is available for businesses and homes from the National Flood Insurance Program, but takes 30 days to start effect for a business.</p>
<p>DISCUSS: EMERGENCY COMMUNICATIONS PLANS</p> <p>Review the plan for your organization's various sites.</p>	<p>Every family should have a plan to communicate with each other during and after a flood. Encourage people to identify an out-of-state contact, such as a friend or relative, as a meeting place. They may be in areas affected by flooding. Use social media and post on Facebook, message to many, or other sites.</p>
<p>HANDOUT: Media's Impact on Business</p> <p>Frank and Kim</p>	<p>Test the network. Test messages on other platforms and networks as you go. When you're ready, hold a test drill to test results.</p>
<p>EXPLAIN IMPORTANCE OF STORING CRITICAL DOCUMENTS</p>	<p>Export the guidelines to your website or intranet or provide essential links and contact information, and other search and records so that after the disaster you can regain the necessary process.</p>
<p>HANDOUT: Protect Your Critical Documents in a Floodzone</p>	<p>Find a safe place to store the information you've collected from critical information and other assets.</p>

Step It Up: Get The Conversation Going

- Videos and Animations
- Customizable Materials
- Posters
- Web Badges
- Digital Invitations



AMERICA'S
PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

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



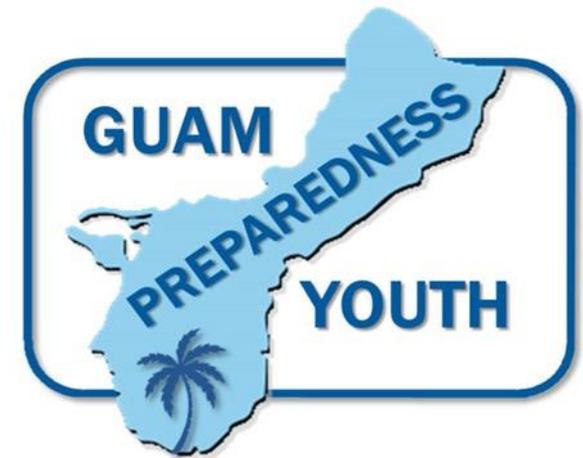
Year-Round Hazards Spur UAB's Preparedness Campaign

- ★ 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*



Guam Youth Summit Empowers the Next Generation of Preparedness Champions

- ★ 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



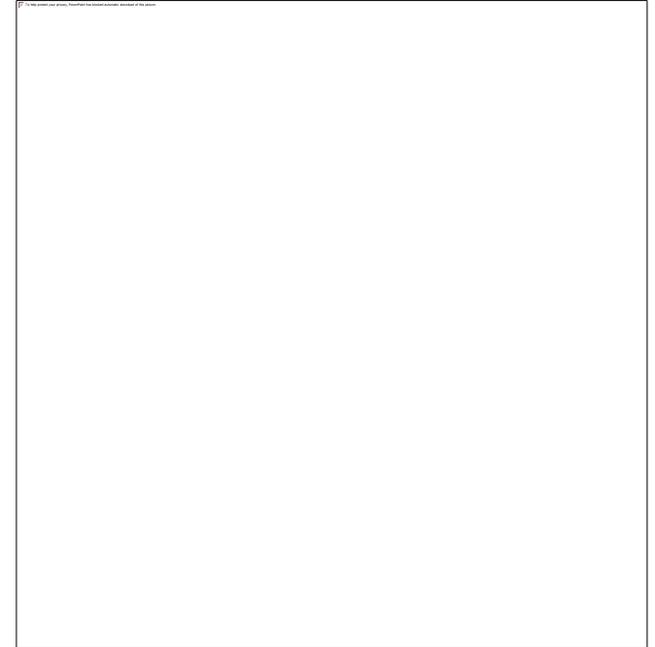
Teen Leader Preps Local CERT For Tornado Safety

- ★ 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!
BE SMART. TAKE PART. PREPARE.



Innovative Prep Rally Program Teaches Children and Families the ABCs of Disaster Safety

- ★ 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



Target's Volunteers Aim for Nationwide Preparedness with America's PrepareAthon! Partnerships

- ★ 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



Points of Light AmeriCorps Members Get Communities Nationwide Fired Up About Disaster Preparedness

- ★ 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.



Energetic Outreach Inspires Regionwide Participation in Nevada's PrepareAthon!

- ★ ~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



Spartanburg County's PrepareAthon! Raises the Bar on Community Participation

- ★ 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



National Academies of Science Resilience Roundtable

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.



The Resilient America Roundtable

Next Steps: Register and Participate



TAKE ACTION

Know your hazards and choose your activities

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



BE COUNTED

Create your account and register your activities

★ **Be Counted:** Create your account and register your action on ready.gov/prepare



SPREAD THE WORD

Download materials to promote your day of action

★ **Spread the Word:** Download materials to promote your day of action. Use @PrepareAthon and #PrepareAthon

AMERICA'S
PrepareAthon!

READY.GOV/PREPARE

AMERICA'S *PrepareAthon!*SM

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

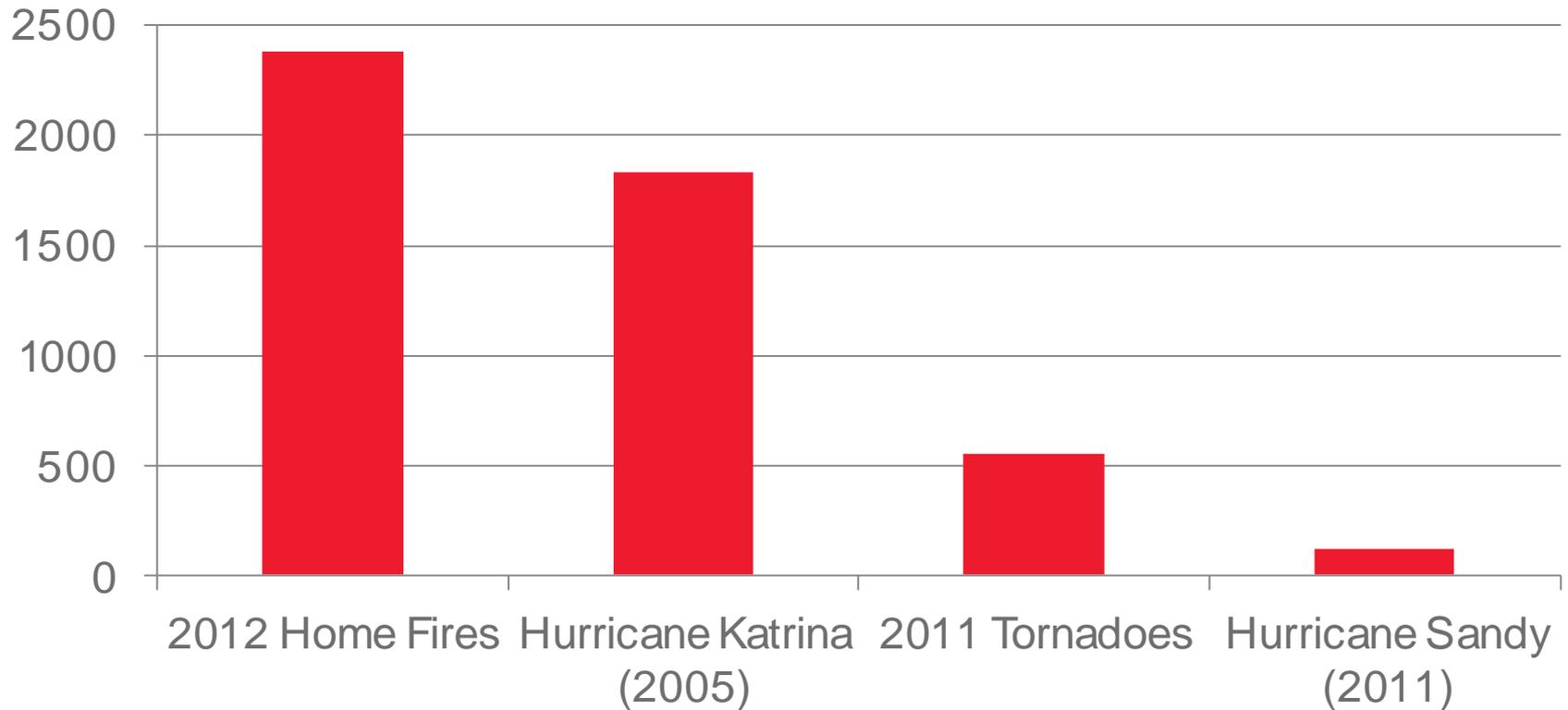
- 7 times a day, someone dies in a home fire
- Every 40 minutes, a fire injury is reported
- Home fires cause, on average, 2,500 deaths and roughly \$7 billion in property damages every year



Source: National Fire Protection Association (M. Ahrens, 2013)

Home Fires: The Biggest Disaster Threat to American Families

Reported Deaths





What is our goal?

American Red Cross

Campaign Objectives

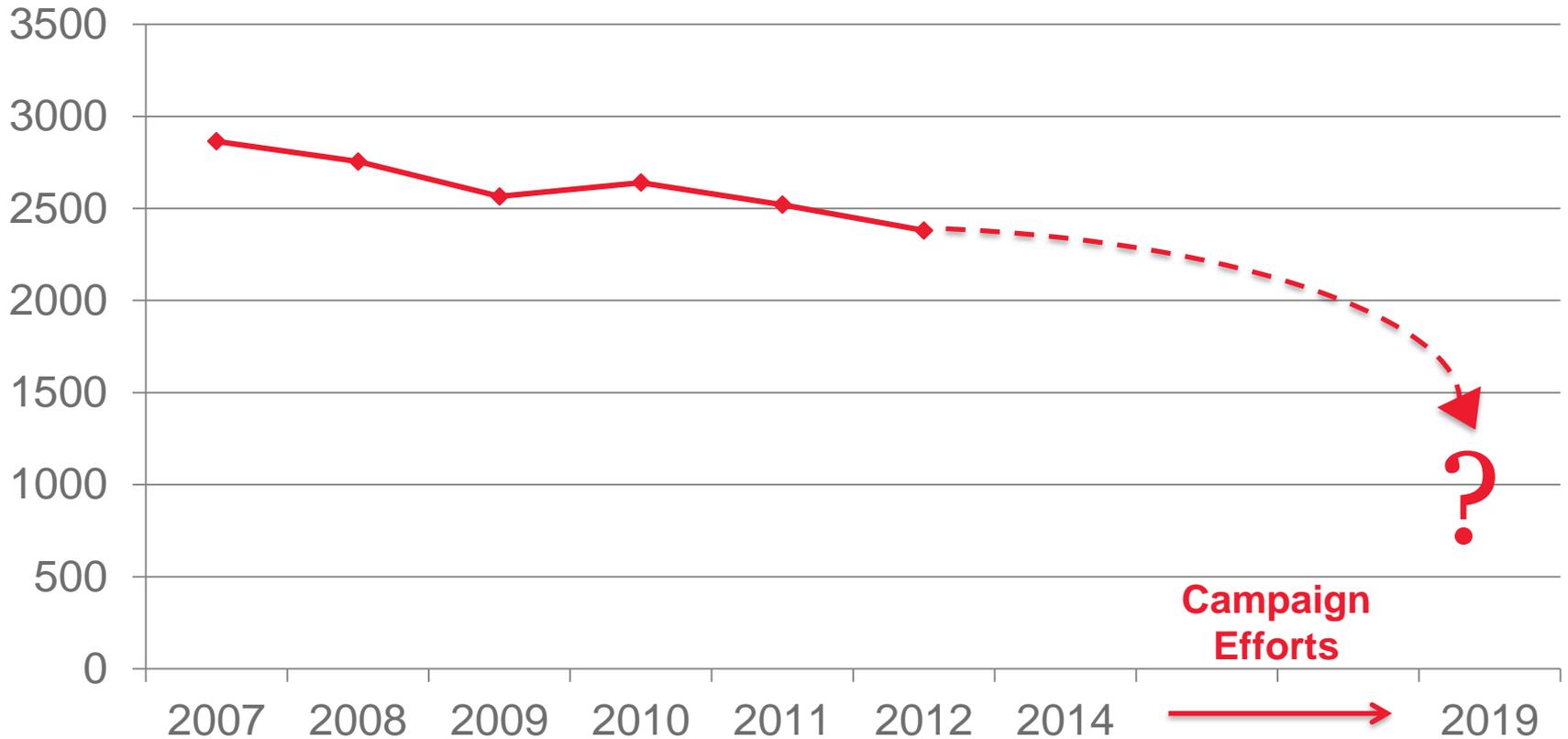
Save Lives • Reduce Injuries •
Build Resilient Communities

**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

1

Door-to-door installation of smoke alarms and completion of home-safety checklists and plans in vulnerable neighborhoods

2

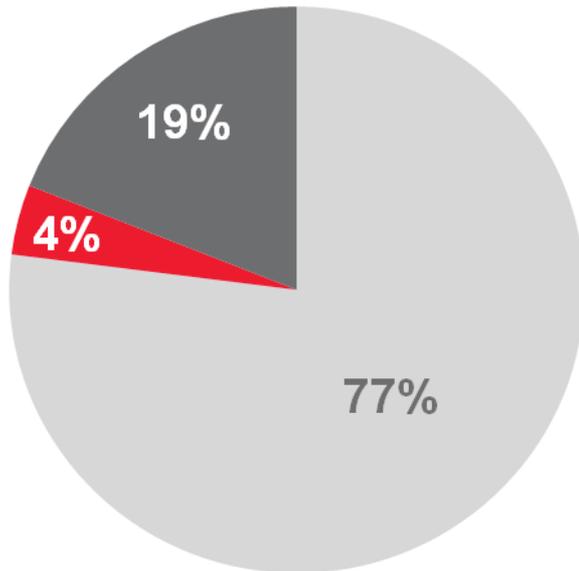
Youth engagement in classrooms and after school with technology, challenges, and science-based education

3

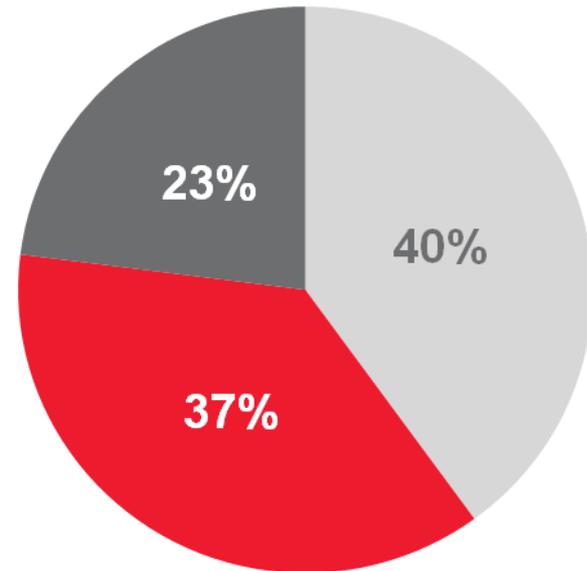
Marketing campaign to **motivate individuals to take action** to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans

Why Smoke Alarms Matter

Smoke Alarms in US Households



Home Fire Fatalities in US Households



-  Households with at least one working alarm
-  Households with no alarms
-  Households with non-working alarms

Source: National Fire Protection Association (M. Ahrens, 2014)



How can we work
together?

American Red Cross

1	Join your local Community Home Fire Preparedness Coalition
2	Participate in community home fire preparedness activities
3	Help support, promote or implement community efforts to increase working smoke alarms in at-risk neighborhoods
4	Take steps in your own home and neighborhood to prevent fires and increase preparedness
5	Donate to support home fire preparedness

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@](mailto:james.segerson@redcross.org)

redcross.org

or visit

<http://www.redcross.org/>





Thank You

American Red Cross



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National Institute of Standards and Technology

nyserderda.ny.gov/LIFE-Webinar-Series



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