



Protecting America:

The 2014 BE Safe America Program

And First Spouses Program / (Text First. Talk Second.™)



FOUNDATION

Sandy: What We Learned

- Responding to natural disasters continues to be a challenge
- Jurisdictions overlap... with Federal, State and Local Governments all 'working their own agendas'
- As one leader pointed out, "we do not have institutional stability... so long-term solutions do not get implemented."
- Changing administrations every 4 years (locally & nationally) means solutions aren't fully implemented before a new administration starts
- What is it we learned from Sandy? Takeaways need to be shared!

Sandy's Toll

- **2nd costliest hurricane in U.S. history** (Katrina most costly)
- **Damage estimates exceed \$68 billion**
- **286 people were killed in 7 counties**
 - 72 direct deaths in 8 states / 87 indirect deaths
 - total of 160 people were killed due to the storm, making Sandy the
 - deadliest hurricane to hit the U.S. mainland since Katrina in 2005 & deadliest to hit the East Coast since Agnes in 1972
- **24 States were impacted**
 - NJ: Damage estimated at \$30 billion
 - NY: Damaged or destroyed around 100,000 homes on Long Island, with more than 2,000 homes deemed uninhabitable

Sandy: Catalyst for Improvements

"What we learned is that we have to improve the way we communicate the threat, the risk."

Jamie Rhome, Storm Surge Specialist @ National Hurricane Center

- Post-Sandy, the National Hurricane Center has revamped how it shares critical information with the public
 - *scientific terms are being replaced by direct statements about the potential danger of a storm*
 - *cities have expanded their evacuation zones*
- National security risks (terrorism) have short-changed weather preparedness

Prioritizing Use of Money, Resources

- ***People failed to learn from Hurricanes Katrina & Irene!!***
- ***Will we learn from Sandy?***
 - During Irene in 2011 (heavy rains, high winds), NY nursing homes were evacuated... but didn't flood
 - During Sandy, medical facilities weren't evacuated; instead, patients were moved up several floors
 - Hospitals lost power — while the backup power generators were above the level of flooding, the fuel pumps for the generators were in basements
 - Elevators weren't running & medical staff had to carry fuel up to the floors with the generators
 - One doctor told her intensive care unit would lose all power except for 5 outlets [she had 1 hour to decide which of 5 patients on life support to save!]
 - The situation was grim in coastal high-rise apartments
 - People with disabilities were stuck – sometimes for 3 weeks!!

Everyone wants to fix problems; but who pays?

"Do we pay for the priorities of the day... or invest in things that are unlikely?"

Safe America's Work

Fall 2013 Status Report



- Completed Year 5 of *BE Safe America* – *our* biggest success in mobilizing Americans in via drills!
- Now, U.S. Chamber, ACP and ShakeOut planning 2014 partnership
- Other NGOs discussing collaboration, feeling “*there is a need for a major program that would fill gaps left by other agencies*”
- Fortune 500 involved (B o A, KPMG, NYSE, UPS, Wal-Mart, etc.)
- IPAWS has expressed desire to for Safe America’s help
- ACP invited Safe America to suggest how to involve its members

Safe America's Sweet Spot: Message Creation



Walmart Checkout TV PSA



Importance of Drilling PSA



First Spouses PSA



Volunteer (Delta) PSA



Text First. Talk Second. PSA

The Vision



- Build *the* platform that makes preparedness a **Top 5** issue
- Anchor project in NYC... with major Fortune 500 firms
- Create web site rich in content with exclusive sponsors in categories such as Disasters, Research, Technology, Health, Online/Apps/Tools, Weather, etc.
- Feature partners information and their events, resources
- Add NGOs and mainline media to enhance content

PSAs



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Safety News Network

- Safeamerica.org/snn



A Potential Catalyst... for Action

CGI America has invited Safe America to consider involvement in its 2014 agenda... and showcase its program at meetings in New York and Denver



Building the Partnership



- Seek input on 2014 program (via surveys, conversations)
- Build platform... and extend to NGOs, Private Sector Firms, etc.
- Plan for 2014 NY/NJ rollout
- Utilize meetings of ACP, BCLC, Operation HOPE and invite their members to be involved (via CEO Corps)
- Hold private lunches/breakfasts to recruit partners (NY, DC, ATL)
- Stage 2014 national drill season with *BE Safe America* Drill (Day)

Your Opportunity



- Join the Safe America *Alliance* and the CEO Network
- Recruit others (regionally and/or nationally)
- Share your ideas, vision to build the ‘ultimate program’

