



Toward 'Whole Community' Emergency Management

EM Forum

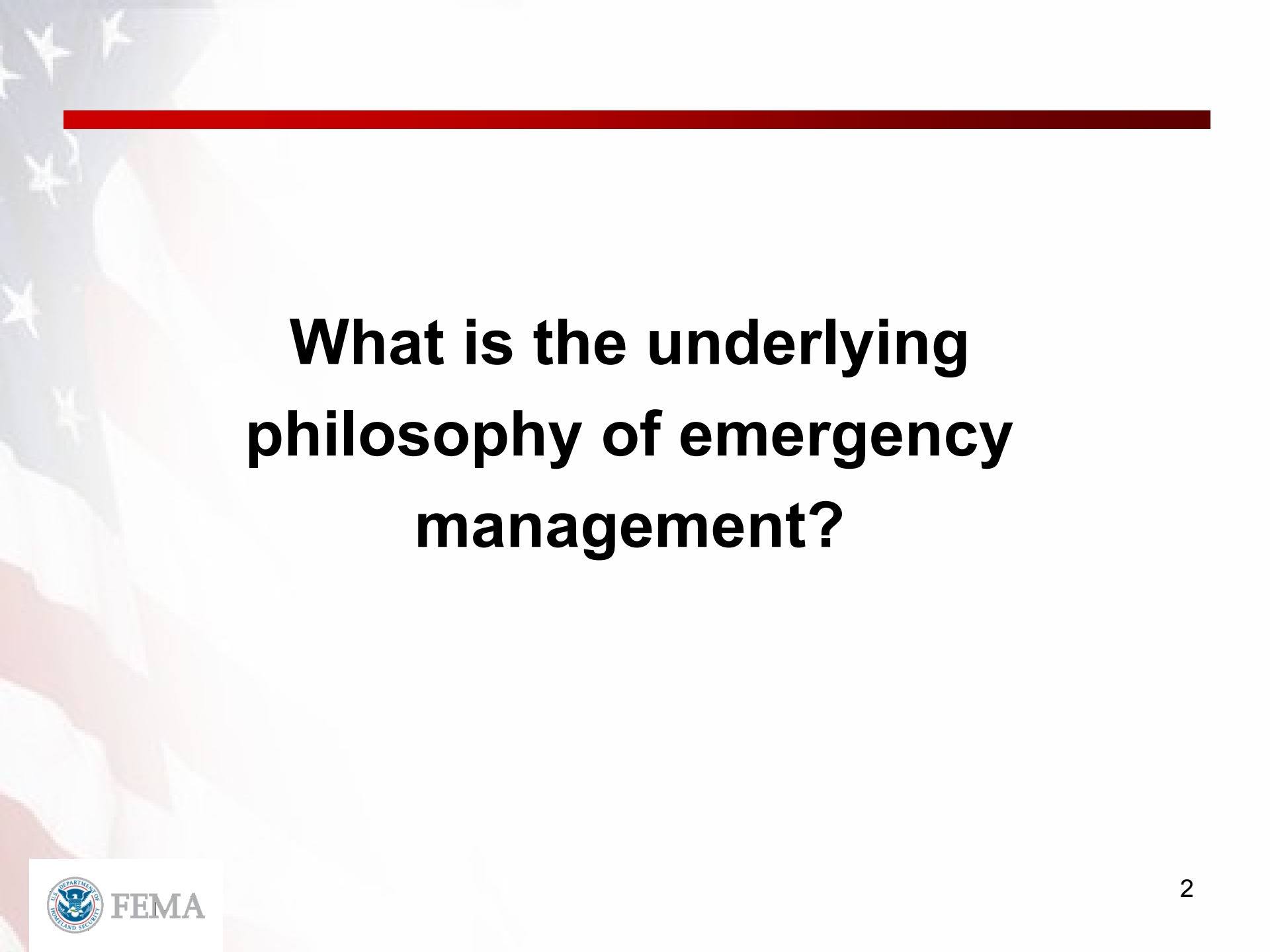
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Local and Community Preparedness

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FEMA

A faint, semi-transparent American flag is visible in the background on the left side of the slide. A thick red horizontal bar is positioned at the top of the slide.

What is the underlying philosophy of emergency management?

Today's Reality

- Disaster impacts are more rapid, far reaching, and interconnected
- We have a government centric system with limited capabilities that can handle the small but not the large
- These are not government problems but societal problems and therefore we need societal solutions

Value Proposition

A community oriented approach for emergency management that focuses on strengthening what works well in communities on a daily basis offers a more effective path to building societal security and resilience

What Does This Mean?

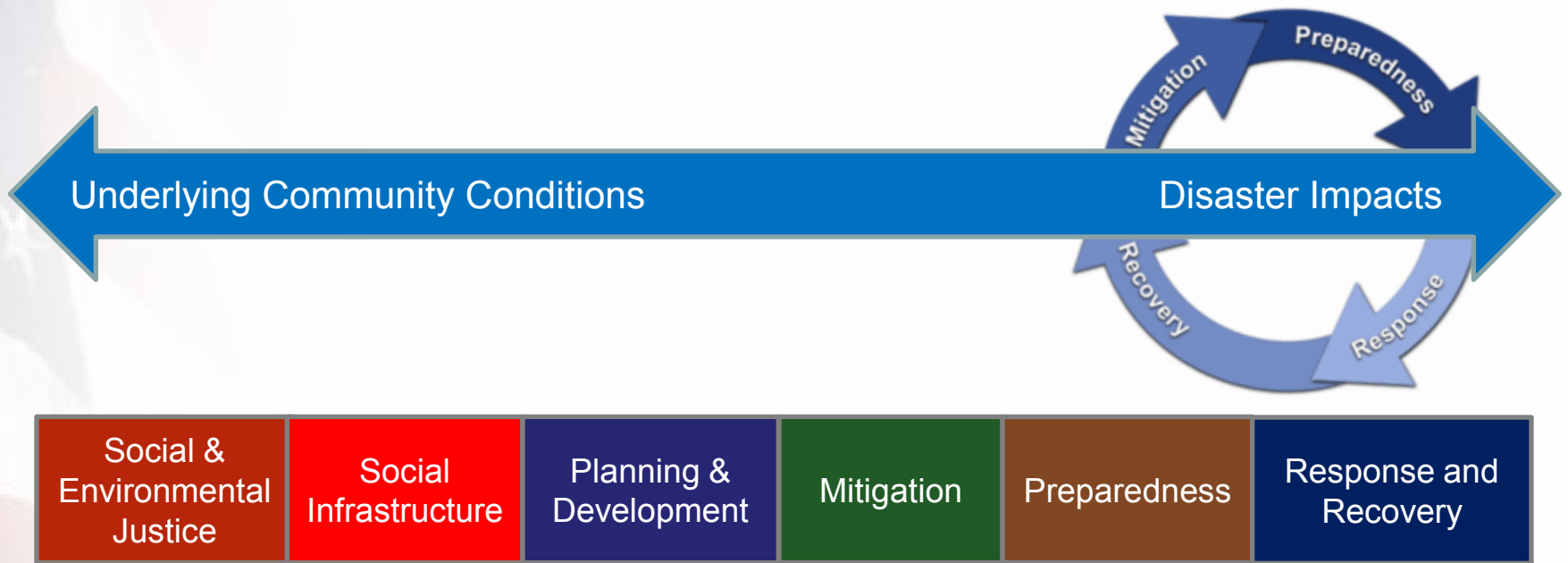
‘Whole Community’ Emergency Management – Some Key Principles:

- Understanding and meeting the needs of the *whole* community
- Engaging all aspects of the community (public, private, and civic) in defining those needs and devising ways to meet them
- Strengthening what works well in communities on a daily basis to improve resilience and emergency management outcomes

Traditional Emergency Management



Where do we put our focus?



Addressing the Challenges

FEMA is addressing challenges in three ways:

- Creating a National Dialogue
- Working with New Partners
- Catastrophic Preparedness

Creating a National Dialogue

- Soliciting input and ideas on how to encourage sustained community participation and involvement in preparedness and resilience – at all levels
- Conducting workshops and listening sessions focused on how communities are motivated and engaged, how they understand risk, and experiences with resilience
- Working to synthesize and articulate the key themes, principles and potential strategies for Whole Community Emergency Management

Creating a National Dialogue

Domestic Sessions

- National Youth Summit
- FEMA Disability Conference
- Citizen Corps Roundtable
- CHDS sessions
- Latino Leadership Conference
- NEMA Conference
- IAEM Conference
- UASI Denver Conference
- Others

International Sessions

- Co-leading Multi-National Community Resilience Policy Group (UK, Aus, Can, Net, Sweden)
- Comparative workshops looking at local case experiences in US (Mar '10) and UK (Nov '10)



Emerging Themes: Critical Elements

- Leverage existing relationships and networks
- Reach out and communicate through trusted sources
- Understand and be receptive to community needs
- Offer tangible benefits that address a genuine need
- Legitimize and recognize communities' capabilities
- Empower people to act

Emerging Themes: Key Policy Challenges

- Community Complexity - the "DNA" of Local Areas
- State-Civil Society Relations
- Social Capital and Leadership
- Social Trust and Opportunities for Supporting Local Action
- “Meaningful Exchanges”

Working with New Partners

- Expanding the Emergency Management Team – working with groups outside of the federal family to better understand and plan for the needs of a community before, during and after disaster.
- Aggressively increasing outreach efforts to establish relationships with new partners and re-invigorate relationships with traditional members of the team.

Catastrophic Preparedness

- Improving the Nation's preparedness for catastrophic events in continuous collaboration with ALL members of the community
- Plan for the "Maximum of the Maximums" catastrophic event: the real, not the easy
- Consistent with and expands upon existing emergency preparedness and response systems and doctrine
- Focus: Stabilize catastrophic effects with emphasis on the first 72 hours
- Requires a new planning framework and targeted preparedness campaign.

Getting Involved

- FEMA seeks to spark expansion and transformation of current community engagement strategies
- Whole Community management as a philosophy for everything we do at FEMA and as a field of practice
- Support the development of guidance, tools, training and educational programs that engage and integrate entire community – strengthening resilience and improving outcomes
- Will take time to transform how we think about, plan for and respond to disasters but we can't afford to wait

Next Steps

- Advance national discourse on ‘whole community emergency’ management
- Participate in community based discussions and establish mechanism for online engagement
- Establish community-based partnerships
- Identify and network those who are already doing this
- Build a body of knowledge and community of practice

Comments and/or Questions

Please share your thoughts and perspectives:

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For more information:

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Individual and Community Preparedness

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