



# Community Preparedness Division Citizen Corps

May 19 2009

Illinois Citizen Corps Council Conference

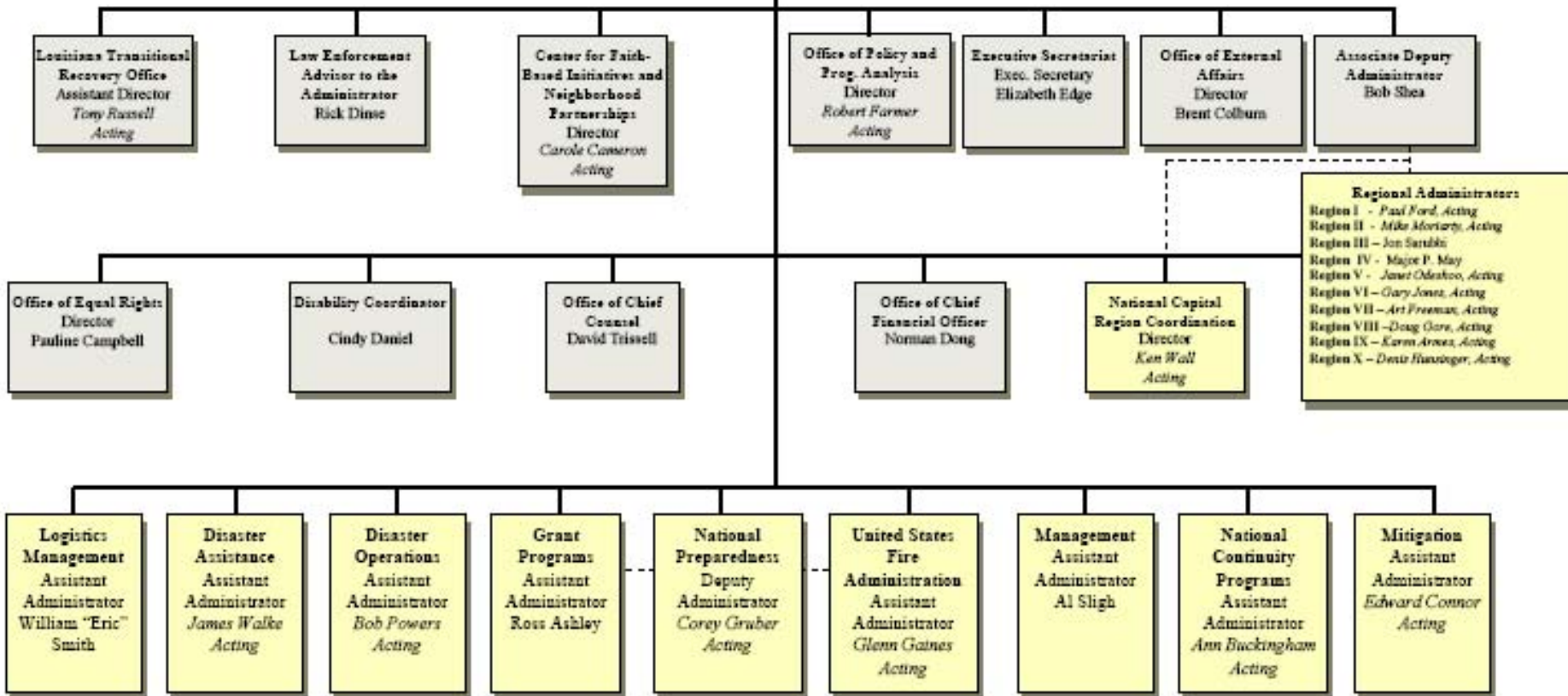
Jenelle Gabriele



FEMA



**Office of the Administrator**  
*Acting Administrator – Nancy Ward*  
*Acting Deputy Administrator – David Garratt*  
 Chief of Staff – Jason R. McNamara



Dotted Lines are Coordination Solid Lines Are Command and Control

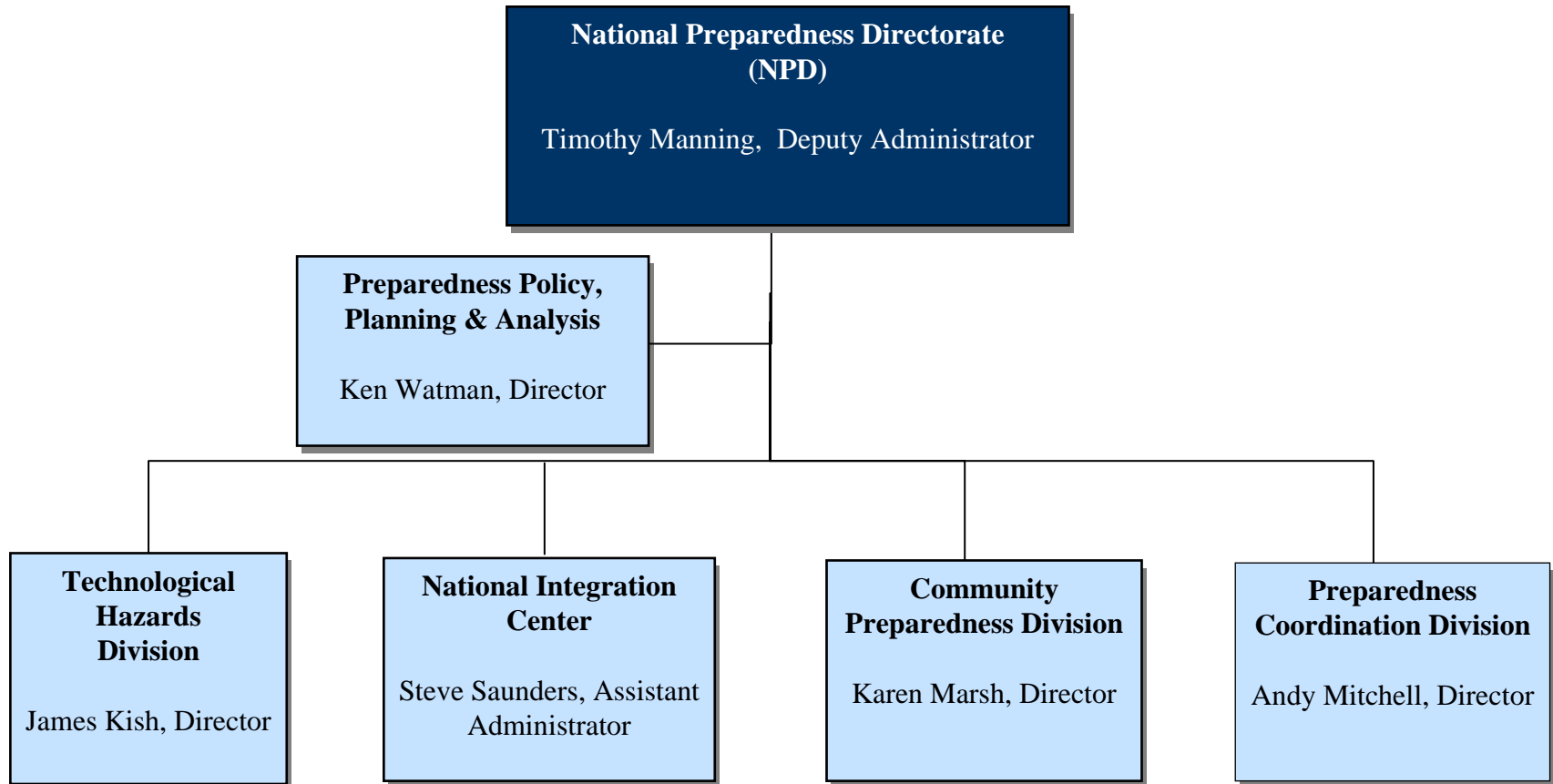
Names in Italics are in Acting positions

As of 5/03/09

# National Preparedness Directorate



# National Preparedness Directorate



# Community Preparedness Division

- Citizen Corps
- Policy and Guidance review
- Strengthening National Partnerships / New Affiliates
- Regional Support
- CERT
- Fire Corps Funding and Monitoring
- Net Guard Pilot Program
- PETS Act
- Children and Disasters
- Liaison to other DHS / FEMA components
  - DAD: VALS
  - PPPA: TCL/CAS
  - IMSI: PS Prep
  - GPD: Citizen Corps Grants

## FY 09 CPD Priorities and Initiatives

- Research
  - 2007 Household Survey Report
  - 2009 Survey (fielding now – national and 6 RCPGP jurisdictions)
  - New Community Preparedness Reviews – Media Analysis and Business Preparedness
- Liability Guides: General Overview and Fire Corps Specific
- Guidance on working with the Media
- Changes to website and improved communications
- How-To Series: concise guidance for Councils on targeted topics/issues/audiences
  - Census Data
  - 501C3
  - By-laws
  - Hazard Types



## FY 09 CPD Priorities and Initiatives (continued)

- 2009 National Conference on Community Preparedness: August 9-12  
*The Power of Citizen Corps*
  
- National Citizen Corps Achievement Awards
  - Award for State/Territorial Councils and five award categories for tribal, regional, and local Councils who may submit applications for multiple categories. The categories are:
    - Outstanding State/Territory Citizen Corps Initiatives Award
    - Outstanding Citizen Corps Council Award
    - Collaborative Preparedness Planning Award
    - Preparing the Public Award
    - Preparing Community Organizations Award
    - Volunteer Integration Award
  
- National Preparedness Month

## CCP Grants

Of these grant programs, 10 of the 14 programs authorize funding for citizen preparedness and participation (FY 09).

- Homeland Security Grant Program (HSGP)- CCP \$14.5 M
  - Urban Area Security Initiative (UASI)
- State Homeland Security Program Tribal (SHSP Tribal)
- Nonprofit Security Grant Program (NSGP)
- Regional Catastrophic Preparedness Grant Program (RCPGP)
- Transit Security Grant Program (TSGP)
- Intercity Passenger Rail (Amtrak)
- Port Security Grant Program (PSGP)
- Intercity Bus Security Grant Program (IBSGP)
- Interoperable Emergency Communications Grant Program (IECGP)
- Emergency Management Performance Grants (EMPG)

# H1N1 and Pandemic Influenza

- DHS/FEMA involvement
  - Border
  - Emergency preparedness and response
  
- Individual
  
- Citizen Corps Council involvement:
  - Re-evaluate Council membership and roles
  - Coordinate with local public health officials and civic leaders on public communications
  - Review and identify gaps and weaknesses in community emergency operations plans
  - Involve residents, private sector, and community organizations in preparedness and response

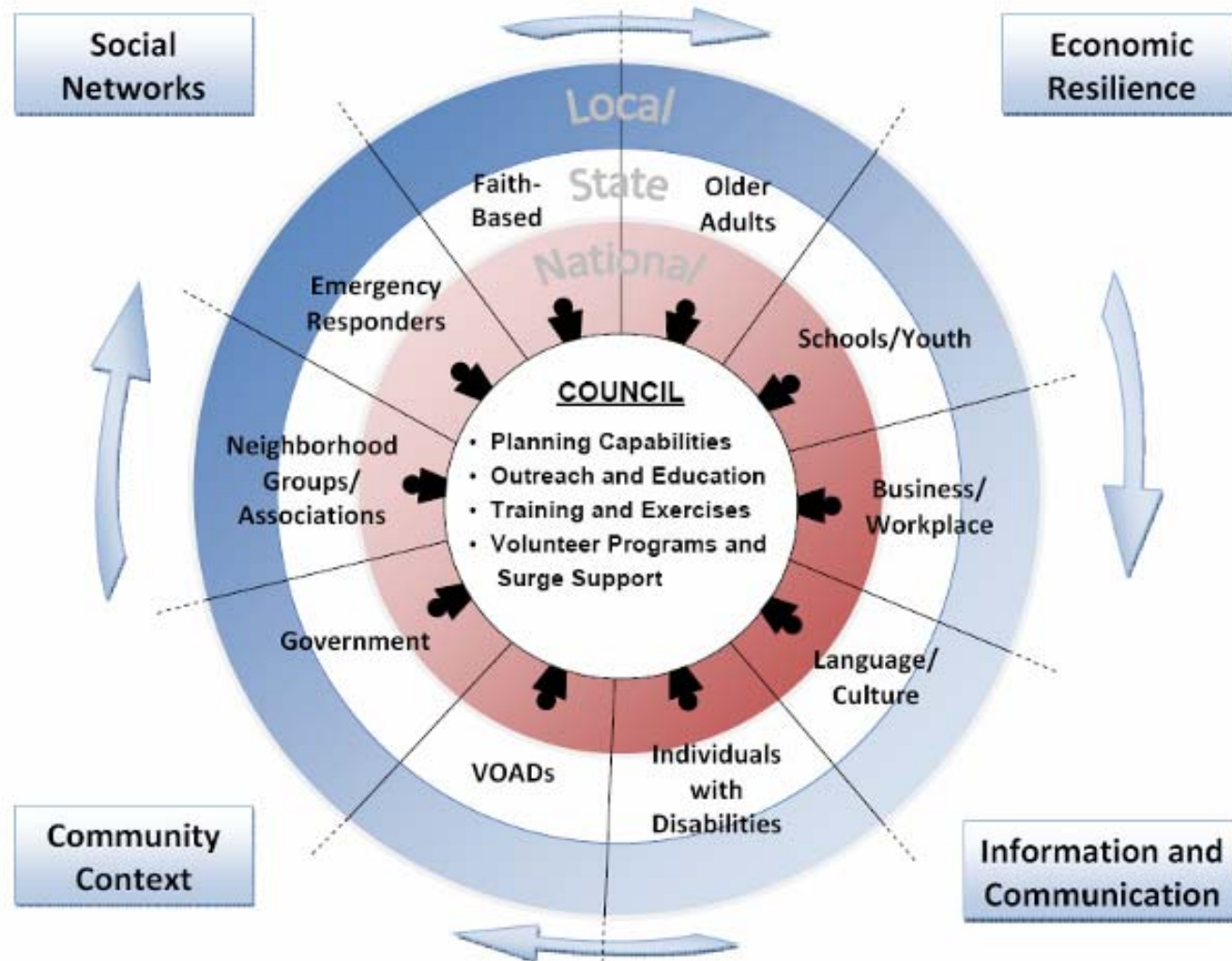
# Citizen Corps Mission

**We all have a role in homeland security**

**Citizen Corps brings community and government leaders together to involve community members and organizations in all-hazards emergency preparedness, planning, mitigation, response, and recovery**



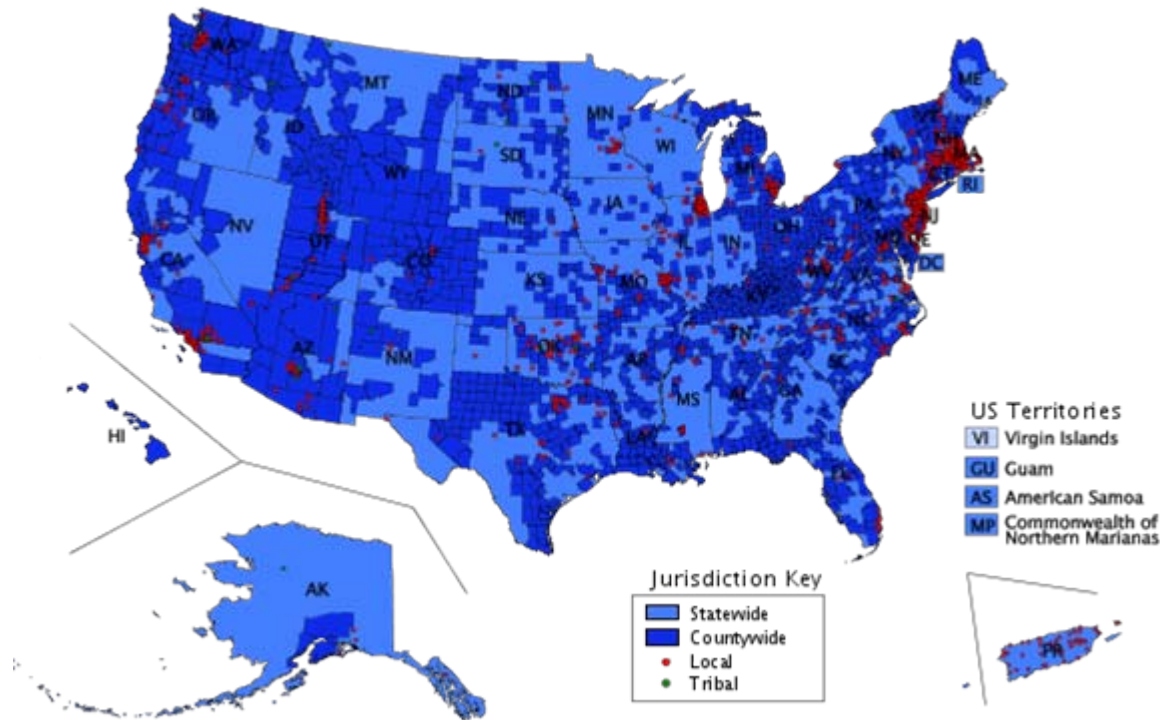
# Citizen Corps Councils



## Community Preparedness Goals

- **Collaboration:** Increased collaboration between government and community leaders for planning and capacity building through Citizen Corps Councils.
- **Integration:** Non-governmental assets and resources are integrated in government plans, preparations, and disaster response.
- **Personal Preparedness:** Everyone in America is fully aware, trained, and practiced on how to prevent, protect, mitigate, prepare for, and respond to all threats and hazards.
- **Volunteer Service:** Citizens have the opportunity to volunteer to support community safety and to provide surge capacity support in response and recovery.

# Council Growth



	January 2002	January 2009
▪ <b>Councils:</b>	0	2,343
▪ <b>CERT</b>	170	3,181
▪ <b>Fire Corps</b>	0	860
▪ <b>MRC</b>	0	794
▪ <b>NWP</b>	7,500	18,900
▪ <b>VIPS</b>	76	1,771



# Citizen Corps National Partners



# Citizen & Community Preparedness Research

- **National Household Surveys – 2003, 2007, 2009**
- **Citizen Preparedness Surveys Database**
- **Citizen Preparedness Reviews (CPR)**
  - Upcoming CPRs: Media Frame Analysis & Business Preparedness
- **Personal Behavior Change Model**
- **Media Frame Analysis**

**<http://www.citizencorps.gov/ready/research.shtm>**

## What Are Some of the Critical Questions?

- **To what extent are individuals prepared to respond to disaster, and how is that changing over time?**
- **How can we understand barriers and motivators in order to identify the levers of change?**
- **How can our social science knowledge be used to increase speed of change and reach?**
- **How can we put this research into use in communities?**

# What Is the State of Preparedness? - Kits

Study	Question	Specifics?	2003-04	2006-07	2008
<b>Citizen Corps</b>	Do you have supplies set aside in your home to be used only in the case of a disaster?		50%	53%	
	Could you tell me the disaster supplies you have in your home? (open-ended)	Bottled water Food Flashlight First aid kit	54% 45% 41% 64%	73% 71% 40% 34%	
<b>Ready Campaign</b>	Have you put together an emergency kit?		44%	54%	
<b>CEG</b>	Has an emergency supply kit			42%	36%
<b>CCPR (New York)</b>	Do you have an emergency supply kit available?			50%	
	Does your kit have...	Flashlight 3 Days Food 3 Gal Water		90% 55% 36%	

# What Is the State of Preparedness? - Plans

Study	Question	2003-04	2006-07	2008
<b>Citizen Corps</b>	Does your household have a disaster plan at home that includes instructions about where to go and what to do during a disaster situation? *88% with a plan have talked about it with others	58%	42%	
<b>APHA</b>	Communication plan to contact family in emergency *43% have partially done, but maybe not enough		18%	
<b>Ready Campaign</b>	Have you put together a family emergency plan?	32%	39%	
<b>CEG</b>	Do you have a communication plan to contact family members or loved ones in an emergency if you get separated? *65% of those with a plan have talked about it in the last 6 months (2007) *58% have a specific person outside the community that family know to contact (2007)	41%	39%	32%
<b>NCDP</b>	Families with a family emergency preparedness plan *No knowledge of school evacuation location (45%)			44%

# Citizen Corps Household Survey

Fielded in 2003 and 2007 and to be fielded in 2009

## **2003 survey**

- 1,964 adults age 18 yrs or older
- FEMA Region V sample size is 410

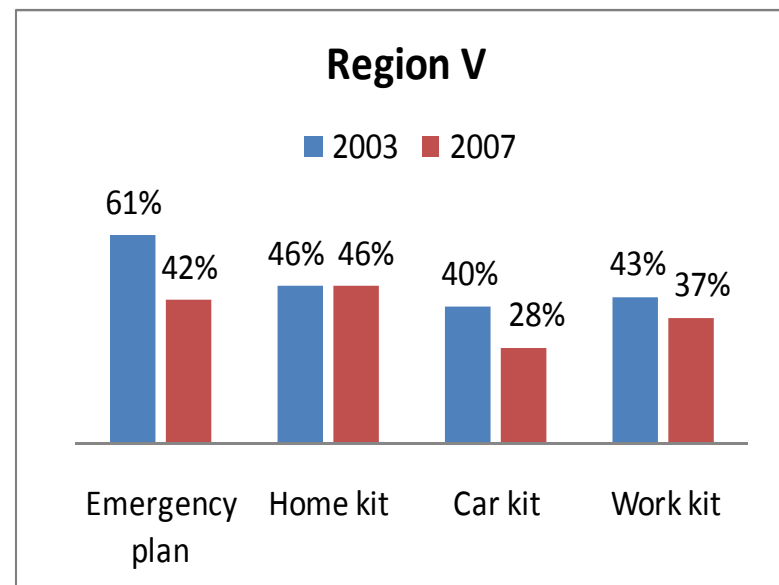
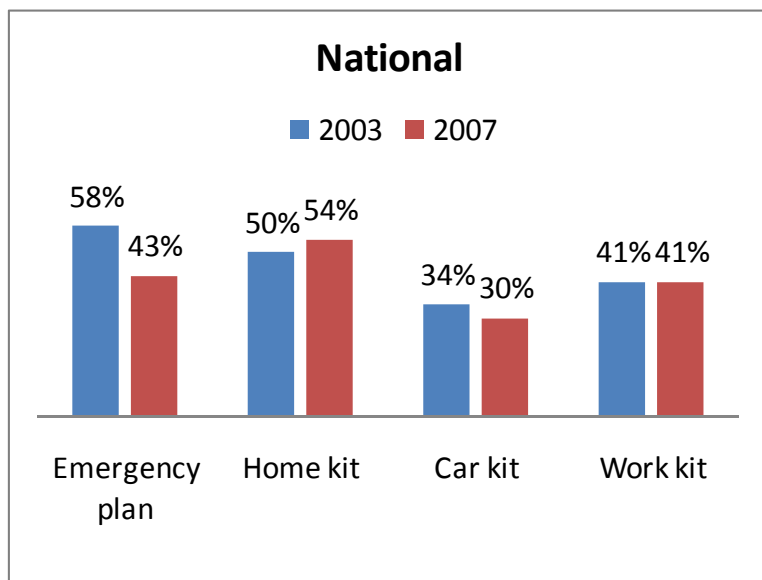
## **2007 survey**

- 2,400 adults age 18 yrs or older fielded
- 95% confidence level\*
- 2,000 oversampling for UASI cities Indianapolis, NYC, Houston and San Francisco
- FEMA Region V sample size is 502

\* *NOTE: While the national data is statistically valid, the regional data is presented to give a “snapshot” of preparedness efforts.*

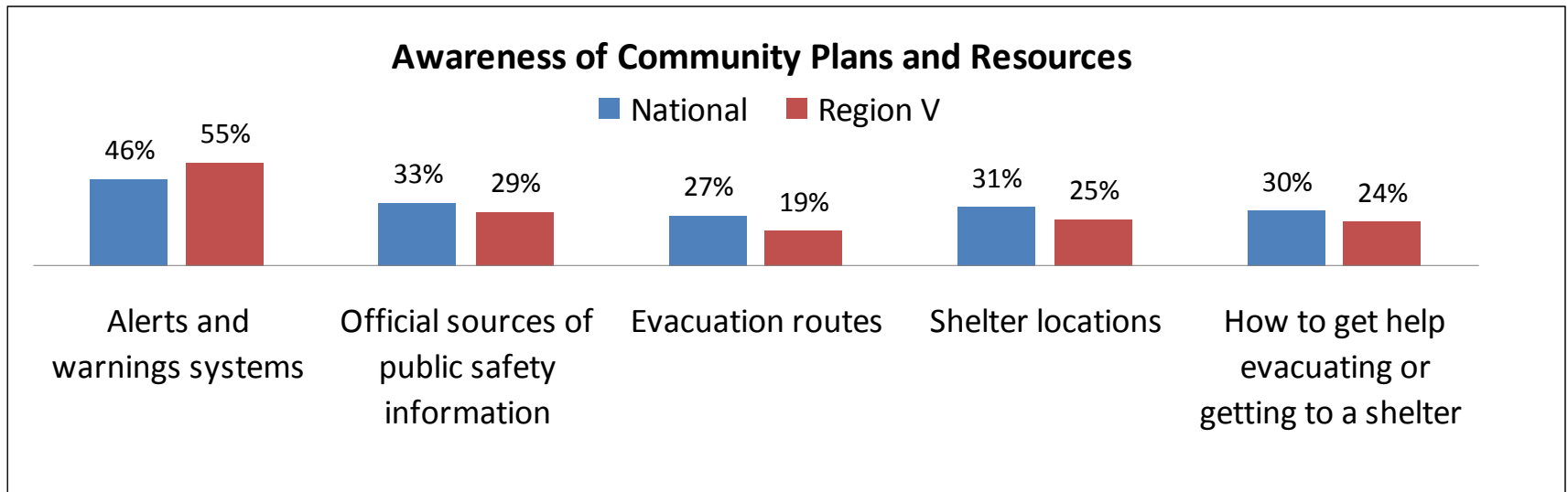
# Individual Emergency Plans and Kits

- **National:** Since 2003, the rate of people with emergency plans and car kits has decreased, while the rate of people with home kits has increased
- **Region V:** In 2007, fewer people in Region V reported having emergency plans, home kits, car kits, and work kits than the national average



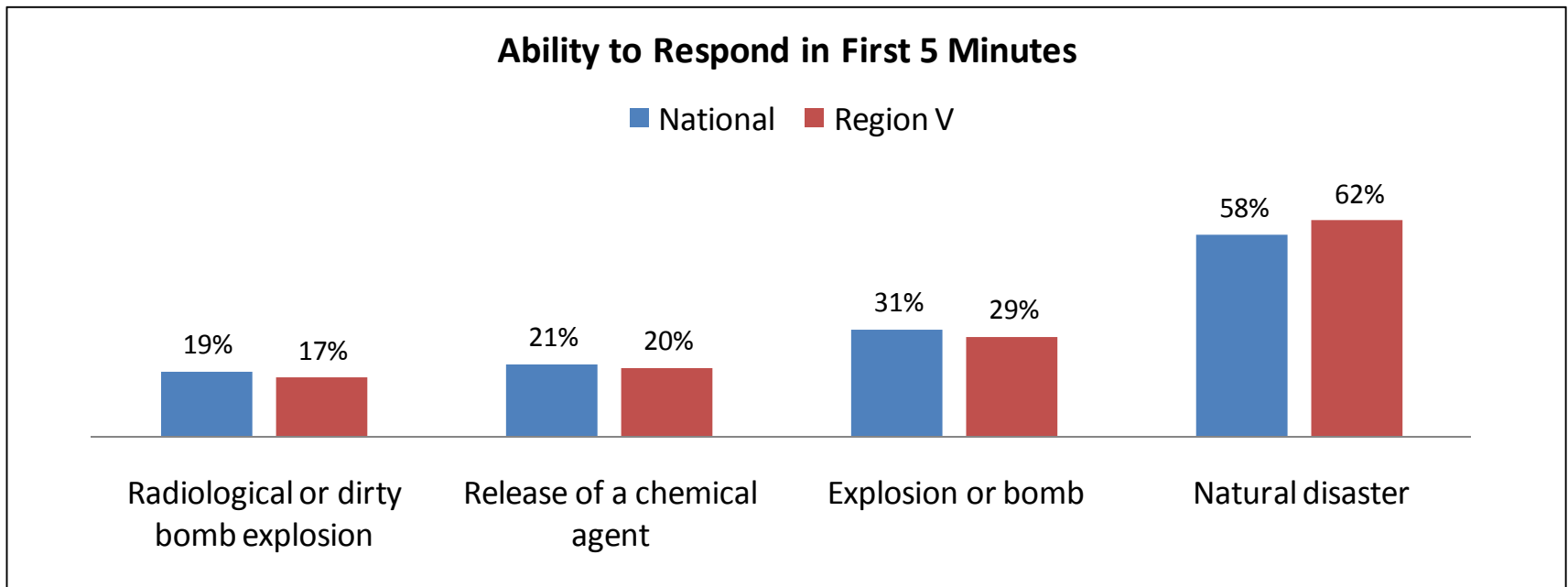
# Awareness of Community Plans

- **National:** Too many Americans don't know how to get critical information or where to go in the event of a disaster
- **Region V:** Region V participants reported being more aware of their community alerts and warning systems than the national average, but less aware of all other community plans and resources



## Ability to Respond

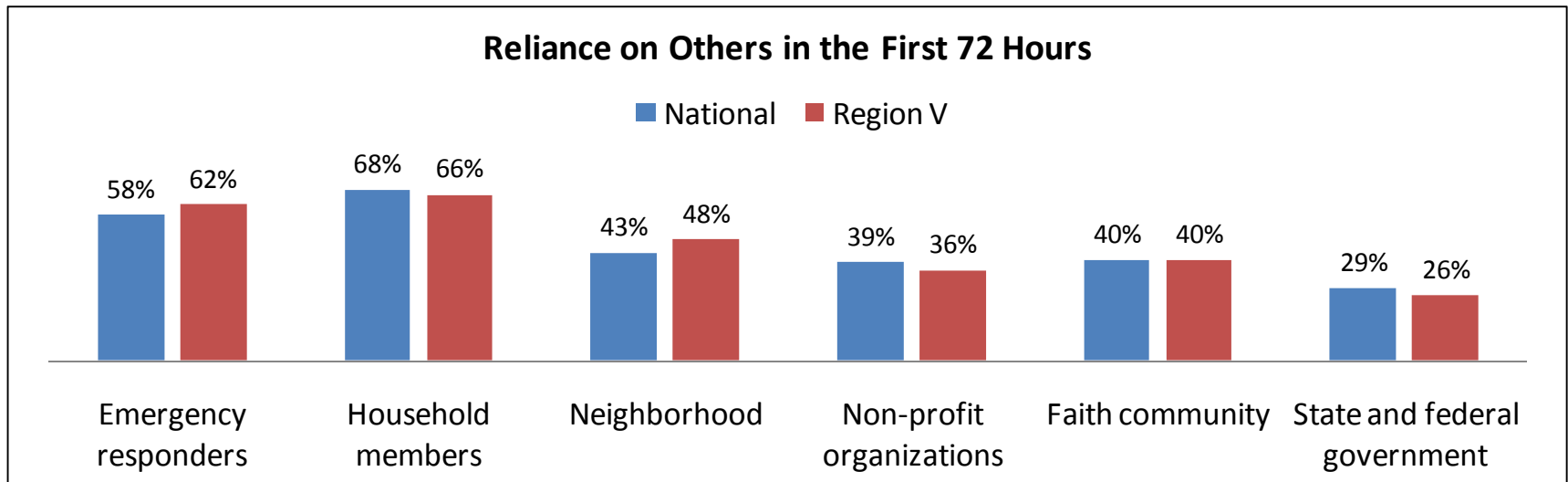
- **National:** Type of disaster makes a difference to an individual's perceived ability to respond
- **Region V:** Reported feeling slightly more able to respond in the first 5 minutes for natural disasters, but less able for all other types





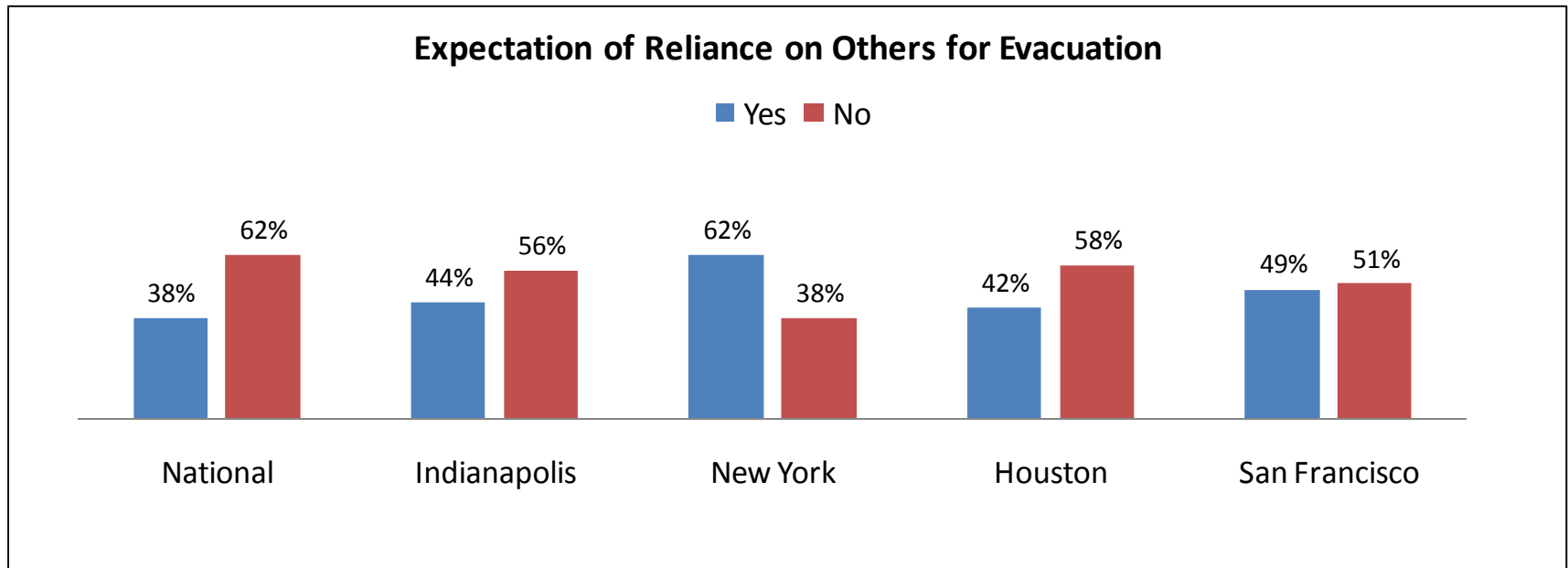
# Who Do Individuals Think Will Help Them During the First 72 Hours?

- **National:** People expect their household members and emergency responders to help them in the first 72 hours
- **Region V:** Participants reported being more likely to rely on household members and/or emergency responders for assistance



## What Are the Expectations for Evacuation Assistance?

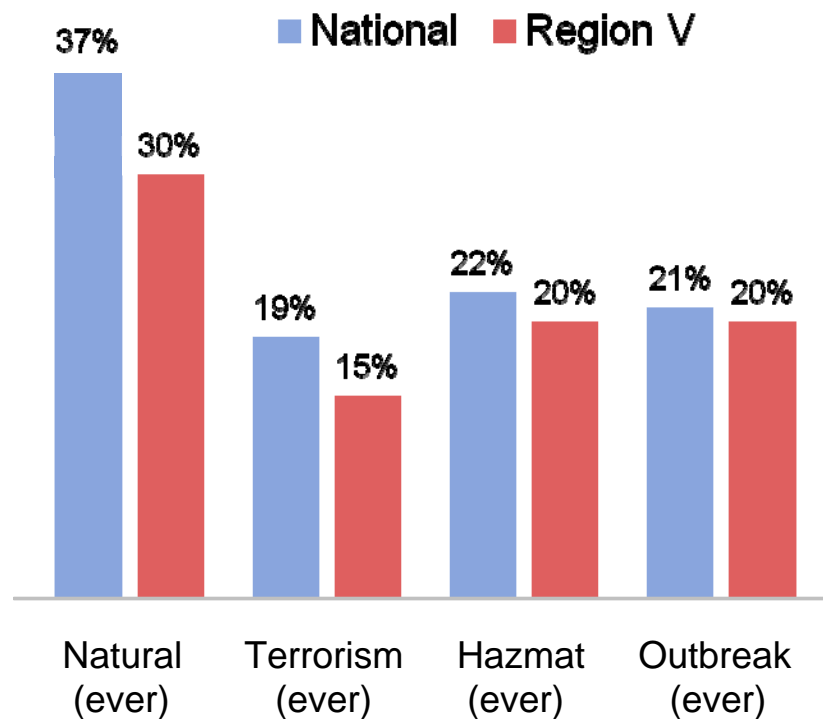
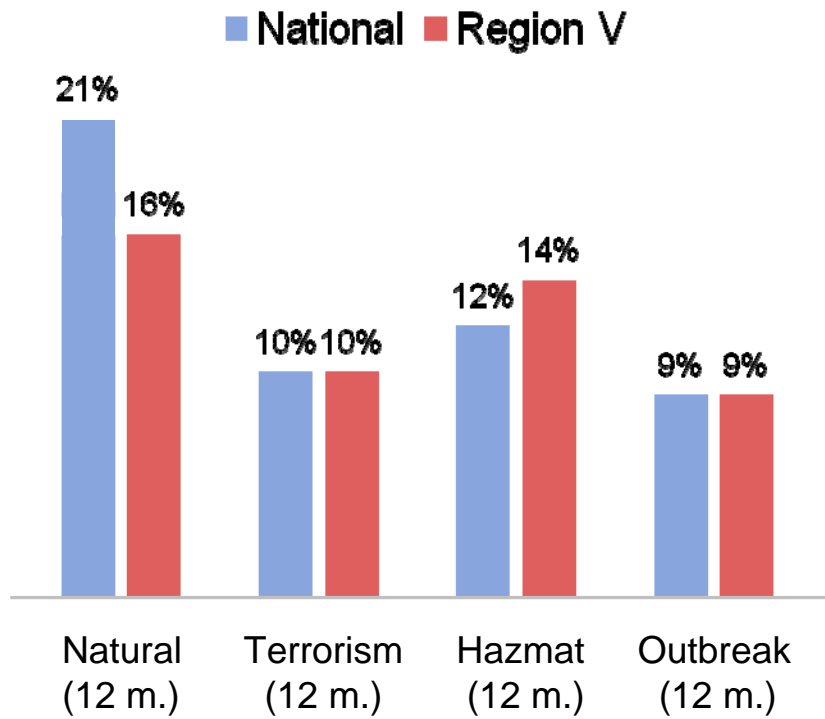
- Residents of all the surveyed UASI jurisdictions reported higher levels of reliance on others in an evacuation than the national average
- Almost half of San Franciscans and more than 60% of New Yorkers expect to need help



# What are the Perceptions of Threats?

**Region V:** Fewer respondents reported thinking they might be effected by a natural disaster in the next 12 months

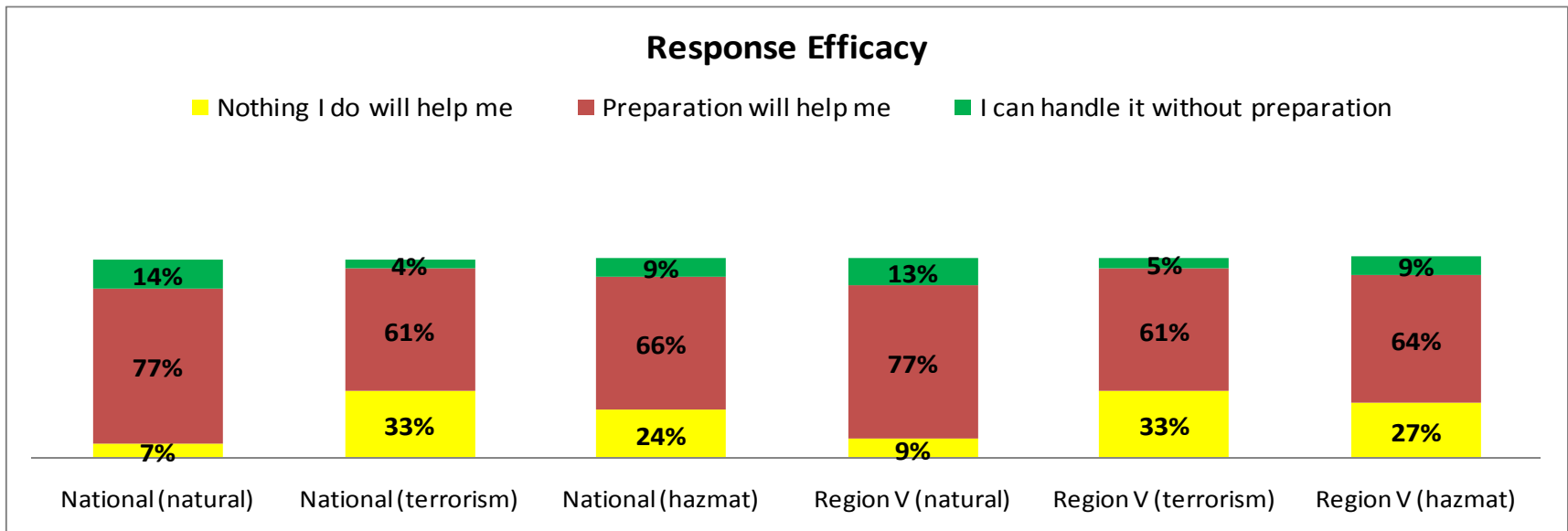
**National:** Only 37% of Americans think a natural disaster will ever affect their community, less than 1 in 5 for an act of terrorism





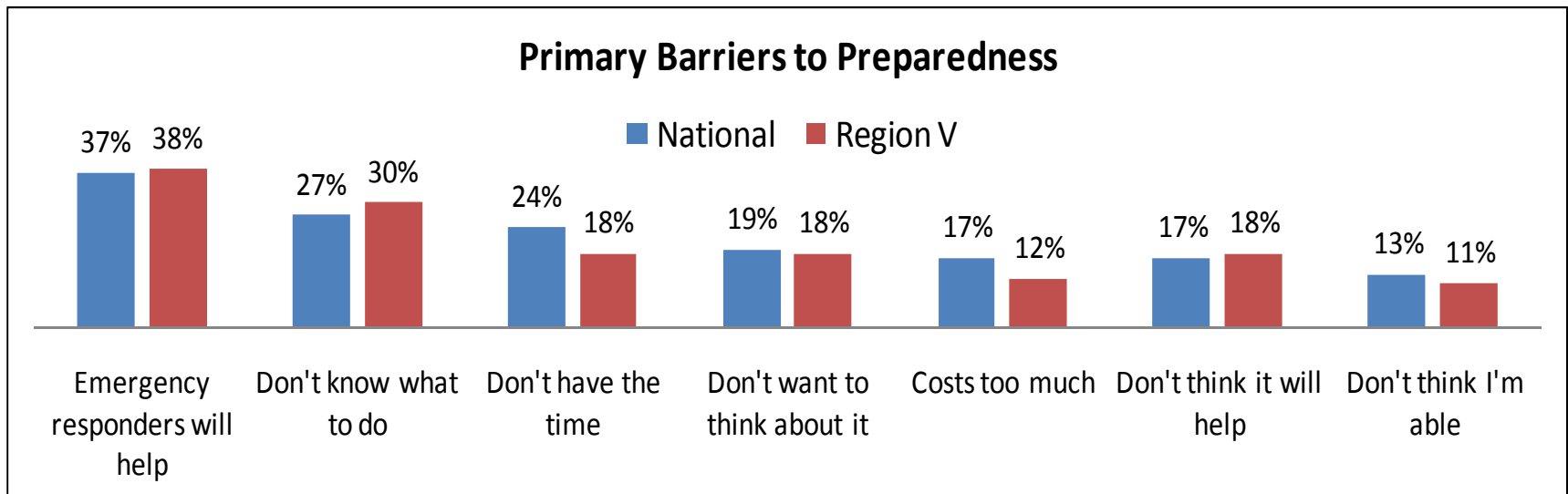
# Individuals Believe Preparations Will Help But Fatalism is an Issue

- Few believe they can handle situations without preparation
- **Natural disasters:** There is a relatively high response efficacy/low levels of fatalism
- **Terrorist events:** On a national level, 3 in 10 felt preparations would not make a difference. Similar indications in Region V.



# What Are the Primary Barriers?

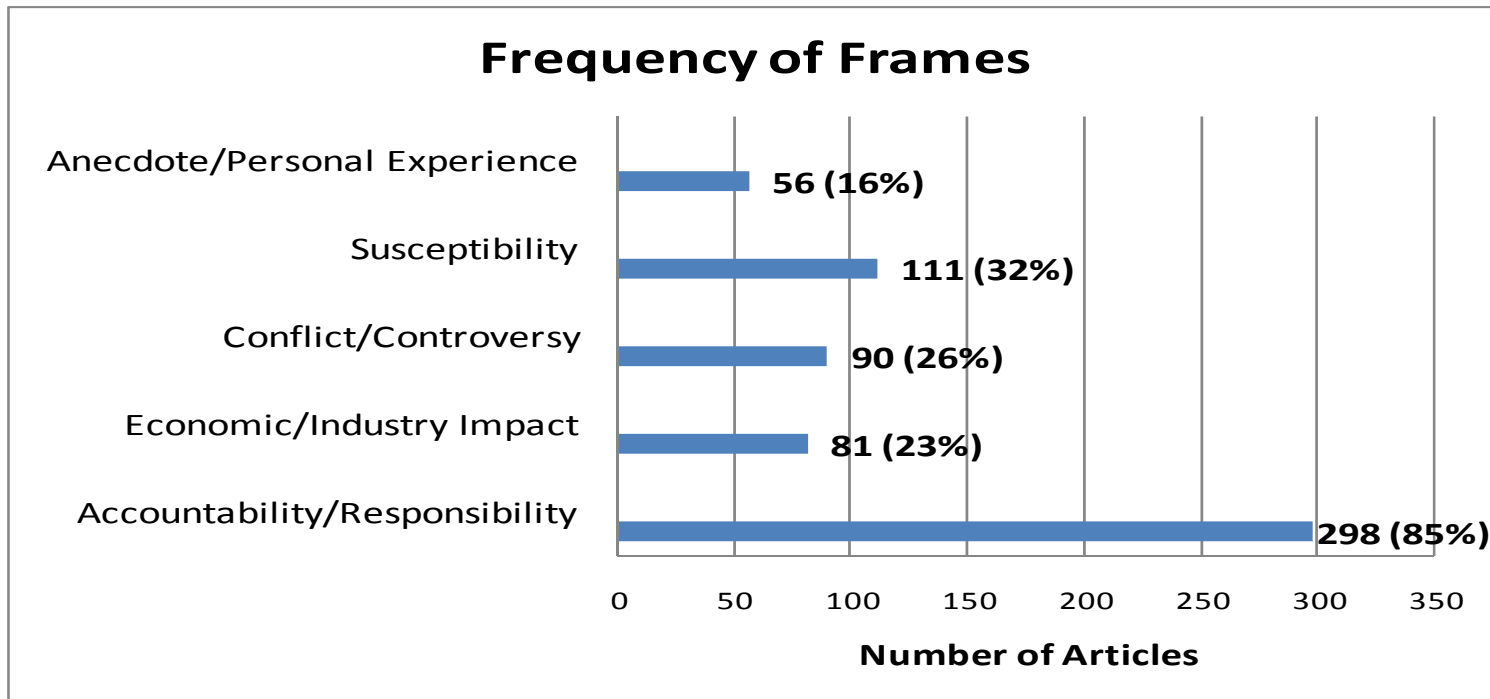
- Most often cited primary reason for why people have not prepared is the expectation that emergency responders will help
- Other reasons include both knowledge and attitudinal factors





# How is Media Influencing Individuals' Expectations?

- The media frames organizations as accountable for preparedness
- The media is NOT framing individuals as accountable for their own preparedness



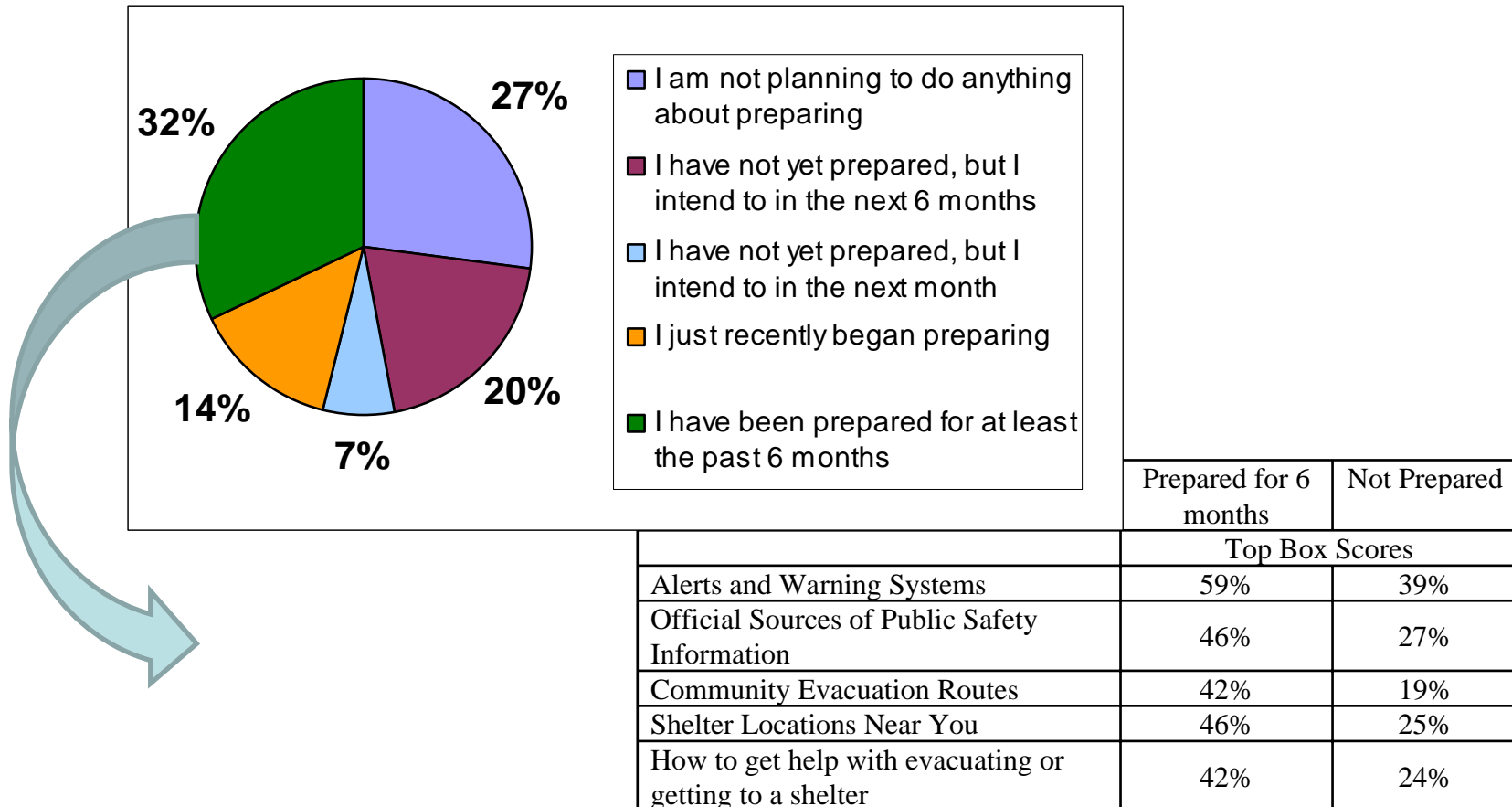
# Sources of Information

## Community Members:

- Want to hear the preparedness message from all sectors and many sources
- Believed if they heard about pandemic flu from the government and their employers, faith leaders, physicians, and community group leaders, they would be more likely to pay attention
- Felt if there was a more global shift where “everyone everywhere” started to talk about these messages, they would prepare and take notice

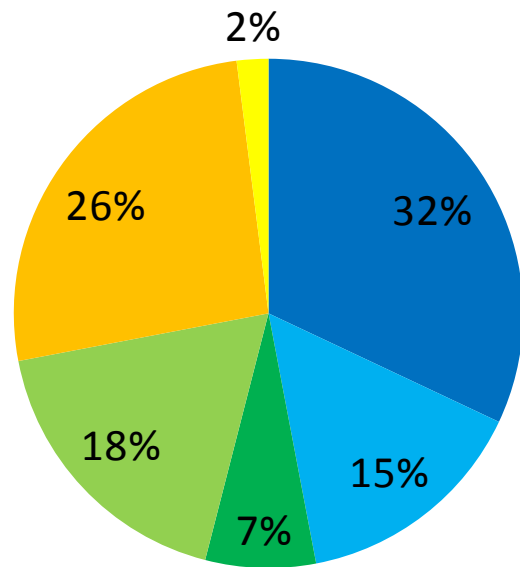
# Stages of Change

Social Marketing strategies often try to move individuals along a continuum from contemplation to action (Stages of Change)



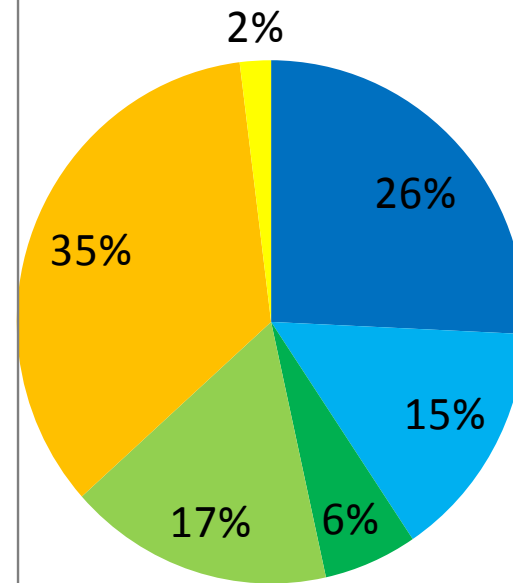
# Stages of Change

## National



- Been prepared for at least 6 m.
- Just recently began
- Intend to in the next m.
- Intend to in next 6 m.
- Not planning to prepare
- Don't know

## Region V



- Been prepared for at least 6 m.
- Just recently began
- Intend to in the next m.
- Intend to in next 6 m.
- Not planning to prepare
- Don't know

## What Are the Levers of Change?

- **Ensure that individuals understand their susceptibility to natural disaster**
- **Educate individuals on survivability of less familiar hazards, such as dirty bomb or disease outbreak**
- **Build on individuals expected reliance on household members**
- **Increase volunteer experience in disaster response**

## What Are the Levers of Change?

- **Develop a concept of threat literacy**
- **Frame disaster preparedness to empower individuals and support shared responsibility**
- **Increase individuals' understanding of risks and protective actions**
- **Utilize policy as an important preparedness tool**
- **Identify and reach out to those willing to prepare and take action**

# Questions?

[www.citizencorps.gov](http://www.citizencorps.gov)

