

# REGION 2 BI-WEEKLY

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## REGION II TAKES THE PRIZE

The Region II External Affairs team received HQ's first quarterly award for a "team project" last week, ensuring wide distribution for its **FEMA for Kids** video, which was produced in conjunction with the Seneca Nation of Indians in Irving, New York following DR-1857-NY.

The 20 minute interactive video is divided into five segments, and includes fire safety, caring for pets during a disaster, first aid and weather awareness. Each segment allows students to "act-out" safety and preparedness actions appropriate for each emergency. While the video was designed for classroom use, giving teachers and administrators the ability to isolate one segment at a time – either on a daily or weekly basis – or play multiple segments, depending on their schedule, the **FEMA for Kids DVD** also stands alone as an interactive entertainment.

Phyllis Deroian led the External Affairs team of DR-1857-NY, which produced it. "The rationale behind this was twofold," Phyllis says. "We wanted to feature children of another culture who were affected by the flooding disaster, and we wanted to build on our ongoing relationship with the tribe. When we got access to the public



**Winning Team::** From left, Holly Stephens, Region V; Linda Colon, Region II, Richard Flores, HQ Tribal Liaison, Phyllis Deroian, and Art John, Director, OEM, the Seneca Nation.

schools where so many affected children were enrolled, it all came together.

"A key to making this all happen was Art John, Director of Emergency Management for the Nation. He introduced us to the tribal school officials, who were very interested in the project.

"It was exciting to put together because there were unique components not used in other kid's videos. We used a local TV weatherman's weather machine, a hands-on attraction that even made snow. We introduced gentle Crom, the dog of our own Mary Ellen Ryan, who helped the kids learn about pets on a disaster, and we had a cultural station for the children where an elder called simply 'Grandma,' taught the children about cleanliness and taking care of themselves. And the tribal Emergency Management office gave us 'Sparky', who was actually a local community leader who dressed as a fire dog to teach the children how to 'stop-drop-and-roll.'

"This is also the first time the program has been scaled down for pre-school children. All of the team had fun working with these children and the cooperation and enthusiasm we received from the Seneca Nation of Indians made it even more enjoyable," Phyllis says.

Copies of the finished video have been given to the Nation to share with other tribes whose children are subject to natural disasters, and Phyllis reports that she just received a request for a copy of the video from a JFO in North Dakota.

Region II DAE Tim Pioppo, left with camera, and Jay Tracey, DAE from Region VI, center, interview Barry Snyder, President of the Seneca Nation of Indians, seated, for **FEMA For Kids**, an interactive preparedness teaching video.



# MITIGATION PARTNERS ON FLOOD MAP ROLLOUT

When FEMA rolls out a new flood map, local reaction can usually be summed up in one phrase: **“Am I in or out of the flood zone?”**

Thanks to Mitigation’s partnership with Broome County, NY’s GIS department, residents there are just a few clicks away from getting their answer. As soon as they type in an address, a GIS portal web application alerts individuals, business, and local governments on the status of the property.

Region II Mitigation is working on making the Broome County approach a model for other communities in the near future.

## SPEED NETWORKING



NYU Photo Bureau

Region II’s Continuity Manager and Internship Coordinator Russell Fox (above right) was among the working professionals participating in a Global Public Health Networking event organized by New York University last week. Fifty graduate students – representing NYU Master’s Program in Global Public Health, Robert F. Wagner Graduate School of Public Service, Steinhardt School of Culture, Education, and Human Development, and the NYU School of Medicine – were paired with the 12 professionals in a Speed Networking Activity, which allowed students to hone their skills in selling themselves in a four to five minute “elevator pitch.”

“In this job environment, succinctly stating your interests and skills is very important,” said Fox. “And while the ‘pitch’ tends to focus students’ minds, learning of FEMA’s interest in post-disaster public health issues is often a revelation to them. I feel I am sowing seeds for the future.”

Fox noted that many of Region II’s best interns have been from the NYU Master’s Program in Public Health.

# FACES OF THE REGION



**Magda de la Matta** is the Caribbean Area Division’s (CAD) Natural Hazards Program Specialist, and since March of last year, a PFT.

Maggie began her FEMA career as a DAE in 1989, working numerous stateside disasters in various capacities and departments, including Data Entry Specialist, DRC Representative, Housing section, Inspections Services, IMS Chief and Document Control Chief. In 1995, with the declaration that followed Hurricane Marilyn, Maggie was selected to begin operations at the National Tele-registration Center (NTC) in Trujillo Alto, Puerto Rico. During her initial tenure at the NTC, Maggie held various support positions, such as Document Control Supervisor, Telecommunications Supervisor, Scheduling Supervisor and Floor Supervisor.

Following Hurricane Georges in 1998, Maggie was selected as the Center Manager for the NTC, with a staff of over 800 employees, running a 24-hour operation. Maggie’s accomplishments as the Center Manager for the NTC include: the conversion from DAE’s to DTE’s and re-classification of the NTC as the 4th National Processing Service Center (PRNPSC) in 2003, as well as the conversion from DTE to two year CORE employees, along with additional four year CORE positions for more than 400 employees in 2006. She was also responsible for the day to day management of the PRNPSC operations, providing service and support to over 100 presidentially declared disasters.

When she’s not working, Maggie enjoys going to her two nephew’s football games, and spending time with her family.