

**Event Name:** Local Partnerships between the American Red Cross and CERT Webinar

**Event Date:** 9/10/2015

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Good afternoon everyone, and thank you for joining the “Local Partnerships between the American Red Cross and CERT” Webinar. My name is Zola and before we begin I have a couple of brief technical considerations to share with you. First, for all general attendees just using your computer speakers for the audio, please turn the volume up on your computer speakers. Next, to reduce any background noise, I ask that the presenters, or anyone calling in, please mute your computer speakers and ensure your phone is on mute when you are not speaking. All participants are free to type a question or comment in the Q&A pod any time throughout the webinar. We will address them following the presentation. Without further ado, I would like to turn it over to Dante Randazzo to get us started. Dante?

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Thank you and good afternoon, everyone. Welcome to today's webinar. I'm Dante Randazzo and I'm the national lead for the CERT program and FEMA. The Red Cross and CERT programs do so much to assist people and the nation before, during and after disasters. There's potential for more when they work together. Today we will hear from Red Cross and CERT members in three different jurisdictions that are working together in a variety of different ways to make the community safer, stronger and more resilient. A representative of each jurisdiction's Red Cross and CERT program will present on their co-partnership and how they work together and how it benefits their communities. The national CERT office and the American Red Cross want this webinar to be a starting point for increased collaboration nationwide between our programs. We hope today's presenters will inspire our Red Cross and CERT members to seek each other out and identify ways to support one another and work together whether that's biannually in the partnerships today's speaker will share with us or finding their own way forward together.

One way we're encouraging CERT and American Red Cross programs to work together is by providing CERT participation in the home fire campaign. On average seven people die and 36 are injured every day as a result of home fires. Together CERT and the American Red Cross can work to save lives and reduce the impact of home fires. Largely through public education and smoke alarm installation the home fire campaign aims to reduce home fire fatalities by 25% within the next 5 years. There are several ways CERT can support this effort. Start by contacting your local Red Cross to find out if they are having any home fire campaign scheduled in your community or organize and lead one of your own. You can also check on neighbors (including people with disabilities (and others with access and functional needs) and help them prepare. CERT programs can also promote the campaign and fire safety in

general through social media. I've been looking forward to this webinar. We have an excellent set of speakers from Delaware County, Pennsylvania, Denver Colorado and Detroit, Michigan. We have Ed Cline who is the Volunteer Management Coordinator for the Delaware County Department of Emergency services; Drew Alexander who is the Red Cross Disaster Action Team Captain with the Delaware County Disaster Action Team with the Red Cross Eastern Pennsylvania Regional Chapter; Caroline Bluhn from the Denver Office Of Management and Homeland Security, George Sullivan Director of Community Preparedness and Resilience. Colorado and Wyoming Region American Red Cross, Herbert Simmons CERT Coordinator Detroit Homeland Security and Emergency Management. Donna Northern, the Emergency Management Coordinator for the City of Detroit with the Detroit Homeland Security Emergency Management and Herbert Simmons who is the CERT Coordinator for Detroit Homeland Security and Emergency Management. Also, Ian Dyar the Regional Disaster Officer with the Michigan region of the American Red Cross. After the speakers present there will be time for a Q&A session. There's also a brief survey after the Q&A session. Please complete that before you sign out. That helps us to know how well we are serving you with these webinars.

Before I get started -- next slide please -- here are some links of some recent webinars for the CERT program. We will also post the links where most are listed at the end of the webinar -I want to put these direct links here for you. They will take you directly to the recordings of each the webinars so the ones we did months ago in April for resource development and then previous webinars we've done on competitive events for CERT programs to keep volunteers engaged, Teen CERT, campus CERT and a showcase of the registration data for citizen corps and CERT. I've already seen some questions about the slides. You'll be able to download the slides for today's presentation at the end of the presentation. We'll be making the link available where you can download all of our previous webinars at that same link. Within a couple of weeks we'll post a recording of this webinar as well as the PDF of the slide deck and a written transcript. With that out of the way, I want to go ahead and get started and introduce our first speakers, Ed Cline and Drew Alexander with the Red Cross Eastern Pennsylvania Regional Chapter.

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Good afternoon, everyone. My name is Drew Alexander. Greetings from southeastern Pennsylvania right outside the Philadelphia area. We're with the disaster action team in Delaware County here with the American Red Cross. Let me introduce my partner.

I'm Ed Cline, a Volunteer Management Coordinator at the Delaware County of emergency services as listed on the next slide there.

Okay. There we go.

There we go. Thank you. Is everything all right there at FEMA? There's a lot of sirens in the background.

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It's a popular thoroughfare for the fire trucks; they come through every so often.

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We figured that was adding excitement to our presentation.

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Add some atmosphere.

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Absolutely.

If we can move to the next slide, please. We'll give you a program background on what we have here in Southeastern Pennsylvania. From the Red Cross disaster action team this is just in Delaware County right outside of Philadelphia. As you can see on the screen in 2014 in that calendar year we responded here in this county to 123 incidents of disaster responses. There's a number of activities and trainings that our team was involved in. We have currently 124 volunteers on the disaster action team in Delaware County. Ironically in that calendar year of 2014 what you don't see is that there were 49 different individual volunteers involved in those responses. That's 40% of the current group we have. That's phenomenal. We had 1,463 volunteer hours during the course of that time. We're the second busiest county in the eastern Pennsylvania region of Pennsylvania to date. Ed?

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Then we have our CERT team, which is part of our citizen core that includes medical reserve core and our county animal response team. We only had four understand incidents. Three were planned events in 2014. We had many more activities and training. So the contrast to draw here is that the Red Cross is really used on a daily basis for response where citizen core and CERT are more of a plan, training and preparedness component that does a lot of outreach in our community and supports the Red Cross operation when it gets larger. We have a large number of volunteers. We see between 5 and 10% of those actively participating in many of those events. We logged a great number, over 7,000 hours of service, in 2014.

Interestingly over the years we've responded as American Red Cross disaster action team to literally hundreds of disasters. We saw over those years an increased need for a cooperative venture between the America Red Cross and the Delaware county volunteer organizations in order to best use or responses, in order to best respond to the needs that we are being called to address. As part of our debt here in Delaware

county Ed Cline began to explore ways to accomplish doing that, how we can form the groups together to one bigger entity. We kind of turned Ed loose into his education and kind of gave him our blessing and the result is what Ed is about to talk about.

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The southeastern Pennsylvania chapter of the voluntary organization active in disasters VOAD made a request for funding over 4 years ago to fill these voluntary management coordinator positions. I've heard them compared to the FEMA vow that many of you are probably familiar with, but on the county level. The volunteer management coordinator is tasked to incorporate all of the non-profit, faith-based, community-based groups for the community EOP.

Once the money was approved to fulfill this position I was luckily enough to be hired. I had been teaching CERT for some time previously and actively volunteering with the Red Cross team. It was a good connection when they made the hire and I was able to bridge the gap between Red Cross and the emergency management agency here in Delaware County. We really have been able to create a strong force of volunteers and you'll see here in a couple of minutes how we base a lot of what we do on the volunteers themselves. The VNC is specifically responsible for the recruitment and retention of those volunteers, incorporating those resources, mass care and recovery here in Delaware County.

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Sometimes we're asked how does this cooperative initiative really work. We've identified as Ed and I sat down and talked about the six basic themes of success for here in Delaware County. We've identified these six. Ed and I are going to specifically address them one at a time. They're really the core of why we have this incredible group right now in this county. Ed kick us off with the leadership experience.

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Both Drew and I have high levels of experience with volunteers. As volunteers as the followers for many years, both in the disaster world and in the first responder world. So we have those experiences together. If you can go to the next slide for us. Those previous experiences and positions as volunteers have given us a lot of insight as to how it is to be a volunteer, some of the good things about being a volunteer, some of the bad things about being a volunteer. We have grown up through the system. We volunteered together with the Red Cross both of us in teaching and presenting programs and outreach to the public and of course managing volunteers as well. So those common experiences in background, we both have a fire service background locally in the county that has helped out. We really put a lot of emphasis on responding personally to our volunteers. Like I give out my cell phone readily, drew is always on the phone talking to volunteers. It's important that we're flexible to their

needs, we're open and respectful of the volunteers at all levels. We're trying to grow volunteers. You'll see that in a couple of slides. It's really about trying to attach those volunteers' needs and what they come with, what they bring with them to the goals and objectives of the organization.

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Next slide, please. The next theme of success that we've identified really comes off of what Ed just mentioned about responding personally to those that we are leading. Communications is vital, being able to talk often and plainly. We use a variety of tools whether it's the phone, e-mail, text messages, and smoke signal, whatever. We try to do that clearly and plainly. The other part of communication is respect for the leadership. When we ask for things or identify things that need to be done it's coming through a pattern of consistency that's built up over years. Qualified leadership will also develop into qualified teams, ones that are building a mutual respect for one another. As leadership is respecting we're respecting the folks we're leading.

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The followers.

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Yeah. It's vital for that. We need to be flexible in our approaching for communications. We need to get the job done but also allow some freedom for give and take. Obviously Ed and I don't know it all. We learn something every time we go out. Keeping our expectations realistic is vital. To promote clear, challenging, doable assignments but make it very specific as to what we expect to be accomplished in this task. Each one of the volunteer groups that are part of this whole big plan brings their own uniqueness, resources and talents. If we don't miss -- don't respect that we'll miss it.

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Unity on the next slide. Not one group can do everything. We all had to realize that at some point many years ago during Irene and Lee. Many municipalities asked for resources from the Red Cross. The Red Cross got pulled in a bunch of different directions. You can't do it all for everybody. Since then we've been able to build a system with regional sheltering operations that include both the citizen corps CERT teams and the Red Cross teams as well. So we have to balance our expectations to meet the needs of the community. Different groups performing at different levels and how we tie them in together. Having different groups independently of each other is counterproductive. If the Red Cross is trying to do the same mission that the CERT teams are trying to do and they weren't coordinating or collaborating together we'd be stepping on each other's toes and there would be some sort of competition about it that just would not work for the volunteers. So don't have borders. Share your experiences and training. We constantly are working to build events where we get the green vest, the red vest and the blue vest. You guys know what I'm talking about. We get them mixed up. They work together, they have to network together, operate

together, learn the systems together and the tools that we have to operate in the field together. So it works out to be train like you want to play so when you play you play like you trained. We ended up teaching each other. Many people from the Red Cross have taught our CERT volunteers and we have CERT volunteer firefighter -- volunteers teaching what they have knowledge about. We talk about cooperation, communication and collaboration. That's what we've been able to take.

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That reminds me of what we have on the next slide. That's what we have identified as the common principals. They are also principles of the Red Cross. You Red Cross folks and I see there's a lot that signed into this webinar should know these by memory. Although I don't know them by memory and I've been here 15 years. We're all to elevate and prevent human suffering. We don't discrimination with race, political side, class, religion. We'll remain neutral. Independence. Although we're under the laws of this country here in the United States we're still independent in being able to do the things that we need to do in order to accomplish the tasks ahead of us. Volunteer service is not prompted by any desire to gain. I never want a penny because we do this for human kind and to serve one another. Unity. There's one Red Cross in the United States and that's what that principal comes under. Here in Delaware county there's one disaster volunteer group that we get together to get it done. That word I can't say, that's just the ability to have equal status. Universality: We share equal responsibilities and duties and help each other. This is when it comes together. There's stuff we need to help organizing that. But we need stuff to do that/

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So we call this the tool box. We teach to the tools. The equipment that we have, the functions that we perform. We want to teach people how to use those things, how to operate how to function without making them follow A, B, C and D, without them having to try to qualify a certain problem with a very specific response. We want people to have options, to be flexible, to be able to operate in the situation that they're given. We know in emergency management we're never -- everything is not going to be optimal. We're not going to have the right tools at the right time. We're not going to be at the right place where we practice. Some things are going to change or not work out. If we can concentrate on what the tools are, how you can use the tools to fit the needs of the client, to be flexible, we're going to do that. We're going to teach to that. We're going to then empower leaders to make decisions on how to use those tools. Those tools would be resources in people, people resource, teams of people, different segments of the CERT team or MRC or Red Cross the use for a specific event or in a specific way. We want our leadership -- I'm talking about our volunteers leaders. Both of us have assistants and deputies that are volunteers and team leaders and such that make these decisions. We want them to be make them on the basis of the client. We want the work to get done. We want it to get done well. At the end of the day we want the client, the community to feel like they got the service

they were looking for. That needs to change depending on what the situation is and how it's presented.

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Next slide please. In order for that to happen we need to not only get volunteers to be a part of our organizations but we need to keep them and retain them. So growing volunteers -- I kind of liken this to a good production in my garden for those of you that have gardens you know you need to select the right seeds and nurture that soil and we don't want to over work that garden but we don't want to neglect it either. Who doesn't want to be needed when we go out to volunteer? If you don't feel like you're serving a need why bother? We need to make sure that our volunteers are feeling that. There's nothing more discouraging than at the end of the time going did I accomplish anything? Need to be a part of that greater good. We also need to be part of the solution. I'm thinking of disaster-related issues. Volunteers feel like they've contributed something that at the end of the disaster, the end of the day, the end of the event they say I've accomplished something good for the client, good for the community. They need to be engaged. We offer continual training opportunities for our teams to help us to do it better, to help us adjust approaches to different things, learn who each other is, our strengths and weaknesses, who resources are there. Each year we do a cooperative logistics drill with all the tools and fun things we get to play with and it's all part of that constant training opportunity. Our volunteers also need to be accountable as well. That helps to maintain order within the organization. We have 120-some people on our Delaware county list. About 20 to 30 of them need to go because they're not being held accountable. They just want the name and recognition. Well, good bye. You can go volunteer somewhere else. If that sounds harsh that's okay. We want them here but we want them here to serve a purpose. We're going to try to match that individual's gifts and goals to the situations. Underlying all of that Ed mentioned we're continually on the lookout and looking to groom and mentor leaders to fill the leadership roles. Ed and I are not indispensable. We need to make sure this will continue for years to come. That's what growing volunteers is about.

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To our last slide, it's really about empowering volunteers to become good leaders at all levels. We want people to replace us. We want people to lead other volunteers. We want them to have another step, another rung they can reach that they're working towards. That keeps them engaged, enthusiastic, part of that greater good. We want to communicate often, probably more than what you think you should, you should be communicating. All of our Red Cross volunteers are invited to the CERT events with our MRC and cart people and vice versa. We open the doors and engage each other in a regular way. That gets into the networking. Having those common principals is a huge value to us. We teach on that, we present that to the volunteers for buy-in. Individual volunteers grow themselves and they grow the organization.

Like I said replacing drew and I at the end of the day. We have to be flexible at all levels. We are asked to perform functions based on our municipal request. We're a county and we have 49 municipalities and they have 49 different ideas what we should be doing. Flexibility is key. We teach the tools and look for the best outcome between the volunteer, the leaders and the tool themselves.

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Speaking of flexibility, the whole exercise this afternoon was an exercise of flexibility. Neither Ed nor I are comfortable sitting in front of a computer and doing this thing. It's been an honor to share what we learned and experienced. We would like to extent an open invitation to contact us. From Delaware County, Pennsylvania we want to say thank you for tuning in this afternoon and we'll entertain the questions later on. Back to you at FEMA.

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Thank you.

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Great. Thank you both very much. Our next presenters will be George Sullivan and Caroline bloom. George is with the Colorado and Wyoming region of the American Red Cross. Caroline is with the Denver office of Emergency Management and homeland security.

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Good afternoon, everyone. We are here today to talk about our projects that we've worked together on in Denver. As you can see, we actually have an individual with the red vest on who happens to be a volunteer for Red Cross and an individual who is part of the Denver CERT program. He teaches both CPR and the CERT class. So we intermix a lot of our volunteers. We move on from here.

If you will go to the next slide.

In the population area of Denver we service the population of Denver, which is 619,000 people. We're the 23rd most populated city in the nation. In our extended family we include all of the metro area, which includes 10 counties and 16 cities who also have CERT programs that are going on within them. So we also have 100,000 people in and out of our city in the airport every day. When you take a look at Red Cross's service area of six million people and two states, Wyoming and Colorado, you're talking about a lot of resources in order to service those particular areas. We try to work together and bring all of our resources together. Next slide. We make a difference in CERT volunteers and CERT trained individuals. Our goal here in Denver is to train as many individuals as we possibly can so if we have a disaster event we have the opportunity to be able to take -- so they can take care of themselves. Through that we have a lot of population areas where we cover. You can

see listed there we have a lot of different nationalities and languages in our Colorado Muslim society for an example. They have 38 languages all to their own. We try to service all of these different populations. We also have had people come from Pueblo to Wyoming for the CERT classes offered. Where we also have a reach all the way into the mountain areas out to Kansas. People come from the eastern areas to come in to take the classes. We have developed a very large pool of resources that could be actually a help to Red Cross or any other organization if they're need at the time. I'm going to turn it over to George to go over the next few slides.

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So the partnership between CERT and Red Cross is really a very natural one if you think about the fact that the Red Cross's primary mission and the mission of CERT have so much in common. You know, it's primarily a community preparedness mission for both organizations. Working with volunteer work force and improving our capacities in the community, making sure that through both of our efforts that there are more individuals in those communities that are trained and ready to respond to help the community recover when the bad day comes and offer those services to the whole community. So we've been very actively engaged together in this work for a number of years. Caroline and I discovered sort of by accident that we were both in the same disaster at the same time. CERT has been a natural component of the Red Cross in Colorado and Wyoming's preparedness training. It's been a highly recommended curriculum. Next slide. We can talk about how we encourage cross training between staff and volunteers and cross promoting of mutual shared, sometimes joint activities, exercises and programs.

So as an example, the Red Cross headquarters facility here in Denver for Colorado and Wyoming is also the location for a number of CERT classes. The instructors are often Red Cross badged in staff volunteers and have full building access. Two of my staff members at the regional headquarters including myself are CERT instructors. We have a number of CERT instructors who are also Red Cross instructors, whether its health and safety or disaster services classes. So there's a lot of shared knowledge between the two entities and shared goals and objectives. We exercise together whenever possible, whenever it makes sense. Sometimes we'll make up our own exercises just to test the capabilities that we're working on together. The emergency communication planning initiative that's been ongoing for quite some time would probably not be where it is today in Colorado and Wyoming without the help of Denver CERT. It would probably come as no surprise to most of the people on the phone whenever you have folks who are willing to go through the CERT program and get that level of training you're also going to find a large number of them who are also hand radio operators or maybe who have attended their city's police academy. So there's a lot of experience and a real depth of developing our plans.

We'll talk more about that in just a minute. I think first Caroline wants to talk about the summer camp.

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Yes. Next slide, please. One of the things that we share during blue sky days is we have the opportunity to be able to train and prepare folks together. Curtis, who works for our parks and recreation department, also has a summer camp program that he wanted to be able to share information to the kids on how to be prepared for a natural disaster or a man-made disaster. We brought out a lot of our partners. Red Cross was one of those partners. Troy standing in the middle of the whole picture there. They are all talking about preparedness, we're talking at fire suppression, talking about how to get -- what do we do when we get in an ambulance and how do the paramedics treat us. Also we do stuff with the kids. We ask them how they're going to treat that. On the top of this particular slide we have two videos that are available. They come off of you tube. One of them is a short video and the other one is a 5 and a half minute video that you'll be able to go to and look at what we're doing and the counselors that were talk about how this has brought so much value to our elementary school kids. Our school activities take a lot of work to try to get them in school activities because school activities just have so much overwhelming information they need to share with the kids so we found an alternative by bringing out all of our resources and doing a disaster summer camp.

The next slide, please. Here you can see the organization. The city and counties never put together the project by utilizing the parks and recreation department, Red Cross. We have Denver CERT individuals who come out and work with the activities and work with the kids at the same time. Then we had Denver fire, Denver paramedics and Denver police department all come out on the same day and we spent 6 hours talking about disaster readiness and having fun with the kids. This program is every summer. Last summer Red Cross brought out the pillow case program project. They talked to all the kids and they all took home their pillow cases and got their information together to be prepared. I'm going to turn it back over to George. He's going to talk about the actual response that they did during the flood of 2013. Next slide.

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We've had a number of large wide area catastrophic disasters in the past few years. The one that stands out in Colorado history was the floods of 2013. This was described as like a 100-year event. We got a years' worth of rain in some areas in less than 24 hours. There were I think a total of 24 counties that were impacted by the disaster and tens of thousands of people displaced by the flooding. So needless to say within a very short time the Red Cross had to stand up a very large response across multiple jurisdictions. There were three chapters that were heavily involved in this regional response within a matter of hours that became a national response.

Obviously we don't have that number of volunteers just standing around ready to be deployed. It's sort of comical but it's a true story that I actually got on the roof with my walkie-talkie and called for help. Of course the people who were listening were CERT members who had their ham radio license. Within a number of hours we had dozens of CERT folks pouring into the chapter headquarters here in Denver. Most of them or many of them from the Denver OEM CERT program had already volunteered to become part of the Red Cross and had some training. Some of them were just in time volunteer that -- volunteers that we were able to get trained just for specific jobs. Obviously damage assessment being the immediate need, life safety and assessment of the team going into areas without cell phone and communications became an issue. We quickly put together teams of CERT and AEMs folks to support that activity. It was very successful in my opinion and sort of proved the hard work that has gone on. The proof was in the pudding that when the bad day comes we can work effectively together. Next slide, please.

So ... we working with CERT and their associated -- I'm sorry. It's the slide --

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That's it.

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Nope.

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Okay.

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In any event, working with CERT and the association with amateur radio emergency services we had stitched together a communication plan to support that entire operation. We had communications and support in shelters were needed, communications out in the field where they were needed and communications back at the headquarters. So it absolutely improved our response operations. I believe it enabled us to provide a higher level of safety for our volunteers.

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One of the things I do have -- I would like to bring up regarding the radio operators, when they had 15 of those folks come and volunteer five of them had physical disabilities. One of the things we do here in Denver is George and I always look for jobs that people with disabilities can fit and in what they can do. There were some of them that were scribes for the radio operators. There was some of them that were radio operators who were doing the transmissions of communications. So we have a big support team of -- we also invite the access and functional needs community to come and work with us because we need them. We need them to come help us there too. On the local sheltering, we're doing some cross training, utilizing some Denver employees, utilizing the CERT individuals who already very trained and wanting to be part of the solution. We're looking at the call out program, possibly putting out

that information and finding out who would like to be part of the program. The home delivery fire campaign. I want George to talk about those things.

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For my colleagues in the Red Cross who are listening in, Caroline has access to 4,000 trained individuals who have demonstrated that they have a willingness to help their community when the bad day comes. A lot of people who have gone through CERT are looking for that opportunity. They're wondering how they can actually get involved in disaster work and make an impact in their communities. Here are some of the things that Caroline and I are thinking about putting in front of her volunteers or her trained individuals with ways they can become more involved with the Red Cross. Obviously response on call, home fire campaign which is one of the things we want to focus in on this call. Remember what I said about them being cross trained in a variety of different disciplines, I think that many folks who are CERT trained should be considered for life safety and asset protection volunteer positions.

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And the last one I want to address is bringing in other organizations such as faith-based organizations, non-profit organizations just so we can share the responsibilities to our people that we serve. We have a community -- our community might be 2.9 million, George's is 6 million and how do we service that without sharing volunteers. Because of the fact that we have volunteers that they are multiple different -- they volunteer for multiple different areas so because of that it's very difficult to share them. So we'd like to close on that. If you would go one more slide. Go ahead.

There you have our contact information. When you do get the opportunity to poll the slides you'll be able to contact George and me. If you have any questions we'll be more than happy to answer them. I want to thank FEMA for allowing Denver to be part of this program. I think we have a lot of things to offer. We are working diligently to make sure that our people are served within our communities.

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For my Red Cross friends out there, tap into the enormous response that are represented by CERT-trained individuals whether your community who are trained and willing to serve. Let's find opportunities for them.

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Thank you both very much. I completely agree.

I'm now going to introduce our presenters for our third and final presentation this afternoon. Those will be Donna Northern with the Detroit homeland security emergency management, Herbert Simmons also with Detroit homeland security emergency management and Ian Dwyer the regional disaster officer for the Michigan region of the American Red Cross.

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Good afternoon. I am Donna Northern as was mentioned. With me I have --

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Herbert Simmons.

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And just as we begin I want to just give a couple of facts about the city. The city of Detroit our population is currently a little over 680,250. We're the 18th largest city in the United States. When we operate and think of our CERT program here in southeast Michigan we like to think of ourselves regionally because we often collaborate regionally. In southeast Michigan we service a little over 4 million people. Next slide.

The Detroit CERT team was founded in 2005 in preparation for the 40th super bowl that was played in Detroit in February of 2006. Approximately 2,000 volunteers and that included Detroiters as well as metro Detroiters, came into the city and were trained in CERT for the super bowl game. However, today we have trained through the Detroit CERT program over 5,000 residents as well as non-residents in CERT training. We have partnered with one of the largest churches in the city to provide a very nice training location. With the training they provide a continental breakfast, snacks and lunch for our class participants. We offer the course quarterly over a 4-day period. We do that on a Thursday evening, Friday evening and two consecutive full days on Saturday. Each summer we have partnered with one of our local youth employment organizations, the police explorer and fire cadet program to offer teen CERT training to approximately 160 to 200 high school- aged youth. Our team CERT training includes also CPR, first aid and AED certification. At the conclusion of each summer program, teen CERT program we offer a full scale exercise which we make a full day of it with a cook out for parents to come and observe what their children have learned through the CERT program. Sometimes instead of a full scale exercise though we will do more like an obstacle course type where we set up training stations to test their skills, triage and fire suppression and et cetera. The kids find this fun because we make it competitive. We break them into teams and they go through the obstacle course, they are evaluated and scored and we end up with winners. It becomes an exciting thing as well as a good learning experience for the youth.

Next slide. Most recently the southeastern Michigan chapter of the American Red Cross engaged our regional CERT teams located here in southeast Michigan to install over 1,200 smoke detectors. The Detroit CERT team also participated in this effort and went through the neighborhoods in Detroit to install detectors. At the same time they used this opportunity to introduce residents to the CERT program and CERT training. Some of those who they touched while installing the detectors took our August CERT training class.

Now I'm on this particular slide now. The Detroit homeland security and emergency management office -- we've had a long-standing, close relationship with our American Red Cross chapter here in southeast Michigan. We also integrate our CERT team into a lot of the activities where we are engaged with our Red Cross partners. Last year we had a historical flood event in southeast Michigan. I'm sure many of you heard about it or may recall it from the news. This resulted in a presidential disaster declaration. Detroit homeland security and emergency management partners with various local agencies including the American Red Cross to set up two multiagency resource centers who assisted our residents in the aftermath of the flood. Because our staff was small we were only able to assign one center for our staff members. We heavily relied on our partners at the Red Cross who helped in managing those resource centers, which serviced over 4,000 residents within a 5-day period. We found that our Red Cross partners and their volunteers were extremely knowledgeable and resourceful in helping to run the two centers that, again, serviced over 4,000 of our residents. As a matter of fact, even today it is a Red Cross representative who leads our recovery efforts for southeastern Michigan in collaboration with our state and the emergency management offices.

A few years ago after several of our CERT team members had taken the Red Cross shelter management course; we conducted a full scale evacuation and overnight shelter exercise at one of our local high schools. Our Red Cross partners ran the reception center and managed the shelter with the help of our CERT members. This was an extremely beneficial, great, learning experience for all who participated.

Sadly one of Detroit's highest risks is structural fires. Commonly this includes apartment fires. We rely on our partners at the American Red Cross to meet us on scene when multiple families are displaced and require temporary shelters. The Red Cross volunteers are well trained to help distressed residents. Sometimes we're required to set up a shelter at one of our rec centers here in the city or at a local high school that houses the displaced residents. The Red Cross will tend to manage the shelter for a day or sometimes up to three days in partnership with our office and some of our CERT volunteers. Next slide.

This slide includes photographs of some of our Detroit CERT team members in action. One of our CERT teams learning -- this also includes a shot of our teen CERT program where they're learning to suppress fire. Fortunately in Detroit we don't suffer a lot of natural disasters but we host many large scale events that require the assistance of our CERT team. Annually some of these events include our North American international auto show, the Saint Patrick's Day parade, our fireworks program show, display. We do sit on the border with Canada. We have river days,

which is a day -- it's 5 days of festivities leading up to the fireworks where many families come down to the river front. We have our CERT volunteers out as extra eyes and ears for those events. Also the grand prix they will serve. Even at the smaller more ethnic festivals in our community our CERT volunteers will participate. In October we have our international marathon where our CERT volunteers will also serve. We, like I said, often collaborate regionally. When we have these large scale events they not only include Detroit CERT teams but they include the CERT teams from around our region. We had a big Thanksgiving Day parade wherein our volunteers are heavily recruited to not only March in the parade but to also marshal the parade.

Keeping our CERT volunteers engaged we constantly offer training. One of our regions in Michigan has a great weekend winter survival training. We're the CERT teams from all around the state. They go to a northern part of the state to attend this winter survival training. We often keep our CERT members certifications up to current by offering the CPR, first aid, and AED training and certifications with our EMS instructors for the city.

Once we had a very interesting training and it was emergency communication using sign language. Our CERT members they were very excited and very fascinated with that training. It was a very good training that we did in collaboration with a local deaf communication team that services our deaf community. They were able to communicate with those from the deaf community to get a better understanding of how we can service them during a disaster. We found that just extremely invaluable training.

Also of course our state annually will host a 2-day conference for our citizen core program in the state of Michigan. This year due to the -- I guess for the lack of a better term -- lack of funding, we were not able to have our state-wide conference. Regionally again we're going to have a regional 1-day conference for our citizen core programs within southeast Michigan. That's coming up soon. We're looking forward to that. Annually here in Detroit we usually have an annual appreciation dinner for our CERT volunteers. At the dinner we will highlight events that have gone on through the year and do special recognition of volunteers who have just stepped over and beyond the call of duty. It's really just a beautiful night affair where we get dressed up and have some of our dig dignitaries come and attend the dinner.

I want to recognize our regional collaboration. The cross communities attend to different events or emergencies across our jurisdictional lines here in southeast Michigan including search and recovery efforts. We've been participating where we've had lost or missing residents. Also we use our CERT volunteers for

community forums. There may be some type of informational forum or something for the community or during community meetings our CERT volunteers will attend not only to assist but also be set up a table to recruit other residents of the city to come and join our Detroit CERT team.

Next slide. This is just a slide for contact information. Mr. Simmons is our CERT coordinator. I'd be remiss if I did not mention the great citizen corps coalition that we have here in the state of Michigan. We have a state citizen core coordinator who works diligently to support our regional core programs as well as the local programs. Then again I mentioned several times here now our regional collaboration which enables us to train and exercise together as well as respond to disasters and emergencies by working together. Again, though we don't have a lot of disasters that occur in our area we often extend our invitations across the jurisdictional lines to assist in large-scale events and events where we may need extra hands. We share our efforts across our region all the time.

That concludes my presentation.

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Great, Donna. Thank you so much.

I know we had Ian on the line from the American Red Cross in the Michigan region. Did you have anything to add?

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Certainly. Hello, everybody I just wanted to say thanks again for the opportunity to present on the Detroit CERT and Red Cross partnership. It's new to me. I arrived here in the Michigan region back in January. I had the good fortunate of working where working with a lot people that I think are participating on the call even going back to Columbia county in north central Florida. I can't express enough how valuable the relationship is between CERT and Red Cross and cross pollinating, making sure if there's a need to plug in and support one another for the good of the community there's been a lot of success there. It really just starts with being able to make a phone call, reach out, shake a hand at a particular community emergency planning meeting. Maybe it is just a matter of entertaining a conversation and say hey, let's exercise together or have a training together. The home fire campaign has really allowed an opportunity for the community to be partial of the initiative of reducing home fire fatalities. We've seen the fruits of our labor nationwide in saving a number of lives based on the effort. That really goes into again the testament of what it is that we're doing on a regular basis. As Donna mentioned, we don't see a whole lot of natural disasters occurring in southeast Michigan. Fires run rampant. We've seen about 2,500 fires a year throughout the state. Detroit is by far one of the busiest in the country. Great volunteer effort, great support and thanks to the Detroit

emergency management agency and Donna's support to help bring all of this together for the common good. Thanks.

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Donna and Ian thank you so much for your remarks we appreciate them. Thank you to all our presenters today.

We're going to transition to our Q&A session. Please do stick around. At the end of our Q&A session we'll have a brief survey that will ask you to let us know how we're doing, if you thought the webinar was good, useful, helpful. That helps us to track to track for future webinars. Look to the bottom left corner of your screen and you'll see a file module. Some of our slides didn't load properly. Download this slide deck from today's webinar. It will have all the slides of the presentation from today's webinar. Look at the bottom of your screen and look for web links to all of our previous webinars. There's a variety of topics. At the bottom is the webinar -- the ready.gov webinar library. That's where you'll be able to find all of these webinar recordings and more. There's a lot of topics to preparedness. Within a couple of weeks we will be posting a recording of this webinar as well as the transcript and the slide deck for this presentation. Of course we hope you will join us in a couple of months when we do our next webinar. That should be on retaining and engaging your volunteers and during that webinar presentation we will include a link back to this one. There will be another opportunity to access today's presentation and a recording of it.

What we're going to do is I'm sure you'll see there's a Q&A box. Please feel free to type in any question you have. We'll get to as many as we can in the next 20 minutes or so. I think we have quite a few questions already. One last thing before we get into the Q&A, I know there was some background noise before when we started. I want to reiterate FEMA's support for the home fire preparedness campaign and FEMA is encouraging all CERT programs and volunteers to reach out to our local Red Cross chapters to participate in home fire activities or lead and organize your own. Of course there are more traditional things that CERT programs can do, reaching out to neighbors and talking about fire safety and the role CERT has to responding to and supporting emergencies. In addition CERT programs can support the home fire campaign through social media, whether it's their twitter feeds, Facebook accounts or other social media platforms.

With that said let's get to our first set of questions. Some may be directed at individual speakers. One good question here is, in the past to work at a Red Cross shelter a volunteer had to go through vetting including signing up, having a background check. Do CERT participants have to go through that process or are

there some flexibility there? As many CERT programs do, CERT volunteers have already gone through a background check. >>

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Are you taking volunteers to answer that yes?

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Absolutely.

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This is George in Denver. The answer is question, if you want to work in a Red Cross shelter you have to be a Red Cross background checked volunteer. That's to protect the client. There's no waiver for that that I am aware of. That being said, many of our CERT programs do as you say, already do background check and screen individuals. In order to be in a shelter with the clients during a disaster you have to be a Red Cross volunteer.

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This is Donna from Detroit. We do have an application process in order to join our CERT team. Now, to take the CERT training there's no background check. We encourage all of our citizens to take the training whether they choose to be on the team or not. If they elect to be on the team we have a 3-page -- I think it's 3 or 4 page --- application they must complete. It advises them there will be a background check made before they are allowed to join the team.

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Yes.

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This is George again. There's much that can be said about the subject of sheltering. There's a variety of different ways to get involved and support and help. During a large disaster there may be shelters operating that are not Red Cross managed. It's happened in large disasters in the past. It's really more about training for working in the shelters than the background check from my perspective.

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Anyone can take the training as Detroit mentioned. To be deployable to an event of any kind including sheltering you have to have registered through our statewide volunteer registration program called Serve PA that has done all the background checks. The -- if they're not in serve PA and have not passed the background checks we don't deploy them.

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However if they are, then we can deploy them with Red Cross personnel to the local shelters that we establish. We work the cooperative effort very well. We don't require CERT volunteers to be Red Cross certified and screened. They're already screened through the Pennsylvania system.

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Another question directed at Ed and drew, how do you use your volunteers and deputies and what roles do they play?

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I have a deputy coordinator who is the highest ranked for lack of a better term volunteer. She runs training schedules, website, social media, public outreach events. They coordinate and collaborate all that. They all have specific roles they need to complete on a regular basis and we meet monthly.

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On the Red Cross side we have various levels of responders. Once they achieve a level their responsible for training and mentoring the people under them. It's a continual process up so where they can take over the whole system.

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Great. Thank you both very much.

Another question, how do you incorporate volunteer organizations active in disaster or VOADS – or in the case of the community level the COADS? Or do you into your operations and partnerships?

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I can jump on that right away. In Delaware County that's exactly why they put the volunteer management coordinator position into place, to incorporate regional VOAD resources identified in southeastern Pennsylvania, incorporate local county resources we use and to recruit and retain volunteers individually in support of those programs. So that's exactly what I'm doing on a regular basis is trying to involve those groups. We use them to train each other and sponsor trainings and public education event. We supply volunteers, when they need help to conduct some event. We are constantly doing that, constantly involved in different groups.

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Anything to add to that? >>

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This is Caroline in Denver. One thing we have here is a state VOAD. A lot of our resources are shared with all the jurisdictions. So we're spreading them thin if I own them in Denver. We definitely have a shared pool of organizations that we are now starting to reach out to in addition to what we already have. We're starting to reach out to them, train them, what is their capabilities, what they would like to do, how they would like to participate at the time of an event happening. Not everyone can do a shelter. However, smaller churches can develop sheltering teams that have been called on by Red Cross to show up to a facility. So some of that is the part that we had on our slides that talked about bringing other organizations in and identifying what they're going to do. One of the things we don't want them to do in the Denver area or for Denver is for them to get outside their mission statement. If they take and do feeding every day for lunch for the homeless population, maybe they can expend

their capabilities. If they're a pantry maybe they can expand their capability for being a pantry at the time of an event. Not everyone has to do the shelter. Not everyone has to do feedings. We need to be able to share the wealth and have the recovery effort coming in from that in the particular process.

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Thank you, Caroline.

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Another question received is somewhat related to the previous one. Sometimes in your jurisdictions -- I think this comes up quite a bit, you will have a super volunteer or someone who wants to be part of all the different organizations that one jurisdiction may offer. They may want to be an MRC volunteer, and a Red Cross volunteer and CERT volunteer and volunteer with one of the local volunteer organizations active in disaster as well. How do you manage that process without double counting volunteers or double booking a volunteer within your jurisdiction?

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I guess I could take that one. We actually do -- there's a number of people that actually fit that description. As I said, you're going to find that somebody who is willing to take the CERT training is probably also willing to sit through a citizen's academy for police or fire department, also willing to take the Red Cross mandatory trainings. Those folks tend to be very actively involved. It's basically the same group of people who is sitting on the VOAD. The conversation needs to be had. Now are they going to be double counted? Yes, they are. The conversation needs to be had in advance, what is your actual role in this event so we don't have people wearing multiple hats. That can become a problem. -- that could become a problem. Have a clear expectation at the beginning of the event what your role is and what your reporting structure looks like.

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Great. Thank you. Our next question -- I think this is pertinent to Detroit anyone participate anything a home fire campaign. How does one go about acquiring the smoke detectors for a smoke detector installation as part of the home fire campaign?

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Is Ian still -- is Ian on the line? I was going to defer to him on that.

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Sorry. I think my volume is low. In reaching out to our counterparts in the American Red Cross and coordinating events we wanted to make sure that we have an idea of where our risk is, a determination of households and putting together an event. We can do some pre-canvassing to notify the area, get public affairs involved to notify the community that we'll have people walking around. It's something you really take for granted when you're someplace outside of the bubble of Detroit, if you will. You don't want to leave door hangers on people's doors saying hey, this house is empty. A lot of things really come into consideration for the planning. In the end in order to

procure them we want to make sure that we're providing a good ballpark figure, having a solid plan and then some assumptions around that. Determining just how many homes need to be canvassed for a confirmed installation, someone who is interested in allowing you in. We look for people who allow us into their homes. We've found that around 1 in 7 homes will allow you in. Word spreads by mouth. We had a lot of success and we're actually seeing that scaled closer to more like one to four or one to five going out into the communities. In order to procure those smoke alarms we want to make sure that we have teams going out of where we're visiting and then installers to get up on the stepladders and putting the smoke alarms in.

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This one has to do with liability. When volunteers from both CERT and American Red Cross are volunteering together does that change? If it's a joint deployment does that change how liability insurance is handled?

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So that's a sticky wicket -- this is George. As somebody who is responsible for operations in a specific jurisdiction I would hesitate to say something and having it interpreted as being true universally. Locally, the Red Cross assumes responsibility for Red Cross volunteers when we deploy them. We don't technically deploy local CERT teams per se. We go through our network and advise the CERT trained individuals that are on a distribution list with an opportunity to participate and volunteer. The Red Cross would not be strictly speaking deploying a CERT person. It may be different from one jurisdiction to another. Caroline, did you want to weigh in on that? >>

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One of the reasons why Denver doesn't have basically a CERT team for people we train is because there's a philosophy that we don't want to compete against our non-profits and our disaster response organizations that we have. We would rather supply them with human resources to beef up their capability than to actually have the team concept for the city and county of Denver. During a disaster event we don't have the capability of managing a large volume of volunteers. Red Cross is good at it. Let them do what they're good at and let OEM do what they're good at ... is what it comes down too.

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If you're a CERT trained individual who has gone through CERT training and your jurisdiction doesn't, quote, deploy, end quote, CERT people on a disaster but you want to deploy, sign up to be a Red Cross volunteer and we'll get you trained and you'll get to play.

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Great. Thank you both.

Another question I'll address to everyone. What are some of the bumps or obstacles that you've encountered when your organizations have tried to work together and how have you overcome those obstacles.

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I can start this off. This is Caroline in Denver. When George referenced that we were in the same event in 1992 when hurricane Andrew hit we were both in south Florida and both working it. When you back up and take a look at the relationships that you build, the capabilities that you're developing, the encouragement that you're giving to empower your citizens of the city or county, you don't have a lot of obstacles as long as the individuals that are working together allows each other to have their own space and as they have their own space be able to come in together and work for a common goal. We generally hear in Denver -- we all check our egos at the door to be able to work together and be nice.

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Number one problem we have right now in the Philadelphia area, this is Delaware County, and we have the pope coming to town. We spent months planning and engaging volunteers in preparation. It came down at the end of the day that municipalities in Pennsylvania who are the smallest form of government and have the most power needed to make unmet needs requests of county volunteers including the Red Cross and other community groups. So when they weren't doing that we were faced with a very big problem. We prepare all these volunteers, get all them ready to go and then we don't get to go play at the event. We solved that problem. We have the unmet needs request that we need to engage our volunteers today but it's evidence that if you don't have buy-in at the municipal level or county level or city level it's difficult to engage your volunteers if they don't know for sure that they're going to be called upon when that event happens. We have to make sure that they are part of the plan and fully phased in. That has everything to do with building up the respect for your program, engaging politicians, engaging the news media in making sure that when people think disaster they think CERT. They think Red Cross. They think of other disaster volunteers groups that exist. That works well when you're engaged with the Red Cross because in many cases it's drew with the Red Cross saying, hey, Ed, we're going to a shelter operation and I'm going the need more people. He knows where to get the people from, from the CERT team. That helps out a lot. That's our biggest help, making sure that we can engage the volunteers every time they perceive they're going to be needed.

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This is Donna from Detroit. I would just add that just insuring that the roles are defined cuts down on a lot of confusion or running into problems with over stepping one another. As long as the leaderships are clear, we're clear on what it is, we're on the scene to accomplish what our role is and that we disseminate that information to our respected volunteers to ensure that everyone is clear on what their role is this

should eliminate any issues with over stepping boundaries or stepping on one another's toes.

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Great. Thank you all. I think we have time for one last question then we'll go ahead and proceed to our survey. All three of you work in very relatively high density population areas compared to many communities throughout the rest of the country. You've all talked quite a bit here about your local experiences. I want to know what advice you would all have for other jurisdictions including jurisdictions that may be in less population dense larger rural areas? Not just for forging relationships with each other with CERT and the American Red Cross but with forging relationships and merging forces with a variety of different organizations regardless of location?

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I can take this one. This is Caroline in Colorado. We have a lot of rural communities. What works in Denver may not work in clear creek county with 12,000 people. They're trained differently because they are a usable resource as a CERT program for mountain search and rescue type of activities. What works in Denver doesn't work in other parts of Colorado, like an area with a lot of survivalists and a lot of hunters. So taking that population and identifying the CERT program, bringing the CERT program to that area, training people up to be able to take of the community is advantageous for that community. I put it to people here in the city, farmers and ranchers have been taking care of themselves for a long, long time. The barn burns down and everybody comes and helps put it back up. That's the kind of philosophy they have. If you train it and organize it to make sure particular things don't fall through the cracks is an advantage to all of the population.

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This is George. Also here in Colorado with Caroline. You know, the Colorado and Wyoming region is sort of a mixture of a lot of different types of geography and demographics. We've got parts of this region that there's more livestock than human beings in them. What we said is true about CERT folks is probably even more so true when you get into the less densely populated parts of the regions in that a volunteer is a volunteer. The people who is dedicated to the system and being there for their neighborhood when the bad day comes is looking for any opportunity to do that. So if CERT is a viable program they will join CERT. If they're not there they will join the Salvation Army – or the Elk's club. They will find a way to contribute to their community. It makes it more important when the population is smaller to be a good facilitative leader.

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Thank you both very much. I want to put the survey up. While we have the survey up did any of our other speakers or presenters have anything to add to that last question?

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Dante, this is Donna Northern. I would just add that here in the Detroit office of homeland security and emergency management we've just always had a very good, very close relationship with the American Red Cross. They have a well-established feet here in our emergency operation center. When times occur when we need to come together there's usually -- we usually meld together quite well.

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Thank you, Donna.

That's all the time we have for Q&A today. I'd like to thank all our speakers and participants for sticking with us through this entire webinar. I hope you found it helpful. If there's any questions that we weren't able to address in the time that we had in the downloadable slide deck, all of our speakers contact information is available if you wish to contact them. Of course you can always direct questions to the CERT inbox at [CERT@fema.dhs.gov](mailto:CERT@fema.dhs.gov). We will have this recording as well as the slide deck and transcript within two weeks on the ready.gov webinar library, which is the final link below. In addition when we are going to be promoting our next webinar that announcement will also have a link to this webinar as well. Of course, if you come and join us at our next webinar you will also be able to access the link to today's webinar as well as all of our previous webinars. Thank you, again. Please do take the time to fill out that survey on your way out. Have a great day.

[Event concluded]