

**Marin Disaster Readiness Conference 2010**  
Tools, Resources and Best Practices

## CREATING A DISASTER-RESILIENT ORGANIZATION



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## Pop Quiz

How ready are you already?

Assessment Preview

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- We have identified a planning committee of key stakeholders that are responsible for developing and implementing an emergency response plan.

Yes      à    1 Point  
 No        à    0 Point

Assessment Preview

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- We have written a Disaster Mission Statement and it has received approval from senior leadership

Yes      à    1 Point  
 No        à    0 Point

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- We know how vulnerable our organization would be if a disaster or other emergency were to occur because we have reviewed and understand how our local Hazard Vulnerability Assessment (HVA) applies to our business or organization

Yes      à    1 Point  
 No        à    0 Point

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- We have taken the necessary mitigation steps to ensure that your agencies physical environment is as safe as possible.

Yes      à    1 Point  
 No        à    0 Point

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We have a written emergency plan describing how our business or organization will respond during a disaster or medical emergency.

Yes à 1 Point  
No à 0 Point

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Pop Quiz

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Goals of Today – Putting Pen to Paper

- q Select an Emergency Plan Template
- q Identify the members of your Emergency Planning Team
- q Write a Disaster Mission Statement
- q Conduct a Hazard Vulnerability Assessment
- q Begin the process for mitigating your facility
- q Select additional resources to continue the Emergency Planning Process



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### Step 1: Select a Template

- Form 001
- Ready.gov – Ready Business
- SF Card – Agency Emergency Plan
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### Step 2: Create an Emergency Planning Team

- You will need a person or small group to lead the process.
- The team should include workers from all levels of the business or organization as well as those who represent essential business functions.



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### Form the Team

- The size of the planning team will depend on the facility's operations, requirements and resources.
  - Ø Include your VOLUNTEERS!
- Determine who can be an active member and who can serve in an advisory capacity.  
(HR = Active Member, CEO = Advisory)

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## Form the Team

- In most cases, one or two people will be doing the bulk of the work. At the very least, you should obtain input from all functional areas.
- Have participants appointed in writing by upper management. Their job descriptions could also reflect this assignment.

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## Emergency Plan Team

Senior Management	
Human Resources	
Marketing	
Facilities/Janitorial	
Accounting	
Volunteer Management	

Who else can serve on your Emergency Planning Team?

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## Disaster Mission Statement

- The first & most important element in Emergency Planning
  - Ø What does your organization plan to do in a disaster?
  - Ø What services will be critical for your clients & surrounding community?
  - Ø How does your Disaster Mission Statement differ from your current mission?
  - Ø What will be necessary to meet your disaster mission?

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- Define your disaster role
  - Ø A role that is agreed upon by all leadership and owned by the entire organization
  - Ø A role that is realistic, well-defined and targeted in scope
  - Ø Define the "what," not the "how"
- Whom will you serve?
  - Your geographical reach
  - Your most vulnerable clients, all clients or expanded client base?
- What critical services must continue after a disaster?
  - Ø On which of your agency's services will your clients depend most?
  - Ø Consider your resource limitations

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## Disaster Mission Statement

- Use your existing Mission Statement as a launching point:

Example:

HINT: {Audience Participating Section}

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## Disaster Mission Statement

- Ø What does your organization plan to do in a disaster?
- Ø What services will be critical for your clients & surrounding community?
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After you have written a draft Disaster Mission Statement:

- Share it with agency leaders and co-workers and solicit feedback
- Reach consensus on wording
- Review, Revise, Repeat as needed

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Mission Statement should be: S.M.A.R.T.

- **Specific:** Specific goals are detailed and focused. Expectations are clear. Typically action verbs describe the activity to be performed.
- **Measurable:** Make the goals quantifiable so it's clear when the goal has been reached. Typically stated in terms of quantity, quality, cost, etc...
- **Achievable:** Goals should not be a wish, but is instead based on the reality of the workplace. Ambitious yet achievable goals motivate...impossible goals de-motivate.
- **Relevant:** Make sure each goal is consistent with the department's goal and/or the strategic plan.
- **Time-Bound:** The accomplishment of a goal should have a specific deadline. Targets for completion allow you to define progress in quantifiable terms.

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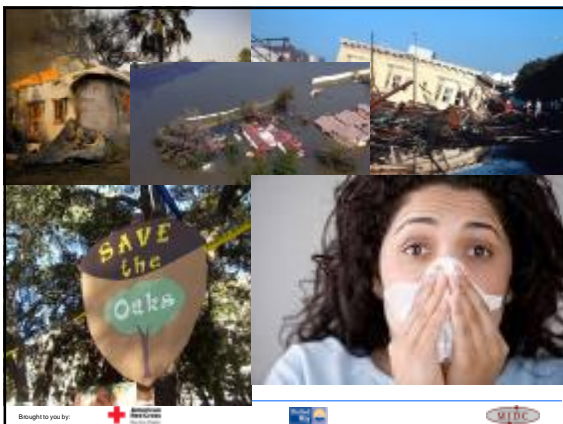
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## Make Your Facility Safe

- Mitigation = steps you take in advance to reduce or eliminate impact of disaster on your facility
- Start with a Hazard Hunt (identify heavy items that could fall, items blocking exits, etc.)
- Hand this assignment to your facilities manager or someone else familiar with your space
- Empower them to recommend and make changes

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# Time Check

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## Goals of Today – Putting Pen to Paper

Select an Emergency Plan Template

- ü Identify the members of your Emergency Planning Team
- ü Write a Disaster Mission Statement
- ü Conduct a Hazard Vulnerability Assessment
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- ü Select additional resources to continue the Emergency Planning Process



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