



# FEMA

## Call to Action: Becoming an Emergency Management Leader

The Federal Emergency Management Agency's (FEMA) whole community approach means that we see all individuals and organizations as equally responsible emergency management partners. In the simplest terms, we are all part of the same team, and the private sector is about 93 percent of that team. As small business owners, corporate emergency managers, community organization leaders, and Americans, we need your help to make our whole community better prepared for all hazards. What can you do? Plenty.

### MAKE A DIFFERENCE. HERE ARE A FEW OPTIONS.

**Pledge to Prepare:** As part of this campaign, you have the opportunity to demonstrate leading by example as you affirm that you will (a) learn risks, (b) create a kit, (c) create a plan, and/or (d) volunteer. The metrics from these pledges will help us collectively learn where we are succeeding as a whole community and where gaps still remain. The few seconds to Pledge will highlight your organization

last year and automatically signs you up as a National Preparedness Coalition member, with access to all the tools! So, go ahead, Pledge to Prepare today at <http://www.ready.gov/pledge>.

#### Connect at the Regional and

**State Level:** At the most fundamental level, disaster preparedness, response, recovery and mitigation are local activities. By engaging with the emergency management community at all levels – national, regional, state, tribal, territorial, and local – you can help us to connect the dots and strengthen our whole community approach.

**Plan and Exercise:** FEMA has steadily advocated for increased private sector inclusion in disaster exercises. This collaboration provides a better understanding and appreciation for both private and public capabilities, as well as any gaps and areas for improvement. It is one thing to exchange a business card. It is a whole different level when you dig deep into training side-by-side.

ence outcomes, and potential obstacles to a desired end state. By increasing your two-way data sharing with public sector partners, both of you will be better positioned to make solid decisions based on a high definition view of the situation before, during and after a disaster.



#### Help Build a National Resource

**Database:** While a handful of states have developed resource databases that catalog goods and services available during disasters, these current models are few and varied. An overarching national database would provide a consistent and interoperable resource for every state and territory, thus improving the chances of identifying and leveraging the right resources when they are most needed. By creating such a database and sharing it with the larger emergency management community, your organization could serve as a vital link for our whole community.

### Connect the Dots... Meaningful, Measurable, Visible... Share... Change Behavior

as one that stands tall, as a leader, in making a difference in the preparedness of individuals, our communities and our nation. This process is much faster than

**Share Data and Data Feeds:** Decision makers need as complete a picture as possible of the environment within which they are working, the factors that can influ-

**Bridge the Gap:** As the federal government, we abide by a complex and rigorous set of rules that protects our ethical integrity and ensures full and fair access to all, but also prevents us from working with the speed and agility of our private sector partners. On the other hand, you, in the private sector, have the latitude to make decisions regarding who you want to work with and how, and then implement these decisions with the utmost speed and with minimum constraint. By coming together, we can learn from each other, enhancing both our collaborative and individual efforts.

### Increase Disaster Communications

**Partnerships:** One crucially important way the government and private sector can work together is in distributing information that can help disaster survivors find assistance and start the road to recovery. For example, FEMA's recent collaborations communicating through billboards, hotel welcome channels, billing statements, restaurant signs and even

tion to the places where it is most likely to be viewed by the people who need it.

**Collaborate:** Join us in a web-based collaborative forum at <http://fema.ideascale.com/>. This community is for FEMA stakeholders to have a dialogue about preparedness, disaster response and recovery, and other emergency management topics. Users submit their ideas. Our community discusses and votes for ideas. The best ideas bubble up to the top. Topics include the broad strokes of FEMA's Think Tank as well as specific subjects like the Presidential Policy Directive on Preparedness, the Whole Community Preparing for the Unthinkable, the Strategic Foresight Initiative, and Grants. In addition to this vehicle, we invite you to attend our webinars and town halls and give us meaningful feedback.

**Advocate:** Through our partnership with emergency management directors around the country, we have seen a number of

emergency managers to develop a private sector program that is publicly accessible, dedicated, resourced, engaged, and sustainable. But not every state and territory has implemented them. The private sector can benefit from, and be an advocate for, more programs.

**Fill a Rotation at FEMA:** In 2011, FEMA hosted its first ever Private Sector Representative to support the National Response Coordination Center at FEMA headquarters. To date, Target, Big Lots, Brookfield Properties, Verizon, Strategic Planning Corporation (a small business), and Walmart have participated in 90-day rotations. These are the organizations and individuals who are making the biggest difference and reaping the greatest rewards in public-private collaboration.

### Learn, Grow, and Contribute:

At <http://www.fema.gov/privatesector>, we are working to create a one-stop environment where the private sector can find resources and information covering the whole emergency management cycle. It may not be pretty, but it's comprehensive. We welcome your input to make it better still.

**Make a Difference:** If all else fails, simply help us connect the dots between people and resources. Do something that is meaningful, measurable, and visible. Let's share the best and brightest ideas. And let's change behavior, working together, to save lives and protect property.



blimps have proven highly effective and agile because of the philanthropy, creativity, and dedication of our private sector partners. Join us as a disaster communication partner who can help get informa-

good practices that highlight the benefit of public-private partnership in emergency management. To support these efforts, we have been working diligently to create tools and resources that make it easier for

For more information, please visit <http://www.fema.gov/privatesector>. For more discussion, reach out to us at [FEMA-private-sector@dhs.gov](mailto:FEMA-private-sector@dhs.gov), or sign up to receive email updates at <http://www.fema.gov/help/getemail>.



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