American Red Cross Disaster Response: Emphasis on Partnerships
Your American Red Cross

Supporting safe and prepared communities:

down the street
across the county
around the world
Our Mission

Provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies.

We are guided by our fundamental principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality.
We respond to 70,000 disasters every year.
Disaster Relief

- Congressionally Chartered

Volunteer Led

- 94:1 Volunteer to Staff Ratio Nationally

- Emphasis on Partnerships
Disaster Relief Assistance

- Meet immediate emergency needs
  - Food
  - Clothing
  - Shelter
  - Health and Mental Health Needs

- Longer term assistance (directly or via referrals to partner agencies)
National Disaster Relief
- Exceeds the capacity of the chapter/region

- Network of trained volunteers & staff

- Emphasis on core mission
  - Sheltering
  - Feeding
  - Health and mental health services

- Emphasis on partnerships

- Do not duplicate services
Disaster Relief Operation

EVENT

SCALE UP

SCALE DOWN

$\text{American Red Cross}$
Disaster Response Best Practices

- Preparedness training/communications #1
- Geographic distribution of key supplies
- Focus on vulnerable populations
- Partnerships and clarity of roles
- Drill, drill, drill
- Conduct post event evaluations to learn
During April, May and June, the American Red Cross responded to 46 larger disasters in 31 states, helping people devastated by tornadoes, floods and wildfires. The Red Cross has opened more than 280 shelters, served more than 3.2 million meals and snacks, and distributed more than 1.5 million items like tarps, work gloves and cleaning supplies. The Red Cross also provides emotional support and health services to people in need. Relief efforts vary from state to state because they are tailored to meet the needs of each individual disaster.
American Red Cross
DR 554-11
MT 5-11 FLD
May 24, 2011
Working With Our Partners
Basic Tenets

- Work **with** partners to deliver a cooperative and coordinated response to the event.
  – Government at all levels
  – Non-governmental organizations
  – Private businesses

- Primary focus Mass Care
  – Also active in other areas
Red Cross Response Interface with Government

Key
ARC – American Red Cross
BSOC – Biomedical Services Ops Center
DHS – Department of Homeland Security
DOC – Disaster Operations Center
DRO – Disaster Relief Operations
NOC – Homeland Security Ops Center (DHS)
IMPT – Incident Management Planning Team (DHS)
JFO – Joint Field Office
JOC – Joint Ops Center (FBI lead)
NRCC – National Response Coordination Center (FEMA)
PFO – Principal Federal Official (DHS lead)
RRCC – Regional Response Coordination Center (FEMA)
SCC- State Coordinating Chapter
SRDL – Chapter Assigned to State Relations Disaster Liaison
Note – Solid line indicates automatic deployment of a Red Cross representative to the government entity; dotted line indicates deployment if requested
Montana Spring Floods

- Widespread event
- Flooding initially on east side of continental divide
- Two drainage systems
- Complex geography
- Scattered population
- Multiple Events in same location
  - Roundup 2 major floods in approximately 14 days
Community Based Response

- No one organization could handle response
- Utilize what existed supplement where necessary
- Active VOAD participation in response
- Daily coordination calls that included the state
VOAD Partners

- United Methodist Committee on Relief
- The Salvation Army
- The Church of Jesus Christ of Latter Day Saints
- Southern Baptist Convention
- Montana Food Bank
- Local Ministerial Alliances
- Many other agencies
Mass Care Statistics (As of 6/20/11)

- Shelters opened - 10
- Total overnight stays - 2985+
- Meals served - 16000+
- Snacks served – 28000+
- Bulk items - 38000+
- Emergency Response Vehicles – 4
- Disaster kitchens - 4
Mass Care Statistics (As of 6/20/11)

- Mental Health contacts – 582+
- Health Services contacts – 1050+
- Red Cross workers – 183+
- EOCs supported – 6
How Do We Get Better?

- Have a plan
  – Realistic
  – Readable

- Have detailed conversations on the plan
  – Get to a clear understanding of details
  – Are there times when resource is not available?

- Have someone outside your agency and specialty read the plan (can they understand it?)
How Do We Get Better?

- Plan for out of area personnel
  - Organization charts
  - Maps
  - How you really work
  - Local knowledge
    - Hotels, restaurants
    - Laundry services
American Red Cross Safe and Well

- Emergency Support Function #6 in DHS/FEMA National Response Framework (NRF)
  - Mass Care, Emergency Assistance, Housing, and Human Services

- NRF on American Red Cross's role:
  - Supports reunification through “Safe and Well” and in coordination with government entities. Facilitates and supports reunification in general population shelters.
  - Promotes public information through the Safe and Well Website.
3 Types of Welfare Inquiries

**General Welfare Inquiry**
A non-emergency, general inquiry call looking for someone within the affected area

**Emergency Welfare Inquiry**
A request about someone within the affected area who has a serious health or mental health condition

**Family Reunification Request**
A request about multiple family members who have been separated as a result of the disaster
Conditions That May Warrant an Emergency Welfare Inquiry

- Insulin-Dependent Diabetes
- Recent Heart Attack or Stroke
- Oxygen or Ventilator Dependence
- On Dialysis
- Wheelchair Bound
- Paralyzed
- Medication Issues
- Frail, elderly

- Blindness or Visual Impairment
- Broken leg, foot or ankle
- Alzheimer’s Disease or Dementia
- Bipolar Disorder or Severe Depression
- Schizophrenia
- *Any physical or mental health issue that affects mobility*
Joplin: 6 Mile X 2 Mile Footprint
Joplin: 5,000 Affected
3,500 Major/Destroyed
American Red Cross Safe and Well Joplin

- Initial reports ~ 1300 missing
  - As of May 25, 2011 - 268 official missing persons reports filed

- Missouri Highway Patrol:
  - American Red Cross Safe and Well Team
  - Community Emergency Response Teams (CERT)
  - AmeriCorps NCCC
American Red Cross Safe and Well
By the Numbers:

- 2,168 Hotline Calls
- 2,530 Safe and Well Registrations
- 56 EWI’s Completed

- As of June 1, 2011 All Missing Persons Accounted for:
  - 110 Located via Safe and Well
  - 134 Confirmed Deceased
  - Remainder (24) located by other means
Collaboration:

Missouri Highway Patrol:

American Red Cross Safe and Well Team

Community Emergency Response Teams

AmeriCorps NCCC
Best Practices:

- Single POC on Missing Persons List
  - All parties benefit from one coordinated list
  - Supplies info for specialized teams (ARC/ICT)
  - Respectful to Impacted Families
- Collaboration/Partnerships
- Pre-Planning
  - Training before and during
American Red Cross
DR772-12
Hurricane Irene
August 22, 2011
Hurricane Irene 9/2011
A Category 3 Hurricane

Pre Planning Process:
The Greater NY Chapter met with city Emergency Managers and department heads to determine the plan for the hurricane and what steps needed to take place for both the evacuation and post phases of the event.

An advanced team of Red Cross volunteers and staff were requested by the New York Chapter to help with the pre land fall set up, recruitment and identification of additional resources that would be needed for the Red Cross Response.

We also had to estimate the number and type of feeding responses that would be needed so assets could be mobilized.

The challenge: these same assets were being deployed to the other states that would be impacted first.
Shelters

During the pre-landfall phase the Greater NY Chapter in coordination with the City of New York panned to open 128 shelters, 98 in Manhattan alone.

The day the Hurricane was forecast to hit all subway lines, tunnels and busses where shut down in lower Manhattan ahead of the expected storm surge in order to avoid damage to the infrastructure.

Following that, Tropical Storm Lee hit affecting areas of Western NY not impacted by Hurricane Irene
Sheltering Statistics

As part of the pre-landfall planning for the City of New York, schools and community centers would be used for evacuation shelters and staffed by city employees with support of from the Red Cross.

In others parts of the state schools and colleges would be used for evacuation And staffed with local Red Cross volunteers.

Hurricane Irene:
Total peak Evac Pop- 7248
Post impact peak pop- 364

Tropical Storm Lee:
Peak Evac Pop- 1923
Post impact peak pop-608
Long Island Storm Surge Planning Cat 3

[Map of Long Island with zones and flood levels indicated]

American Red Cross
Central Long Island Cat 3

Atlantic Ocean

Zones shown fully inundated although high ground may exist

Higher Cat Area

Zone Flooding - #1 to...

American Red Cross
Eastern end of Long Island
Overall Statistics for New York Response

Total # of homes destroyed or major damage- 9212
Clean up kits distributed - 13,713
Comfort Kits distributed - 7903
Other Bulk Items distributed – 312,018
Total Meal Served – 166,460
Total Snacks served – 376,566
Safe & Well Registrations – 496
Total # of volunteers assigned – 1999
Total of all staff assigned - 2144
MASS CARE
HOW WE RAMP UP &
WHAT WE DO WHEN WE GET THERE

MISSISSIPPI, MARYLAND, KING CO. AND ABROAD
Step 1: Mass Care Surge

For success the Mass Care Surge must be equal to the threat:

- Experienced Coordination Experts
  - ESF 6 Coordinators

- Specialized Subject Matter Experts
  - Children & Aging, Access and Disability, Civil Rights

- Operational Organization Representation
  - Voluntary Agencies, Governmental, Private Sector Partners
Step 2: Assessment

Determine what you have, what you need and what is being requested:

- Feeding
- Sheltering
- Evacuation

Remember “Universal” themes include children, aging, access & functional needs, civil rights, medical and pets.
**Step 3: Select Coordination Tools**

*If* existing capabilities are in place to address children, aging, medical, access & functional needs, pets and resource requests voluntary agency partners.

*Then* you need a **Logistics Support Strike Team**

*If Not*, you need a **Multi-Agency Taskforce**

*Because* no single agency has the combined skills!!!!!
Step 4: Taskforce Composition

**Lead** State, Subject Matter Experts & Logistics

**Primary** Voluntary Agency Organizations

**Support** Federal Coordination Support, Logistics Support & Technical Assistance
Step 5: Taskforce Coordination

- Coordination means identifying gaps and overlaps in Mass Care operations.
- It focuses on needs-based, rather than capacity-driven, response.
- Provides a uniform and complementary approach, identifying ways to work together for better collective results.
Step 6: Taskforce Operations

Three types of plans are commonly used:

- **Multi-Agency Taskforce Plans** – Strategy (15-45 pages)
  - Nationally Standardized Framework
- **Taskforce ConOps** - Operations (2 pages)
  - Nationally Standardized Framework
- **Agency Operations Plans** – Tactics (100+ pages)
  - Agency Specific existing plans
MULTI-AGENCY TASKFORCES MEMBERS

- American Red Cross
- The Salvation Army
- Northwest Baptists Convention
- Washington State Animal Rescue Teams
- Church of Scientology Disaster Ministers
- Safeway
- King County Office of Civil Rights
- King County Regional Animal Services
- King County Department of Community and Human Services
- (Advisors) Washington State Department of Human Services
- (Advisors) FEMA Region X Mass Care Team
- (Advisors) Gates Foundation
- (Advisors) Muckleshoot Tribe
- (Advisors) Snoqualmie Tribe
WHAT DOES A TASKFORCE LOOK LIKE?
Building a Team is the Key

- Respect
- Support
- Trust
- Empowerment
- Team Success
Questions?