



DISASTER PREPAREDNESS WITH THE AMERICAN RED CROSS

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June 27, 2019

AGENDA/OVERVIEW

- Introductions
- Preparedness, Response and Recovery with the American Red Cross
- Announcements and Reminders
- Conclusion

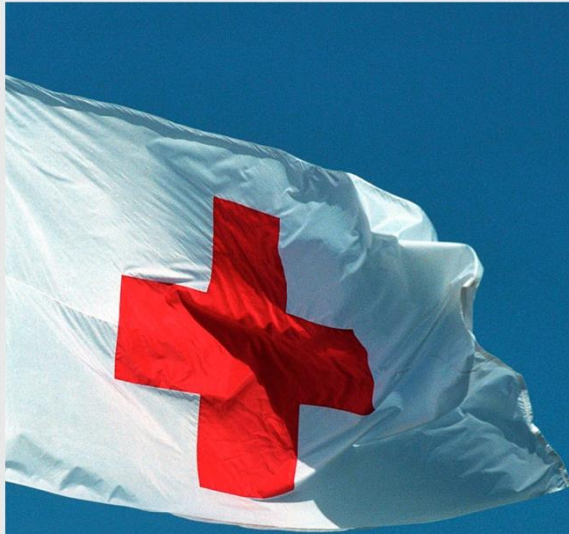


LEARNING OBJECTIVES

- Awareness of Red Cross Services available before, during and after a disaster
- What your organization can do to be prepared
- Help increase preparedness among individuals and families you serve



MISSION



Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



**American
Red Cross**





FUNDAMENTAL PRINCIPLES OF THE GLOBAL RED CROSS NETWORK



OUR WORK

Down the Street.
Across the Country.
Around the World.®



Disaster Cycle Services



Home Fire Campaign



Biomedical Services



Service to the Armed Forces



International Services



Training Services



OUR WORK IMPACTS LIVES EVERY DAY

Every 60 seconds

20



people are assisted by the American Red Cross.

170

times a day, Red Cross workers help a family affected by a home fire or other disaster.



1,100

times a day, we provide services to military members, veterans and their families.



13,000

times a day, the Red Cross needs blood donations.



17,000

times a day, a person receives lifesaving Red Cross training.



464,000

times a day, a child receives a measles or rubella vaccination from the Red Cross and our partners.



MORE PEOPLE AFFECTED EACH DECADE

More than 15 million people in the U.S. were affected by disasters between 2006 and 2015. That's 43% more than the prior decade.

People Reported Affected
2006–2015

15,009,494 ↑

People Reported Affected
1996–2005

10,463,765

IFRC, 2016



POLL

Do you have a working smoke detector in your home?



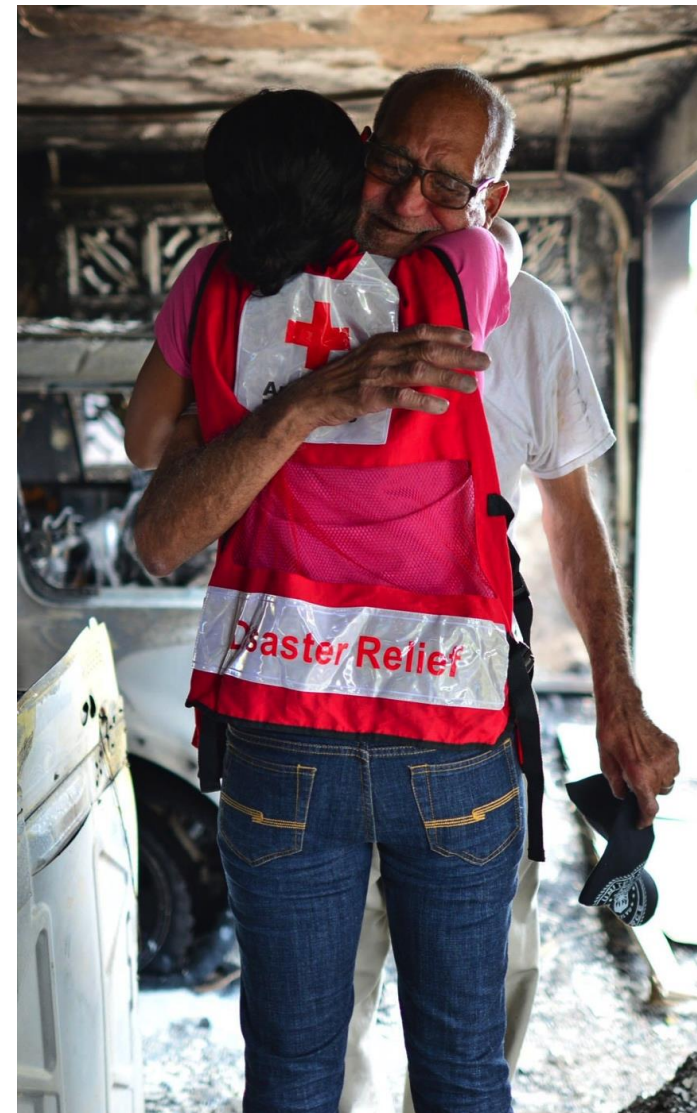
BIGGEST DISASTER THREAT: HOME FIRES

- Seven people die in U.S. home fires daily.¹
- Home fires kill more people than all other natural disasters combined in the U.S.²
- Smoke inhalation and home fires are the third leading cause of death for children under 15.³

Every eight minutes, the Red Cross responds to a disaster. The majority are home fires.

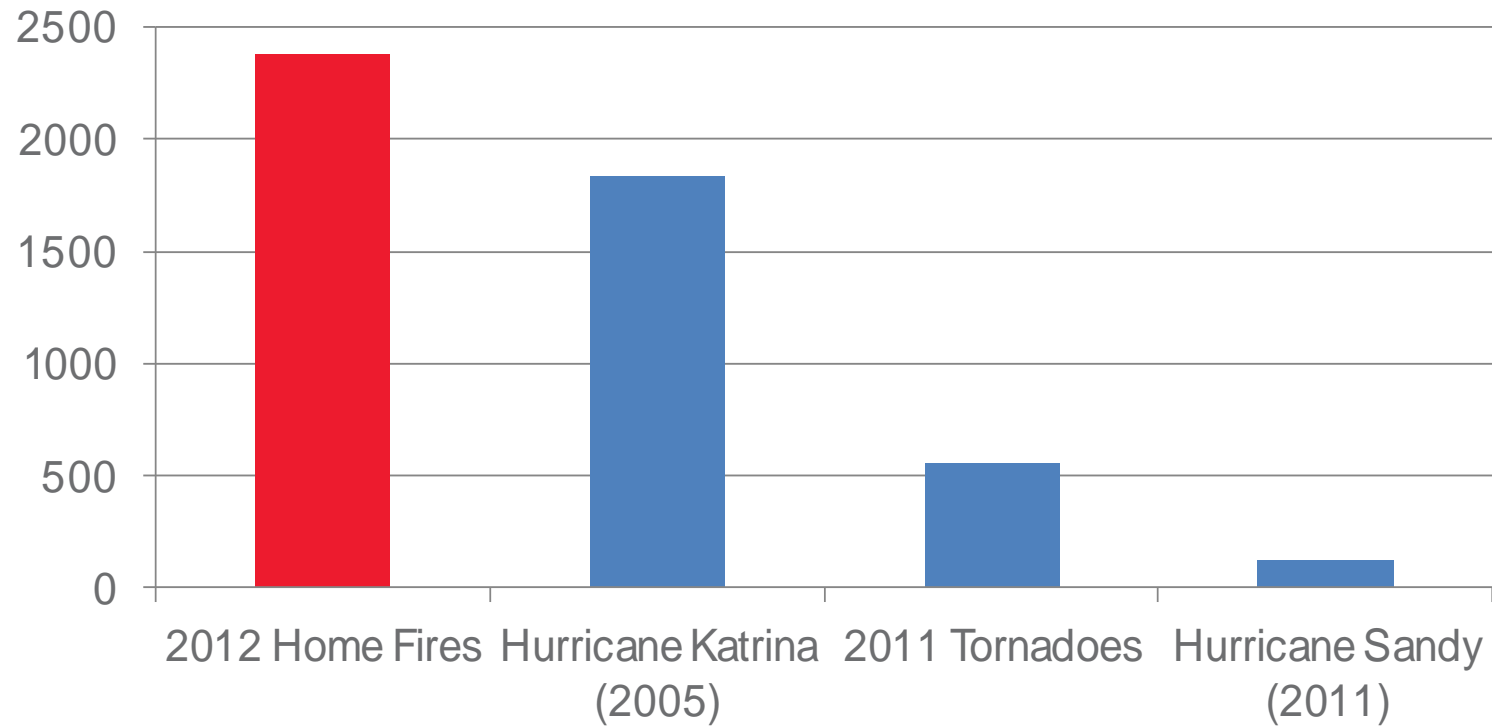


¹National Fire Protection Association, 2018
²U.S. Fire Administration and FEMA, 2017
³USFA's Fire Risk to Children in 2010," 2013



HOME FIRES

Reported Deaths



MAKING A DIFFERENCE

Since October 2014 the Red Cross and Partners have

1,817,250

new alarms
installed



600

**Lives
Saved**

752,400

households
made safer



As of May 2019

Working smoke alarms reduce the risk of death during a home fire by 50%.

National Fire Protection Association, 2015



FY18 LARGE-SCALE DISASTERS

Last year, the Red Cross responded to 258 large-scale U.S. disasters.

1 million

overnight stays provided with partners



20 million

meals and snacks provided



9 million

relief items provided



300,000

health and mental health contacts administered



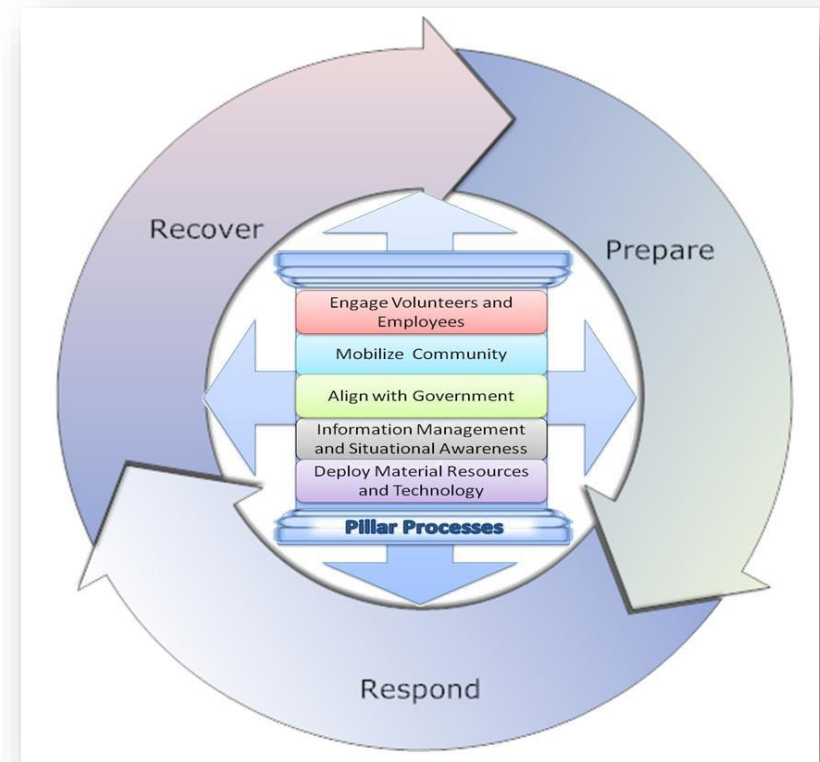
DISASTER CYCLE SERVICES

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



WITH PARTNERS, THE RED CROSS PROVIDES

Assistance to help with **immediate, emergency, disaster-caused** needs

- **Shelter:** a safe place to stay
- **Food:** meals, snacks, water and overall coordination of feeding
- **Relief Supplies:** comfort kits, water, diapers and other needed essentials
- **Health-Related Aid:** emergency first aid and help with other health-related needs, such as prescriptions lost in a disaster
- **Emotional Support:** licensed mental health counselors help victims cope with stress and trauma
- **Other Assistance:** *resources* for clothing, medicine and other basic essentials
- **Recovery Planning:** guidance for families developing their recovery plan



RECOVERY

- Begins when emergency needs have been met
- Bases services on clients and community needs
- Makes decisions at the level closest to the client
- Provides client casework as a recovery process rather than a response process
- Serves as a convener of community resources to meet client's short and long term needs
- Shares information with partners



RED CROSS DISASTER FEEDING

- Provide nutritious and balanced meals to disaster clients
- Meal requirements:
 - 8oz. Entrée
 - 6oz. Vegetable
 - 6oz. Fruit
 - Bread/Snack/Dessert
 - Beverage
- All day snacks in shelters



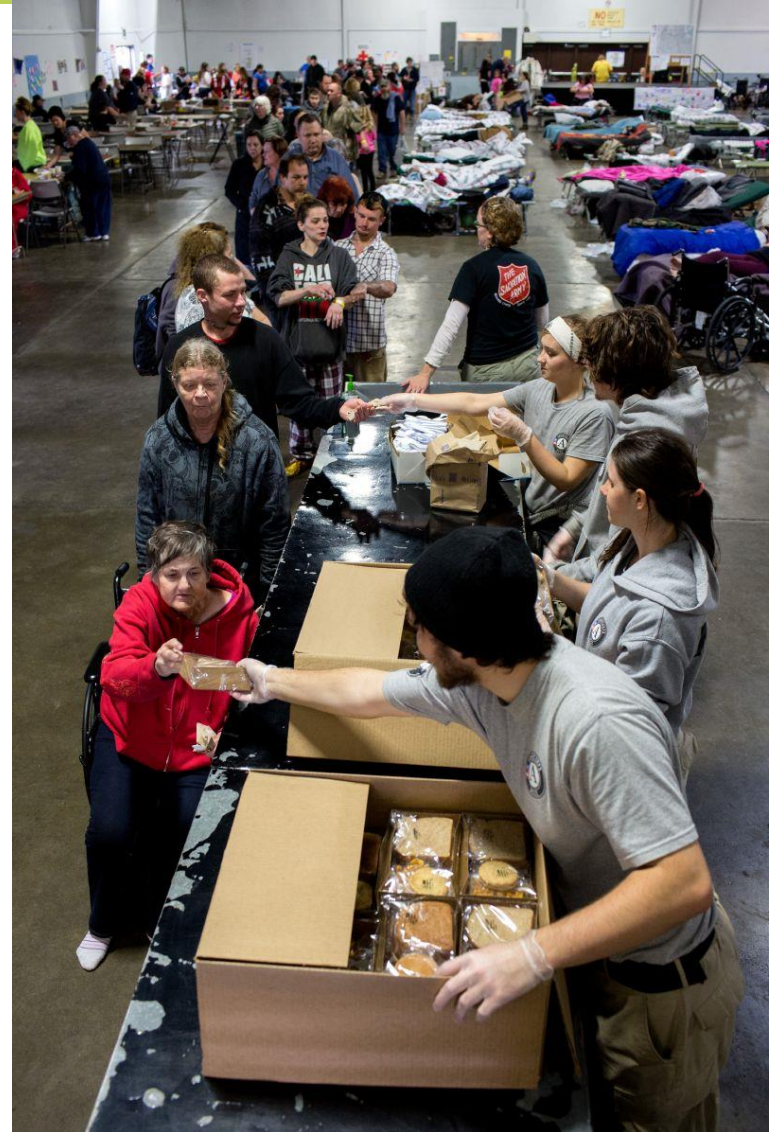
WORKING WITH PARTNERS

- High-capacity caterers
- Field Kitchens
- Restaurants
- Quick Service Chains
- In-Kind Donations
- Shared mission delivery with other organizations
 - The Salvation Army
 - Southern Baptist Disaster Relief
 - World Central Kitchen
 - Meals on Wheels
 - Feeding America (and more)

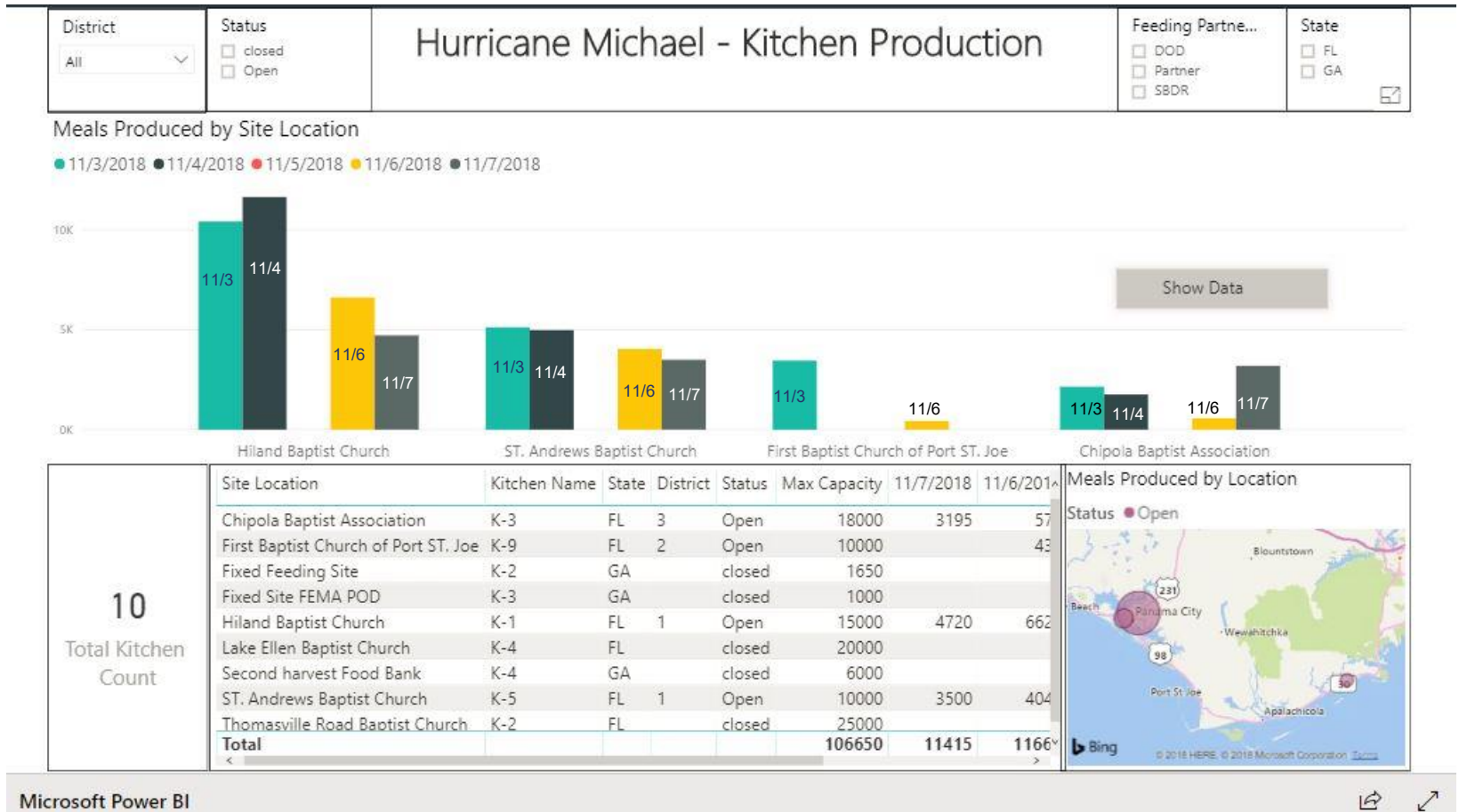


LOCATIONS

- Evacuation Shelters
 - Pre-positioned shelf-stable meals and snacks
- Long-term Shelters
 - Breakfast, lunch, and dinner daily
 - All-day snacks
- Congregate Feeding Sites
- Mobile Feeding



SITUATIONAL AWARENESS



GET CONNECTED WHEN YOU NEED IT MOST



Free American Red Cross apps:

- Get the vital tools and resources you need to prepare for and respond to emergencies and disasters—big and small. Plus, there's support for scheduling lifesaving blood donations and our military and veteran communities.
- Go to redcross.org/apps, text 'APPS' to 90999 or search 'American Red Cross' in the App Store® or Google Play™



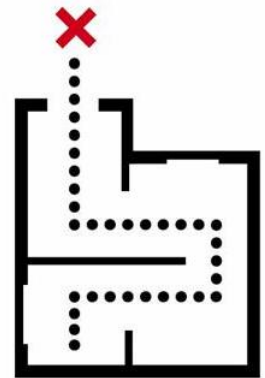
COMMUNITY PREPAREDNESS

Be Red Cross Ready

- “Be Red Cross Ready” tutorial
- Free Mobile Apps
- Red Cross Disaster & Safety Library
- Presentations on disaster-specific or general preparedness topics
- Pre-disaster planning
- Exercises and drills
- Regular engagement and planning
- Discuss gaps in resources; cultural literacy, social service needs, etc. and engage in solutions
- Introduce/connect with local community and Voluntary Organization Active in Disaster (VOAD) Leaders
- The Home Fire Campaign/Pillowcase Project



Get a Kit.



Make a Plan.



Be Informed.



DO YOU KNOW IF YOUR ORGANIZATION IS IN DANGER?

**YOU CAN FIND OUT BY ANSWERING
THREE SIMPLE QUESTIONS...**

ANSWER NOW

ReadyRating.org



POLL

Do you feel your organization is ready to respond after a disaster?



WHAT IS *READY RATING*?

A free, online, self-paced, organizational emergency preparedness program that helps organizations prepare appropriately, respond effectively and recover quickly from disasters and other emergencies.

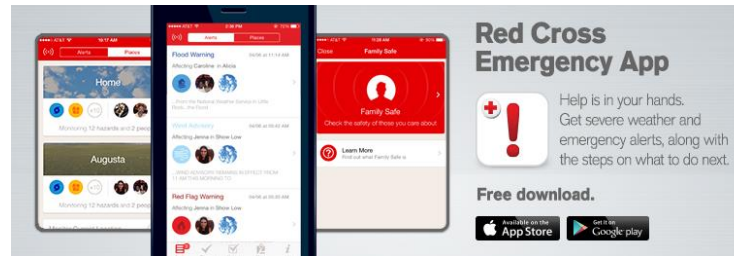
- Measure your organization's current preparedness level
- Help your organization create or improve its emergency action plan
- Provide the tools needed so that staff have the knowledge and skills to respond effectively during disasters.
- Track progress as your organization takes steps to improve its ability to respond safer, smarter, and efficiently during disasters.
- Make getting prepared: simple, cost effective, and achievable.



TAKE HOME MESSAGE

- It starts with YOU!
- Test your smoke alarm
- Check your flashlights
- Be aware of hazards in your area
- Download the apps
- Have a plan





CALL TO ACTION

Download the App

RESOURCE LIST

- [Emergency Preparedness for Older Adults \(CDC\)](#)
- [Personal Preparedness for Older Adults & Their Caregivers \(CDC\)](#)
- [Identifying Vulnerable Older Adults Increasing Their Protection During All-Hazards Emergencies \(CDC\)](#)
- [Reaching At-Risk Populations in an Emergency \(CDC\)](#)
- [American Red Cross: Senior Emergency Preparedness External](#)
- [Disaster Preparedness Tip Sheets for Seniors \(Specific Topics: Flood, Hot Weather, Winter, Pets, Earthquake, Power Outages, and Wildfire\)External](#)
- [Ready.gov Individuals with Disabilities External](#)
- [Ready.gov SeniorsExternal](#)
- [Administration for Community Living: Emergency PreparednessExternal](#)
- [Emergency Readiness for Older Adults and People with Disabilities \(ACL\)External](#)
- [Emergency Preparedness Month: “Disasters Don’t Plan Ahead. You Can.” \(ACL\)External](#)
- [Disaster Preparedness Guide for Seniors & Caregivers External](#)





**The National
Resource Center on
Nutrition & Aging**

UPCOMING EVENTS

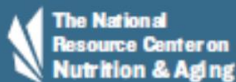
NRCNA-NANASP VIRTUAL SUMMIT

Nourishing Partnerships Project

- **Date:** Wednesday, July 17, 2019
- **Time:** 2:00 PM - 3:30 PM ET

Join NANASP and the NRCNA to discuss the future of congregate meals programs! You can learn more about the Nourishing Partnerships project at <https://futureofcongregate.com/>.





The National
Resource Center on
Nutrition & Aging

Virtual & In-Person Training Series

SUMMER 2019

IMAGINING AN
INNOVATIVE AND
SUSTAINABLE
FUTURE
THROUGH
CREATIVE
THINKING



REGISTRATION INFORMATION

www.nutritionandaging.org/signup



PART 1:
VIRTUAL SESSION:
INNOVATION 101
JULY 23, 2019 @ 3:30PM

PART 2:
INTENSIVE WORKSHOP:
PRACTICAL APPLICATIONS IN
CREATIVE IDEATION
AUGUST 26, 2019 @ 1:30PM

PART 3:
VIRTUAL SESSION – LAUNCHING
YOUR INNOVATION JOURNEY
OCTOBER 2, 2019 @ 3:30PM



The National Resource Center on Nutrition & Aging

 @NRCNA_engAging

NEW EVENT



Nourishing Seniors Through Medically Tailored Meals

- **What:** Online Webcast and In-person Convening
- **When:** Thursday August 8, 2019
- **Where:** Crystal City, Virginia
- **To Register for Webcast:** [Click here](#)



FOLLOW US ON TWITTER

@NRCNA_enAging



Tweets **178** Following **182** Followers **88** Likes **157**

The National Resource Center on Nutrition & Aging

@NRCNA_engAging Follows you

Resources for current and future older adult populations and #nutrition training and technical assistance to the #aging network.

- 📍 Washington, DC
- 🔗 nutritionandaging.org
- 📅 Joined October 2018

Tweets **Tweets & replies** Media



Pinned Tweet



The National Resource Center on Nutrition & Aging @NR... · 29 Oct 2018 ▾

Welcome to The National Resource Center on Nutrition & Aging. We are here to provide resources for current & future older adult populations, #nutrition training & technical assistance to the #aging network. Check us out here:



National Resource Center on Nutrition and Aging
Designed to assist the national aging network, including local nutrition programs as well as national associations and state and regional agencies...
nutritionandaging.org

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THANK YOU

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