The Future Strategic Environment

- Increased empowerment of individuals, enabled by technology:
  - Speed and access to information; horizontal and network based communication flows

- Evolving security environment:
  - Technological and scientific knowledge can transform terrorist and counterterrorist capabilities

- Dramatic demographic shifts:
  - Older, larger, more concentrated, and more diverse population may challenge emergency management operations

- Changes in the manmade and natural environments:
  - Climate change & infrastructure degradation are shifting the nature of the risks we face

- Cascading events and resource constraints:
  - Global interdependencies, changes in the supply chain mean events can spread more broadly and more quickly, even as governmental resources are increasingly constrained
Implications for Emergency Management

- We will face increasing complexity and decreasing predictability
- Future resource constraints are seemingly unavoidable
- How we assess and understand risk must change (forward looking and predictive, not retrospective)
- We will increasingly be dealing with both acute and chronic issues (e.g., drought)
- The means and methods for delivering emergency and disaster management services will shift – individuals, groups, communities and the private sector will play a greater role
- Trust – between the government and the public – must be strengthened
Current Policy Emphasis

- The 2010 National Security Strategy and Quadrennial Homeland Security Review emphasize resilience and community engagement as foundational principles:
  - Foster individual, community, and system robustness, adaptability, and capacity for rapid recovery (QHSR)
  - Empower communities to counter radicalization (NSS)
  - Improve resilience through increased public-private partnership (NSS)
  - Engage with communities and citizens (NSS)
  - Ensure Resilience to Disasters mission area (QHSR)

- 2011 Presidential Policy Directive-8 and National Preparedness Goal focus on strengthening security and resilience – ‘all of nation’ approach

- National Disaster Recovery Framework identifies resilient rebuilding as one of 7 key factors in community recovery
Simple Truths

• Public citizens tend to be the first responders

• Communities that recover successfully drive their own recovery

• Emergency Management is a social process

• The Disaster itself is just one variable in equation
Advancing ‘Whole Community’ EM

FEMA is taking a closer look at how we practice and engage in our field by advancing an approach to emergency management that involves the *whole* community.
A Whole Community Approach to Emergency Management: Principles, Themes, and Pathways for Action

• Purpose of the Document:
  • Synthesize what was learned from the National Dialogue on Whole Community
  • Share real-life examples of how Whole Community has been integrated into daily practices in communities across the country
  • Promote a greater understanding of the approach by highlighting key principles and themes
What does this mean?

‘Whole Community’ Emergency Management – Some Key Principles:

- Understand and meet the actual needs of the *whole* community
- Engage and empower all parts of the community (public, private, and civic) in defining those needs and providing ways to meet them
- Strengthening what works well in communities on a daily basis to improve resilience and emergency management outcomes
Key Principle - 1

Understand and meet the actual needs of the whole community

- “Understand community DNA” – Learn how communities’ social activity is organized and needs are met under ‘normal’ conditions

- “Plan for real” – Plan for what communities will really need should a severe event occur (not for the capabilities we have)

- “Recognize community capabilities and broaden the team” – Recognize communities’ private and civic capabilities, identify how they can contribute to improved pre- and post-event outcomes, and actively engage them in all aspects of the emergency management process
Key Principle - 2

Engage and empower all parts of the community

- “Meet people where they are” – Engage communities through the relationships that exist in everyday settings and around issues that already have their attention and drive their interactions; connect the social, economic, and political structures of daily life to emergency management programs

- “Let public participation lead” – Enable the public to lead, not follow, in identifying priorities, organizing support, implementing programs, and evaluating outcomes

- “Build trust through participation” – Successfully collaborating with community leaders to solve problems for non-emergency activities builds relationships and trust over time
Key Principle - 3

Strengthen what works well in communities on a daily basis

- “Create space at the table” – Engage with the processes of negotiation, discussion, and decision-making that govern local residents under normal conditions

- “Strengthen social infrastructure” – Align emergency management activities to support the institutions, assets, and networks that people turn to to solve problems on a daily basis
A community centric approach for emergency management that focuses on strengthening/adapting what works well in communities on a daily basis offers a more effective path to building societal security and resilience.
Moving Forward

- FEMA Leadership believes that a Whole Community approach to emergency management is necessary to incorporate in everything we do as an Agency and as a field of practice.

- The Whole Community concept will continue to be integrated into FEMA’s daily activities.

- As part of Presidential Policy Directive-8 (PPD-8), FEMA will coordinate a comprehensive campaign to build and sustain national preparedness, to include public outreach and community-based and private-sector programs to enhance national resilience.
PPD-8 Campaign Description

- The first task is a comprehensive campaign to build and sustain national preparedness, to include public outreach and community-based and private-sector programs to enhance national resilience.
- Effort will integrate existing efforts and establish new approaches to building actual *capability* among individuals and communities.
- Focus is on integrating the entire nation into security and resilience efforts.
- Will use a multi-phase approach that takes advantage of existing efforts, such as National Level Exercises and National Preparedness Month.
- Initial preparation activities are currently underway, with a campaign plan ready for implementation in the March / April timeframe.
For more information about Whole Community and to access the document, please go to:
http://www.fema.gov/about/wholecommunity.shtm