



# **Building a Holistic Community Response: Leveraging Diverse Partnerships in Disaster *Before An Event***

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**ACF HHS National Human Services & Disasters Virtual Leadership  
Training: Strengthening Partnerships & Enhancing Preparedness**

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## **The American Red Cross, established by a Congressional charter in 1905, is the nationwide agency for**

- Preparing for and responding to disasters
  - ✓ Feeding, sheltering and distribution of supplies
  - ✓ Providing physical and emotional support
  - ✓ Reconnecting affected family members
  - ✓ Providing services with a commitment to cultural and linguistic sensitivity
- Providing a safe blood supply
- Helping U.S. service members and their families
- Supporting the International Red Cross and Red Crescent Movement worldwide



## 2008 - A Very Busy Year...

### Worst Midwest Flooding in 15 years

- ◆ 500 year floods across the Midwest
- ◆ Over 1,100 daily precipitation records broken in June
- ◆ Cedar River crested 20 ft over flood stage



### Second Most Active Tornado Year Ever

- ◆ 2,192 reported tornadoes
- ◆ 1,630 Confirmed Tornadoes
- ◆ Second deadliest season in 25 years, with 125 fatalities



### Biggest Wildfire Season in California History

- ◆ 1.42 million acres burned - most ever
- ◆ June 2008 - largest single fire event in CA history



### Fifth Most Active Hurricane Season Ever

- ◆ First time 6 tropical cyclones made US landfall
- ◆ 16 named storms, 5 major hurricanes
- ◆ Ike ranked 4<sup>th</sup> costliest US hurricane on record





# Standing Up An Disaster Operation

- Material Resources
- Human Capital
- Technology Resources
- Knowledge & Experience





## Cross Section | Strategic National Partners

- Alliance of Information & Referral Services (AIRS / 211)
- American Psychological Association
- American Radio Relay League
- Catholic Charities USA
- Children's Disaster Services (Church of the Brethren)
- Feeding America
- Lutheran Disaster Response
- National Association of the Mission Board (Southern Baptists)
- National Voluntary Organizations Active In Disaster (NVOAD)
- Organized Labor
- Save the Children
- The Salvation Army
- United Methodist Committee on Relief
- United Way

*\* Partners with well established mission/program in disaster.*



# Extending Partnerships

*Why* partner with more than just “traditional” disaster responders?

- Facilitate coordination & engagement – ensure holistic community response, working together to meet community needs
- Enhance capacity – shelter & bulk distribution sites, volunteers, referrals for clients
- Bridge expertise – work with partners to learn how to better meet specific needs (people with disabilities, children, pets, language needs)
- Extend reach & trust – work with partners to make sure we are seen as a trusted provider of services and be able to reach communities that are traditionally underserved or hard to reach



# Extending Partnerships

*Is there an invitation, opportunity and/or obligation to be a leader?*

- Strive to create an environment for holistic community preparedness, response and recovery
- Exceed public expectation
- “*Step up*” and provide facilitative leadership
- Serve as a community convener for mutual exchange of expertise & resources
- Foster a welcoming environment of diversity & inclusion



# Extending Partnerships

- HOPE *worldwide*
- Legal Services Corporation
- NAACP
- National Association of Judiciary Interpreters & Translators (NAJIT)
- National Baptist Convention USA
- National Civilian Community Corp (NCCC)
- National Council of La Raza (NCLR)
- National Disability Rights Network
- Tzu Chi Buddhist Foundation
- US Humane Society
- YMCA
- Boat People SOS\*, ICNA Disaster Relief\*, National Congress of American Indians\*

(\* Relationship in development/strengthening)



# Extending Partnerships (cont'd)

## Our Chaplaincy Partners

- American Association of Pastoral Counselors
- Association for Clinical Pastoral Education
- Association of Professional Chaplains
- College of Pastoral Supervision and Psychotherapy
- International Conference of Police Chaplains
- National Association of Catholic Chaplains
- National Association of Jewish Chaplains



## Partner Spotlight | NAJIT Partnership

- Nov 2006. Begin preliminary discussions (NAJIT, NVTC).
- March 2007. Announcement of partnership in principle.
- California Wildfires 2007.
- Hurricane Season 2008.
- March 2009. Partnership MOU executed.
- Preparation for Hurricane Season 2009. Recruit for *Alert List*.
- Georgia Floods 2009.
- Haiti 2010. Recruitment, interpretation, translation, public inquiry.
- April 2010. Annual MOU review and future roadmap.
- Tennessee Floods 2010.
- Preparation for Hurricane Season 2010. Recruit for *Alert List*.



## Engaging Partnerships in a variety ways!

- *Invest* and enjoy the opportunity to meet our partners where they're at.
- Create joint ownership, accountability and stakeholder buy-in.
- Find different ways to engage and support one another.
- Establish joint shared practices and execute these approaches consistently and frequently. Create some traditions!
- Identify and map out in advance critical partnership forums to be a part of and support. Or create a forum! Define a clear scope and expectations.
  - National VOAD conference
  - Red Cross disaster relief operations & community convenings
  - Coordinated Assistance Network ([www.CAN.org](http://www.CAN.org))
  - Red Cross Biennial National Partnership Convening



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Email us with questions & ideas

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**Thank You**