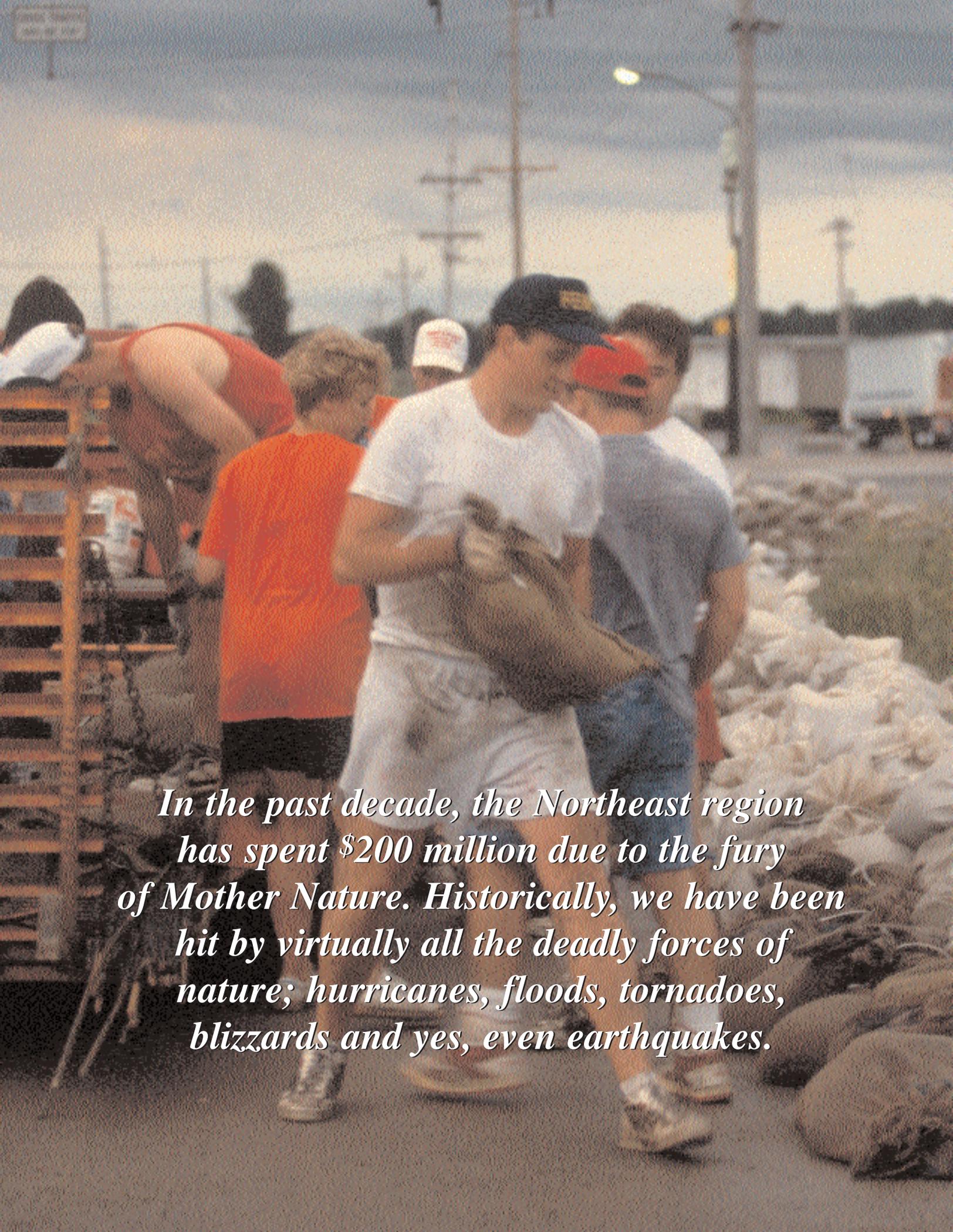
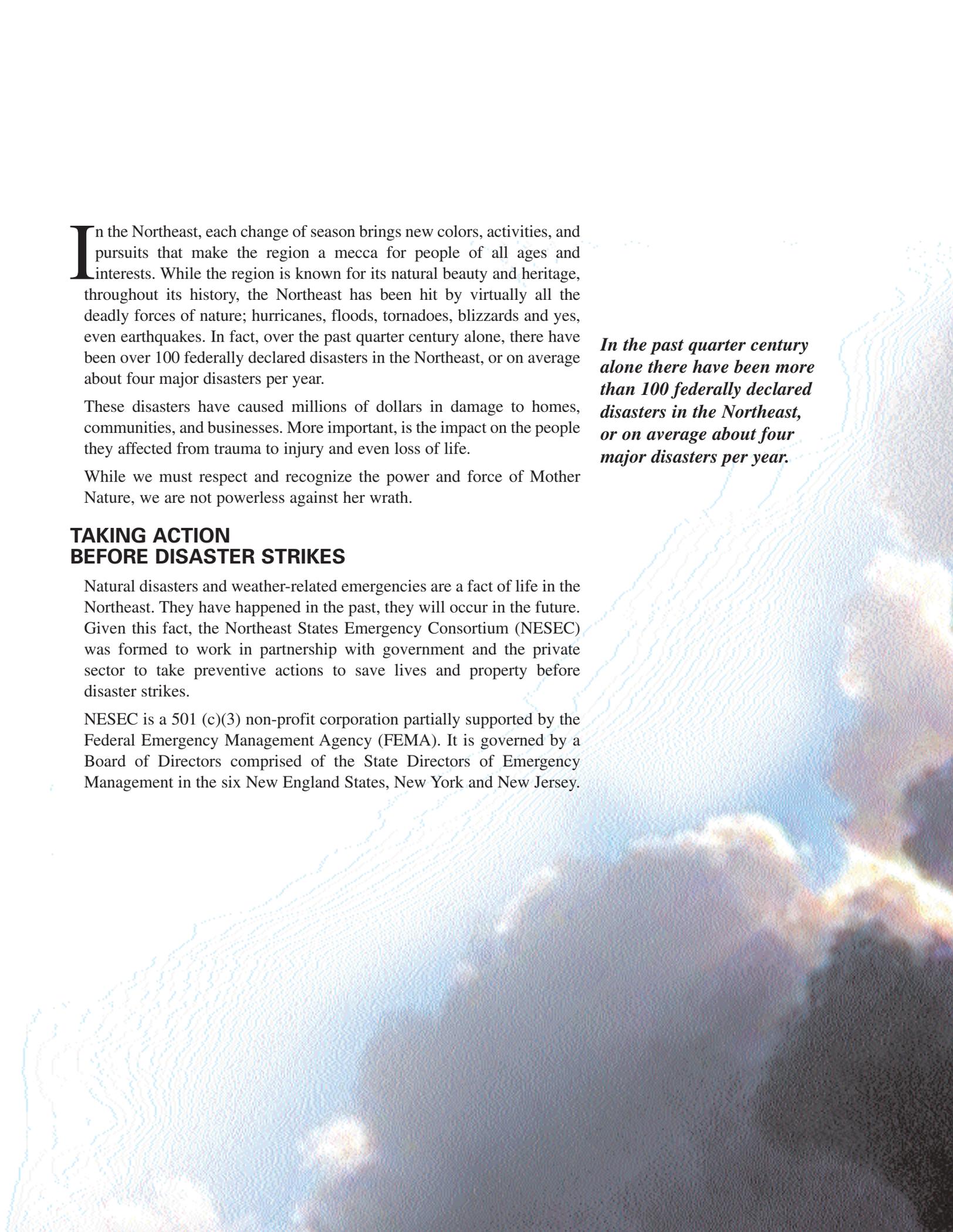


# **THE POWER OF PREVENTION**

**Taking Action Before Disaster Strikes**



*In the past decade, the Northeast region has spent \$200 million due to the fury of Mother Nature. Historically, we have been hit by virtually all the deadly forces of nature; hurricanes, floods, tornadoes, blizzards and yes, even earthquakes.*



**I**n the Northeast, each change of season brings new colors, activities, and pursuits that make the region a mecca for people of all ages and interests. While the region is known for its natural beauty and heritage, throughout its history, the Northeast has been hit by virtually all the deadly forces of nature; hurricanes, floods, tornadoes, blizzards and yes, even earthquakes. In fact, over the past quarter century alone, there have been over 100 federally declared disasters in the Northeast, or on average about four major disasters per year.

These disasters have caused millions of dollars in damage to homes, communities, and businesses. More important, is the impact on the people they affected from trauma to injury and even loss of life.

While we must respect and recognize the power and force of Mother Nature, we are not powerless against her wrath.

## **TAKING ACTION BEFORE DISASTER STRIKES**

Natural disasters and weather-related emergencies are a fact of life in the Northeast. They have happened in the past, they will occur in the future. Given this fact, the Northeast States Emergency Consortium (NESEC) was formed to work in partnership with government and the private sector to take preventive actions to save lives and property before disaster strikes.

NESEC is a 501 (c)(3) non-profit corporation partially supported by the Federal Emergency Management Agency (FEMA). It is governed by a Board of Directors comprised of the State Directors of Emergency Management in the six New England States, New York and New Jersey.

*In the past quarter century alone there have been more than 100 federally declared disasters in the Northeast, or on average about four major disasters per year.*

## THE POWER OF PREVENTION PROFILES IN SUCCESS

At NESEC, ingenuity and cooperation have fostered unique disaster prevention partnerships with federal, state, and local governments as well as the private sector. Examples of these partnerships are described below.

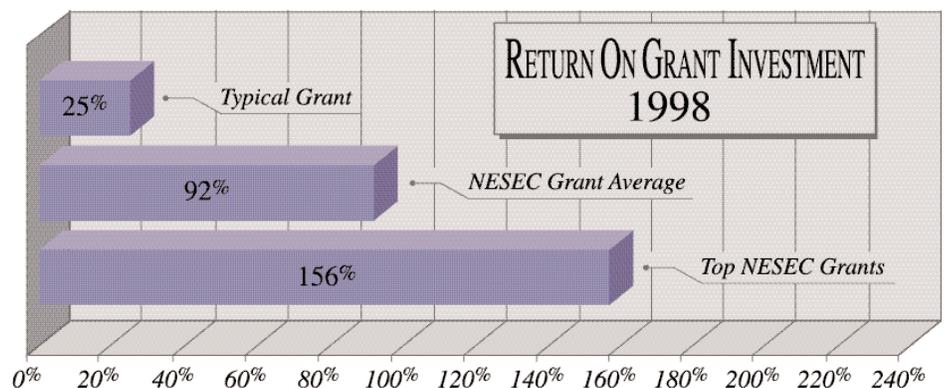
### Power of Prevention Grants

The Power of Prevention Grant Program applies varying amounts of seed money to spur community-based disaster prevention projects. In the past year, NESEC funded, on a competitive basis, disaster prevention grants of up to \$5,000 in 13 communities in the Northeast. The purpose of these grants was to help communities put in place measures that will prevent or reduce damage to homes, businesses, and families, should a disaster occur.

As the project reviews indicate, NESEC Power of Prevention Grants are a solid investment initially and over the long-term. In the short-term, the grants are a solid investment because the \$23,635 in seed money for the sample projects stimulated \$36,887 in local contributions. This means that for every dollar that NESEC invested, the communities invested \$1.56. Through a competitive grant award process in which community contribution was a key determining factor, NESEC was able to leverage a 156% match for each dollar it invested in a community. This far exceeds the typical 25% match provided by similar programs. The overall contribution for the 13 community grants NESEC awarded was 92%.

Over the long-term, NESEC invested \$23,635 in local communities to protect literally millions of dollars of property. The value of the lives protected is immeasurable.

*The return on grant investments for federal funds managed and administered by NESEC has averaged 92% over the past year.*

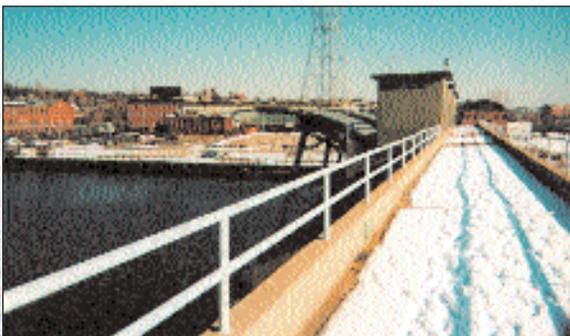




**Site:** Brookline, Massachusetts  
**Project:** Backflow preventer and flood control device.  
**Goal:** Prevent flooding of major roadway.  
**Grant:** \$3,635  
**Value:** Over \$1 million protected



**Site:** Salem, New Hampshire  
**Project:** Remote monitoring of water levels.  
**Goal:** Protect homes and businesses from flooding.  
**Grant:** \$5,000  
**Value:** Over \$15 million protected



**Site:** Providence, Rhode Island  
**Project:** Maintenance of hurricane barrier system.  
**Goal:** Prevent hurricane storm surge on city.  
**Grant:** \$5,000  
**Value:** Over \$15 billion protected

*A grant of \$5,000 helped restore sand dunes and protect property worth over \$1.7 million in Saco, Maine.*



*NESEC has an ongoing effort to protect our school children from the effects of natural disasters and weather related emergencies.*

*Of 1200 school districts in the Northeast, nearly 600 are benefiting from early warning weather radios that increase student safety.*



## **WEATHER RADIOS IN SCHOOL PROGRAM**

To help protect children in school from the effects of weather-related emergencies and natural disasters, NESEC has developed an innovative program to provide Tone Alert Weather Radios to the 1200 school districts across New England at no cost.

During severe weather conditions, the National Weather Service issues weather warnings. These warnings trigger a special alarm on the radio that alerts school officials to severe weather information that can affect the safety of school children.

The cost of each radio is \$40 and has been underwritten through the generous support of Radio Shack, Cellular One, Union Carbide, KB Toys, Northeast Utilities, Southern New England Telephone, Hasbro, Inc., Brunswick Technologies, Merrill Merchants Bank, Ocean National Bank and Machias Savings Bank.

The NESEC Weather Radios in School Program is another example of our ongoing effort to take preventive action before a disaster occurs. With the help of our corporate sponsors, weather radios have been installed in nearly 600 schools. However, additional funding is needed to provide radios to the remaining 600 school districts in New England and allow expansion of the program to New York and New Jersey.

## **DISASTER PREVENTION, A RESPONSIBILITY WE ALL SHARE**

There are essentially two choices when it comes to dealing with natural disasters and severe weather conditions. The first is to be reactive and wait until a disaster happens. The alternative is to identify potential problem areas and take some form of preventive action before disaster strikes. NESEC has chosen the prevention alternative, which not only saves lives and property, but represents a solid investment in the future.

*"Prevention pays. It outperforms Wall Street hands down, and at the same time, it pays dividends that you can't calculate in dollars and cents. It saves lives. It saves suffering. It saves loss of property. Prevention saves jobs. Bottom line, prevention works."*  
-James Lee Witt, Director, Federal Emergency Management Agency



## **THE FUTURE: WORKING WITH GOVERNMENT AND BUSINESS PARTNERS**

At NESEC, our goal has been and will continue to be to promote a strong disaster prevention program that protects families and communities. The best program represents an alliance of local, state, and federal governments and private citizens working in partnership with the private sector to prioritize risk and take preventive action.

To further promote this public private partnership, NESEC has established The Power of Prevention Fund. The purpose of this fund is to raise public and private contributions to continue our work to make communities and people in the Northeast safer from natural disasters.

Preparing for the inevitable natural disaster is a responsibility we all share. And whether it's providing weather radios to protect school children or grants to make communities safer, NESEC needs your help. For more information on how to make a tax-deductible contribution to the Power of Prevention Fund, contact NESEC toll free at: 1-877-99-NESEC.

***We need to take some form of preventive action now, before the next disaster strikes.***

***The prevention efforts of NESEC help enhance the safety and welfare of over 39 million people in the Northeast.***



*NESEC has been recognized nationally by the following organizations for its outstanding programs and products.*

**Federal Emergency Management Agency**

**1998**–Exemplary Practice in Emergency Management Award

**1995**–Exemplary Practice in Emergency Management Award

**National Coordinating Council  
on Emergency Management**

**1997**–First Place Award

**1997**–Second Place Award

**1994**–First Place Award

**National Oceanic  
and Atmospheric Administration**

**1996**–NOAA/Mark Trail Public Service Award



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