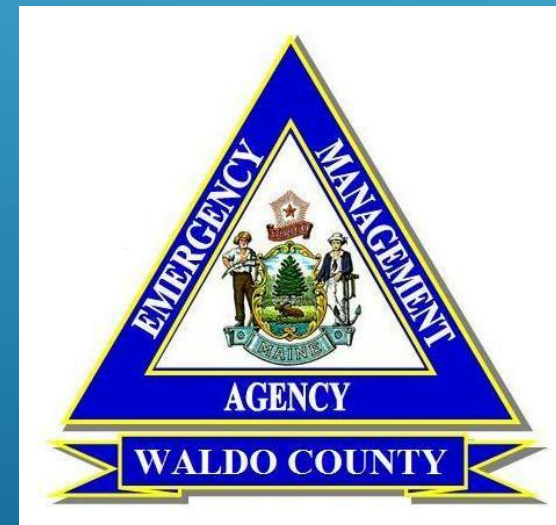


PREPAREDNESS 102

INTRODUCTION TO BEING BUSINESS PREPARED

**Waldo County
Emergency Management Agency**



PREPAREDNESS GOAL

- ▶ To encourage more businesses and their employees to become better prepared for major emergencies and disasters.



DISASTER PREPAREDNESS



- ▶ Being prepared for disasters can reduce fear, anxiety, and losses that accompany disasters.
- ▶ Being prepared can also reduce the impact of disasters.
- ▶ It can also mean the difference between life and death.

DEFINITIONS

- ▶ Hazard: A dangerous event that has the potential to lead to an emergency or disaster.
- ▶ Examples – structure fires, floods, tropical storms, winter storms, hazardous materials releases, and energy outages.



DEFINITIONS

- ▶ Emergency: A dangerous event that normally can be managed at the local level.
- ▶ Disaster: A dangerous event that causes significant human and economic loss and requires a crisis response beyond local resources.



DEFINITIONS

- ▶ Whole Community: Everyone in the community is a part of the local civil defense program. The local emergency manager cannot prepare a community by themselves.
- ▶ Local government leaders, community organizations, businesses and every citizen must be a part of the solution.



DEFINITIONS

- ▶ Emergency Management: The management function that coordinates disaster preparedness, response and recovery in order to help protect (defend) the civilian population



LOCAL EMERGENCIES

- ▶ Structure Fires
- ▶ Transportation Accidents
- ▶ Flu
- ▶ Wildfires
- ▶ Annual Flooding
- ▶ Thunderstorms
- ▶ Winter Storms
- ▶ Hazardous Material Releases

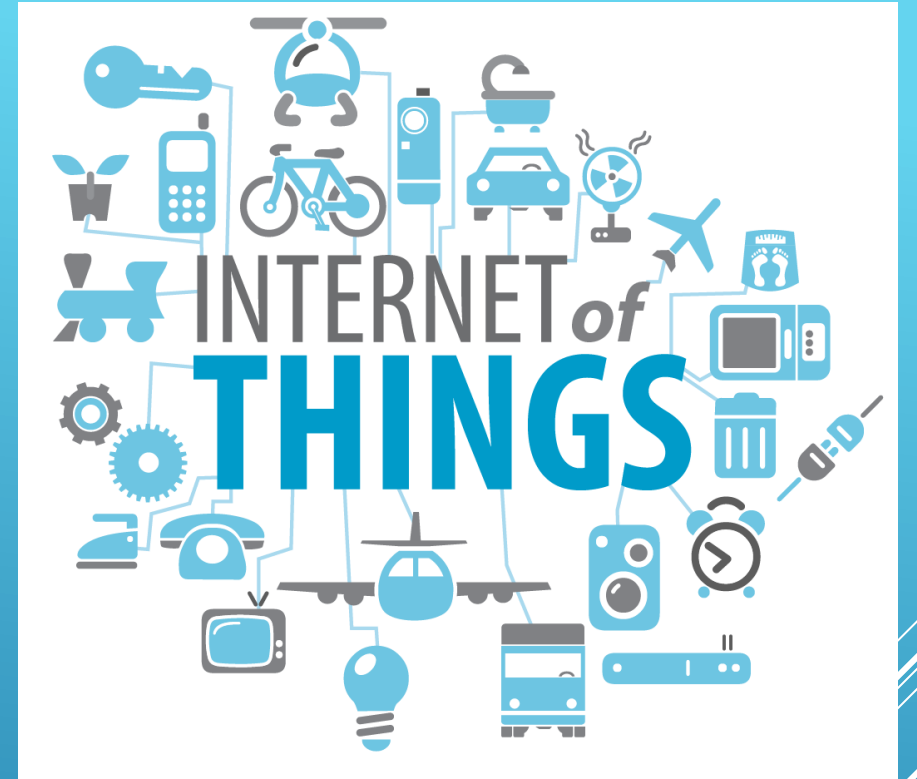


LOCAL EMERGENCIES

- ▶ These hazards have short term impacts.
- ▶ They can result in minor damages, neighborhood evacuations, and even some injuries and deaths.
- ▶ They do not overwhelm the long term functioning of our communities.
- ▶ Be prepared for emergencies, but simple steps are usually all that are necessary.

MAJOR DISASTERS

- ▶ Hurricanes/Tropical Storms
- ▶ Tornado
- ▶ Large Forest Fires
- ▶ Solar Storms
- ▶ Long-Term Fuel Shortage
- ▶ Cyber Attack on Critical Infrastructure
- ▶ Terrorist Attack

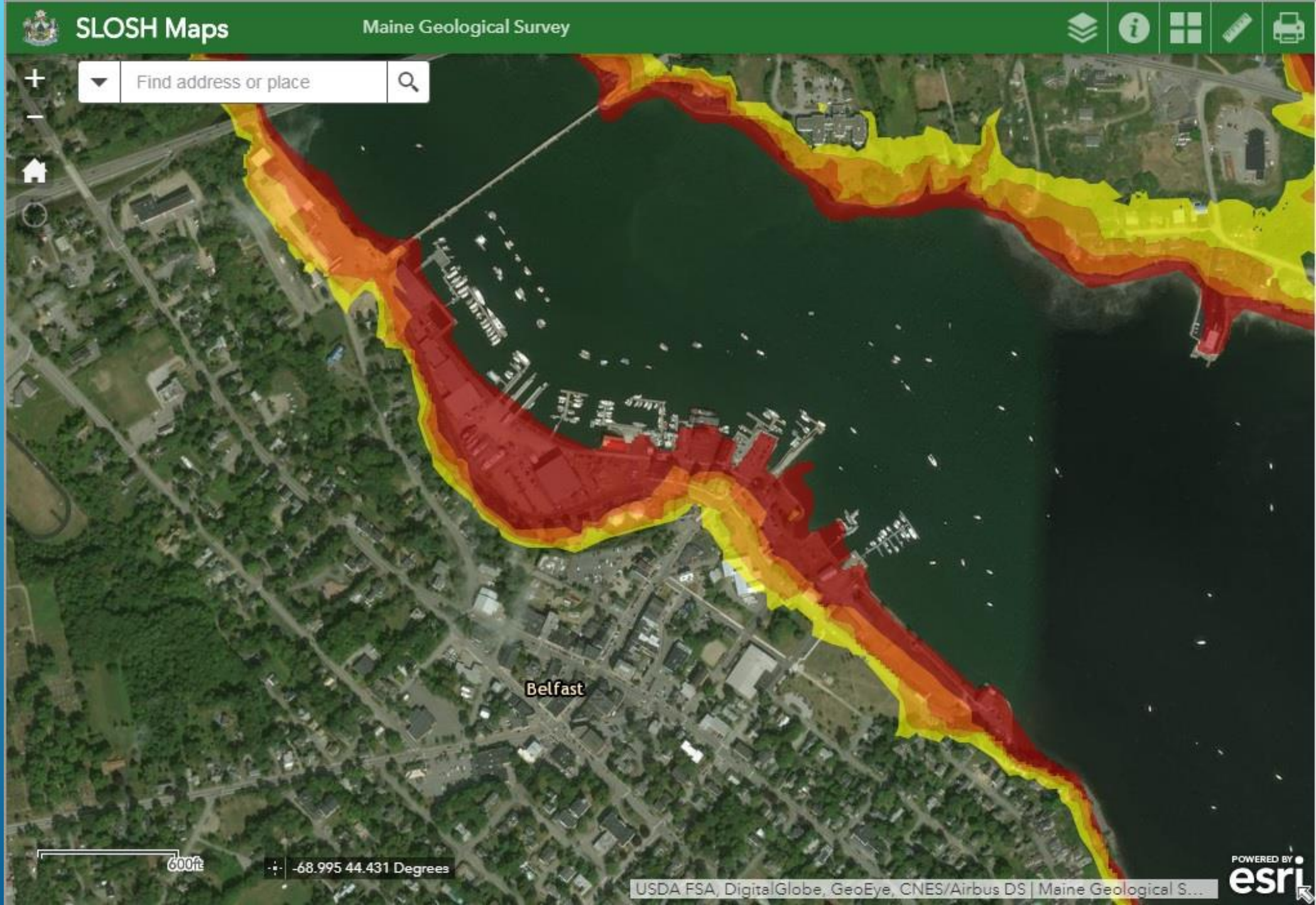


WHAT'S THE CHANCE?

- ▶ 25% chance that your home will have a reportable home fire in 78 years.
- ▶ 100% chance that Waldo County will experience a hurricane in 30 years.
- ▶ Which is higher?
- ▶ Over 30% of businesses affected by a disaster, never reopen. Over 40% that are flooded by a storm, never reopen.

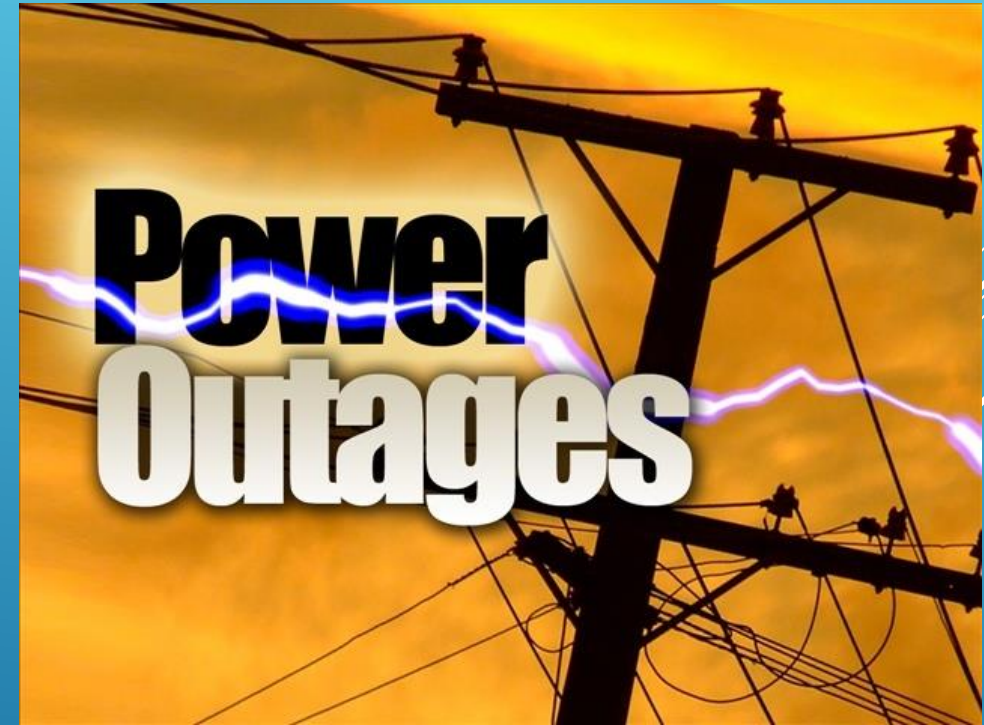


HURRICANE STORM SURGE




WORST CASE IMPACT

- ▶ The number one impact that can result from a disaster is the long term loss of electrical power. Long-term power outages can cause a lack of fuel, food, water, heat and sanitation. Electronic financial transactions may cease..



SO WHAT SHOULD I DO?

- ▶ Develop a Business Contingency Plan
 - ▶ Have enough of the right insurance coverage
 - ▶ Develop an Emergency Response Plan
 - ▶ Encourage your employees to be prepared (Preparedness 101)
 - ▶ Know how to find out what's going on.
 - ▶ Assist your community when you can
- 

BUSINESS CONTINUITY PLAN

- ▶ Back up all data. Keep a copy off-site.
- ▶ Identify critical business activities and resources.
- ▶ Functioning without electricity
- ▶ Functioning without phones, Internet or computers
- ▶ Operating from another location.



CONTINUITY COMMUNICATIONS

- ▶ Communicating with your employees
- ▶ Communicating with the public and Media
- ▶ Contact Lists



THE RIGHT INSURANCE COVERAGE

- ▶ Understanding what hazards you may face, do you have the right types and amounts of business insurance?
- ▶ Most standard business policies do not include flood insurance, earthquakes and acts of terrorism



EMERGENCY RESPONSE PLAN

- ▶ Develop an Emergency Response Plan and train employees on how to execute it
 - ▶ Floor and Site Plans
 - ▶ Utility Plans
 - ▶ Sheltering in Place
 - ▶ Evacuating
 - ▶ Run, Hide, Fight
 - ▶ Accountability



EMPLOYEE PREPAREDNESS

- ▶ Are your employees prepared for a disaster at home?
- ▶ If not, will they be able to come to work?
- ▶ Can you run your business by yourself for an extended period of time?
- ▶ Are you and your family prepared for a disaster at home?
- ▶ Sign up your business for Preparedness 101, a class from the County EMA.



KNOW HOW TO FIND OUT WHAT'S GOING ON

- ▶ If you still have power & internet access:
 - ▶ Local Television & Radio Stations
 - ▶ Online News sites
 - ▶ Websites and Social Media
 - ▶ Emergency Text Alerts

Note: Please do not call 911 for information

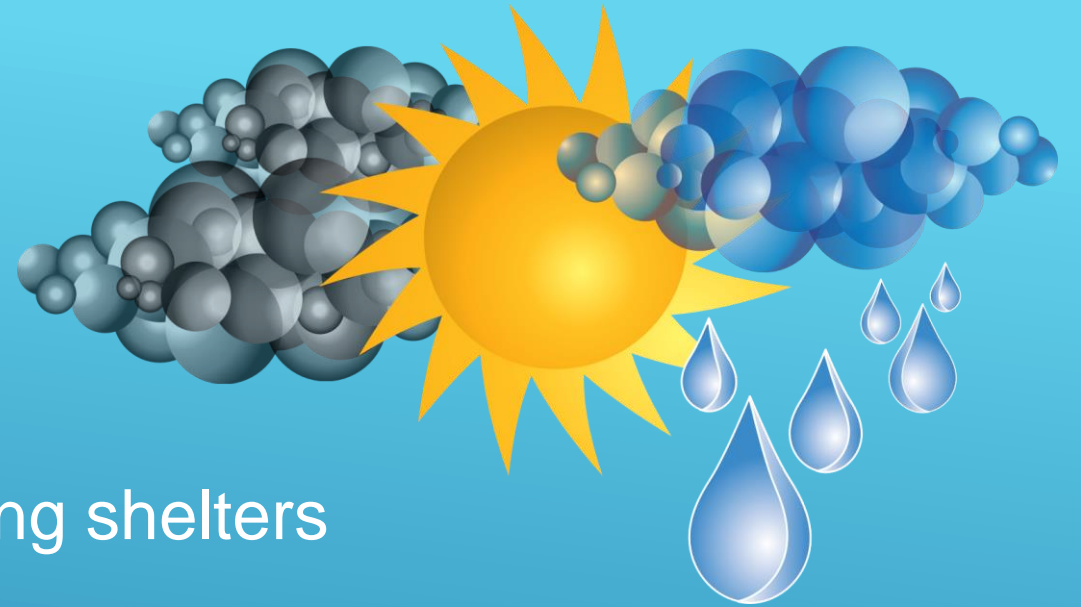


HOW TO FIND OUT WHAT'S GOING ON

- ▶ When you have no power, telephone or internet access, plan to have battery backup solutions:
 - ▶ Local Radio Stations
 - ▶ NOAA Weather Alert Radio



PUBLIC INFORMATION



- ▶ Weather forecasts
- ▶ Power utility status information
- ▶ Location and open hours of local warming shelters
- ▶ Location of regional overnight shelters
- ▶ Locations of mass feeding sites or community points of distribution
- ▶ Location of major road closures
- ▶ Evacuations routes.
- ▶ Instructions to Shelter-In-Place or announce when it is safe to come out

ASSIST YOUR COMMUNITY WHEN YOU CAN

- ▶ Businesses and their employees can help by volunteering.
- ▶ Public Safety is not staffed for disasters. The public must help if the community is going to recover.



COAD




- ▶ Community Organizations Active in Disaster (COAD): a local network of community service oriented businesses, and faith-based, educational and non-profit organizations that work together to prepare, respond and recover from major emergencies and disasters.
- ▶ Consider having your business partner with the Waldo County COAD.

VOLUNTEER OPPORTUNITIES

- ▶ Some potential municipal emergency management support roles include:
 - ▶ Disaster Logistics & Warehousing
 - ▶ Cleanup of damage sites
 - ▶ Staffing Telephone banks
 - ▶ Setting up Mass Feeding sites
 - ▶ Employee and business donations
 - ▶ What is your business's expertise?



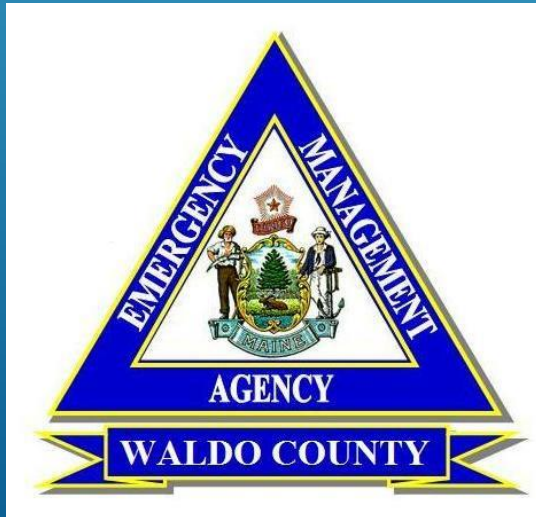
SO IN SUMMARY....

- ▶ Develop a Business Contingency Plan
 - ▶ Have enough of the right insurance coverage
 - ▶ Develop an Emergency Response Plan
 - ▶ Encourage your employees to be prepared (Preparedness 101)
 - ▶ Know how to find out what's going on.
 - ▶ Assist your community when you can
- 

DISASTER PREPAREDNESS

- ▶ Don't be a victim or a liability.
- ▶ Get Disaster Prepared.
- ▶ Be a Local Hero!

**DISASTER
MASTER**



Brought to you by
The Waldo County Emergency Management Agency