FEMA Community Preparedness Webinar Series

Resources for Business Preparedness

September 13th, 2-3:00 p.m. EDT

Presented by:

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FEMA

Red Cross
Ready Rating™
Program

American
Red Cross

INTRODUCING

READY RATING

Community Preparedness
Webinar Series
September 13, 2010

Red Cross
Ready Rating Program

- Provides a cost-free framework for businesses, organizations, and schools to prepare for emergencies
- Makes readiness measurable and visible
- Supplies information and resources
- Maintains confidentiality of all assessments
- Renews membership annually based on improved score

Five Simple Steps

1. **Join:** Commit to membership
2. **Assess:** Conduct a hazard vulnerability assessment
3. **Plan:** Develop an emergency response plan
4. **Implement:** Implement your emergency response plan
5. **Help others:** Help your community get prepared

Red Cross Ready Rating™ Program

American Red Cross

Program Components

1. Commit to membership in the Red Cross Ready Rating Program.

- Members indicate intention of steadily improving emergency readiness over a one-year period.
- Members take the Ready Rating Assessment to determine their baseline for preparedness on a 0-123 point scale. All scores are confidential.

Sample Actions

- CEO, principal or sponsoring executive signs Ready Rating Membership Agreement
- Ready Coordinator is appointed by CEO/principal/executive to serve as liaison with the Red Cross

Join

Program Components

2. Conduct a hazard vulnerability assessment.

- Gather information about possible emergencies that could affect the business and facility's capabilities to respond and recover.

Sample Actions

- Understand threats and assess the possible impact
- Assess the ability of staff to prepare for and respond to a disaster in the workplace and at home
- Identify emergency response resources

Program Components

3. Develop an emergency response plan.

- Members create a plan that describes the steps the organization will take to protect people and business interests before, during, and after emergencies.

Sample Actions

- Establish an emergency planning team
- Develop a continuity of operations plan (COOP) that will help keep the organization functioning during a time of emergency
- Gather and protect records that may be needed in an emergency

Red Cross Ready Rating™ Program

American Red Cross

Program Components

4. Implement your emergency response plan.

- Members integrate preparedness as part of their culture.

Sample Actions

- Educate employees on preparedness in the workplace and at home
- Conduct regular evacuation and COOP activation drills
- Acquire and maintain emergency supplies and encourage employees to have their own emergency preparedness kit

Implement

Program Components

5. Help your community get prepared.

- Members make one additional commitment to ensure the overall community is prepared for emergencies.

Sample Actions

- Host blood drives
- Appoint and train employees as national disaster volunteers
- Contribute supplies, services, or facilities to emergency efforts
- Adopt a local school or district and support its preparedness effort

Ready Rating History

- The program was developed and initially piloted by the American Red Cross Chapter in St. Louis,
- The Red Cross Ready Rating pilot then launched in eight additional cities approximately one year ago.
  - Washington DC
  - Chicago
  - Dallas
  - Los Angeles
  - New Orleans
  - New York City
  - Raleigh, NC
  - San Francisco

Plans for a nationwide rollout are currently being developed

The Institute for Business & Home Safety's

DISASTER SAFETY.org

PROTECTING YOU, WHERE YOU LIVE.

ENTER YOUR ZIP CODE: GO

GET PREPARED | PROGRAMS | "I DID IT" GALLERY | NEWSROOM | VIDEOS | ABOUT

Disaster Safety Blog

The Official Weblog of the Institute for Business & Home Safety.

OPEN for business® BUSINESS CONTINUITY PROGRAM

FORTIFIED ...for safer living.® RESIDENTIAL CONSTRUCTION PROGRAM

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Why Plan?

Disaster Resilience

“Preparedness is an essential element of a resilient and secure Nation.”

Presidential Proclamation, September 4, 2009

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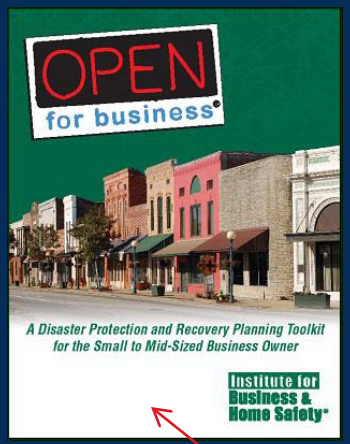
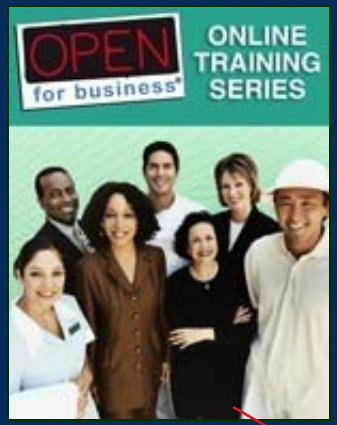
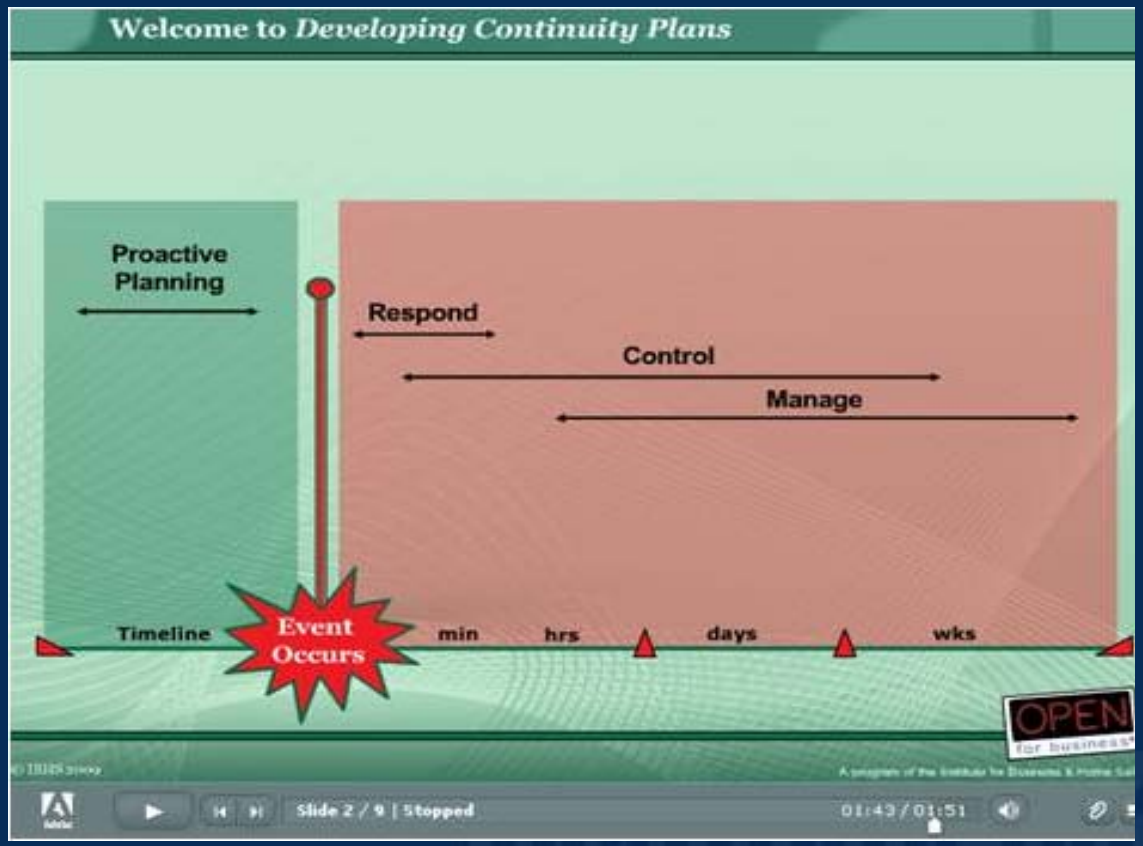




http://www.disastersafety.org/ofb_training/



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Basics of the Open for Business® Plan

- What could happen?
- How likely is that?
- How serious could it be?
- What would be the impact of the event?

- Critical business functions/work processes
  - order of recovery

THEN

- *Who* do you need?
- What do you need?

- *Where* will you recover from & *what* will you need for the office?

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OPEN
for business®
Advanced Track
Advanced Track
Institute for Business & Home Safety®

Advanced Track
Supply Chain

Advanced Track
Vulnerability Assessment

Advanced Track
Logistics & Resources

Advanced Track
Financial Controls & Resiliency

Advanced Track
Incident Management & Crisis Communication

Advanced Track
Employee Awareness, Training & Exercises

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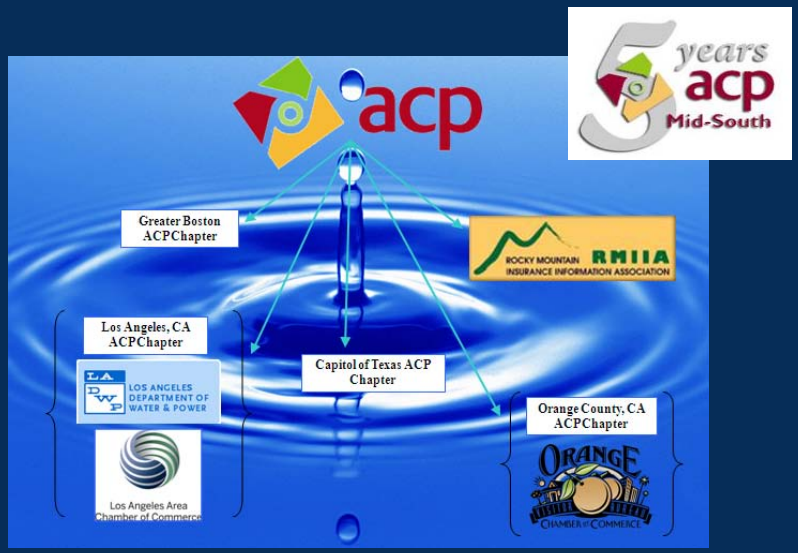
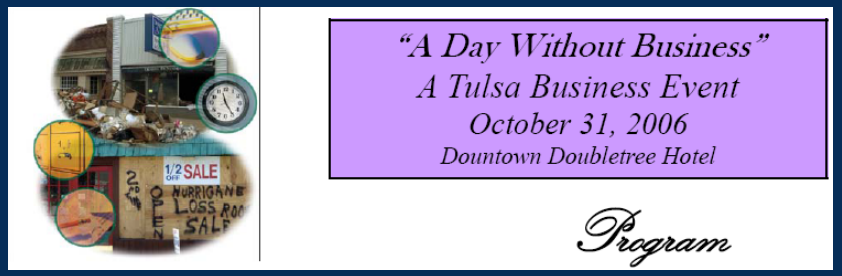
Who Can Help?





RI Sea Grant: Open for Service with 25 social agencies

SC - Open for Business®
& Open for Service

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What is the Motivation?

- Peace of mind
- Protect assets and investment
- Protect critical business systems and ability to restore them
- Sustain revenue/income
- Exercise due diligence to meet legal, regulatory, financial & contractual obligations
- Remain competitive
- Preserve reputation

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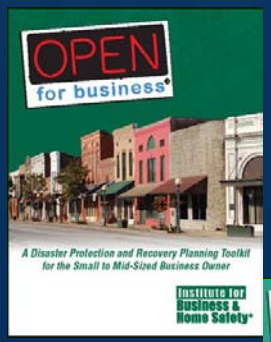
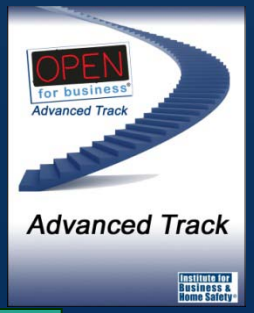
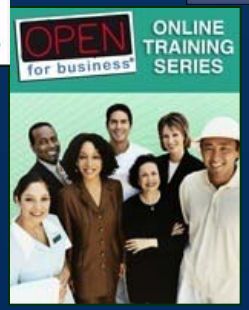
IBHS Resources







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Prepare My Business Program

Bob Boyd, President & CEO, Agility Recovery Solutions

PREPARE MY BUSINESS.org

U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

Overview

Agility teamed with the SBA in January, 2010

- Working together to ensure that all businesses, across the United States, have access to preparedness tools and resources
- Raise awareness that every business, regardless of size, needs a business continuity plan
- Three main components of co-sponsorship activity
  - Website (www.preparemybusiness.org)
  - Educational Webinars
  - Business Preparedness Planning Guide & Associated Tools

PREPARE MY BUSINESS.org

U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

- Simple, online portal provides
  - Real-world, business recovery stories
  - Links to register for educational Webinars and access to archived Webinars for anytime viewing
  - 15 preparedness planning checklists and guides
  - SBA Disaster Assistance Information
  - Importance of recovery plan testing
  - Links to other planning resources including
    - www.ready.gov
    - www.readyrating.org
    - www.disastersafety.org

Website

Educational Webinars

- Prepare My Business offers free, monthly Webinars focusing on relevant business continuity topics
  - Maintains top-of-mind awareness of the importance of business continuity planning
  - Educates small businesses on available resources to develop a customized business preparedness plan
- Continuing educational component of business continuity planning is unique to Prepare My Business
- September Webinars in conjunction with National Preparedness Month

PREPARE MY BUSINESS.org

U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

- 10 Steps to Business Preparedness (June 22)
- Testing Your Recovery Plan (July 27)
- Understanding Disaster Assistance with the SBA (August 24)
- Identifying Critical Business Functions
- Crisis Leadership
- Supply Chain Management
- Network Recovery
- Conducting a Business Continuity Audit

Scheduled Webinar Topics

PREPARE MY BUSINESS.org

U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

- Provide planning steps specific to small & medium sized businesses will be available for download at www.preparemybusiness.org
- Pocket Planning Guides will be available at industry trade shows attended by the SBA and/or Agility Recovery Solutions
- Will be available before October 1, 2010.

Business Preparedness Planning Guide

PREPARE MY BUSINESS.org

U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

Questions?

Bob Boyd, President & CEO, Agility Recovery Solutions

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U.S. Small Business Administration SBA Your Small Business Resource

Agility Recovery

Resources for Business Preparedness

http://www.citizencorps.gov/ready/businesspreparedness.shtm

Resources including guidance and tools for business preparedness education, training, peer or expert mentoring, and/or self-assessment.

FEMA

Resources for Business Preparedness

Programs Sponsored by Federal Agencies

Standards

- **Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)**
  http://www.fema.gov/privatesector/preparedness/

Programs

- Ready Business (FEMA)
  www.ready.gov
- Prepare My Business (SBA)
  www.preparemybusiness.org
- Pandemic Preparedness for Business (CDC)
  www.flu.gov
- READYBusiness (USDA, Education Disaster Education Network EDEN)
  www.eden.lsu.edu/EDENCourses/Pages/default.aspx

Resources for Business Preparedness

National Programs Sponsored by Non-Profit Organizations

- American Red Cross Ready Rating ™
  www.readyrating.org
- Institute for Business and Home Safety Open for Business®
  www.disastersafety.org

Non-Profit Associations with Resources for Business Continuity Professionals and Practice

- Association of Contingency Planners (ACP)
  www.acp-international.com
- DRI International
  www.drii.org
- International Consortium for Organizational Resilience
  www.theicor.org

Resources for Business Preparedness

Programs sponsored by State Governments

- Alabama, Be Ready Alabama
  www.readyalabama.org
- Florida
  www.floridadisaster.org/DEMbusiness.asp
- Georgia, Ready Georgia
  www.ready.ga.gov
- Kansas, KSReady
  www.KSready.gov
- Missouri
  www.dhss.mo.gov/PandemicInfluenza/Business
- Utah, Be Ready Utah Ready Your Business
  www.bereadyutah.gov
- Virginia
  www.vaemergency.com/prepare
- Washington
  www.emd.wa/preparedness/prep

Resources for Business Preparedness

Regional and Local Resources with national affiliations

- **FEMA Regional Offices**
  www.fema.gov/about/regions/index.shtm
- **State and local Citizen Corps Councils (FEMA affiliated)**
  www.citizencorps.gov/cc/CouncilMapIndex.do
- **Community Emergency Response Teams (CERT)**
  www.citizencorps.gov/cc/searchCert.do?submitByZip
- **NIFA State and local partnerships (USDA affiliated)**
  www.csrees.usda.gov/qlinks/partners/state_partners.html
- **Regional Rural Development Centers (USDA affiliated)**
  www.rurdev.usda.gov/Home.html
  www.csrees.usda.gov/nea/economics/in_focus/rural_if_regional.html

Resources for Business Preparedness

Regional and Local Resources with National Affiliations

- **Cooperative Extension System (USDA affiliated)**
  www.csrees.usda.gov/Extension/index.html
- **Extension Disaster Education Network (EDEN), (USDA affiliated)**
  http://eden.lsu.edu/EDENCourses/Pandemic/Pages/default.aspx
- **Small Business Development Centers (SBA affiliated)**
  www.sba.gov/aboutsba/sbaprograms/sbdc/index.html
- **Association of Small Business Development Centers (ASBDC)**
  www.asbdc-us.org/

Resources for Business Preparedness

Regional and Local Resources with National Affiliations

- **American Red Cross Chapters (American Red Cross)**
  www.redcross.org/ *(search by zip code)*
- **Local Chambers of Commerce (U.S. Chamber of Commerce)**
  http://www.uschamber.com/chambers/directory/default
- **National Black Chamber of Commerce**
  http://www.nationalbcc.org/
- **U.S. Hispanic Chamber of Commerce**
  http://www.ushcc.com/
- **Community Colleges**
  American Association of Community Colleges (AACC)
  http://www.aacc.nche.edu/Pages/default.aspx
  http://www.aacc.nche.edu/Pages/CCFinder.aspx

Resources for Business Preparedness

Regional and Local Resources with national affiliations

- **Local Chapters of National Safety Council**
  www.nsc.org/Pages/Home.aspx
  www.nsc.org/nsc_near_you/FindYourLocalChapter/Pages/find_your_local_chapter.aspx

NOTE:

- The resources listed here were identified through searches of publicly available sources to provide business preparedness guidance and tools that may include education, training, peer or expert mentoring, and/or self-assessment in addition to publications. If you would like to suggest changes or additions please send suggestions to citizencorps@dhs.gov
- *FEMA does not necessarily endorse the views expressed or the facts presented on any linked external website. Nor does FEMA endorse any commercial products that may be advertised or on an external website.*

Resources: *www.citizencorps.gov/ready/businesspreparedness*

Questions: citizencorps@dhs.gov

FEMA

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Thank you for attending!

For more information visit:

- http://citizencorps.gov/ready/businesspreparedness.shtm
- http://www.citizencorps.gov/news/webcasts/businessprep.shtm
- http://www.readyrating.org/
- http://www.disastersafety.org/ofb_training/
- http://www.preparemybusiness.org/

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