

Meeting the Disaster Challenge:
*Enhancing the Community Clinic & Health
Center Preparedness & Response*

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San Francisco, CA

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Collaborating Agencies **R**esponding to **D**isasters

What Are You Working On? The Mitigation, Preparedness, Response & Recovery for...

- Earthquakes
- Floods, flash floods
- Fires: wildland, urban, suburban, industrial, HazMat facility
- DISEASE: Human/ Animal/ Vegetation epidemic; food, water or air borne, vector spread, occupational, infectious, contagious, fatal, quarantine response, vaccination issues
- TERRORISM (includes threats, hoaxes, attempts) : Agri, Bio, Cyber, assassinations, domestic vs. international, “weaponized” planes, trains, automobiles, trucks, boats, cargo containers, mail...

And the Mitigation, Preparedness, Response & Recovery for...

- Crowd incidents: civil unrest, marches, riots, protests
- Structure Collapse: bridges, buildings, dams, levees, highways, tunnels, pipelines, underwater tubes
- Highway/roadway/transit route incidents: multi-vehicle accidents, jack-knife tractor trailers, spills, lost loads
- Maritime incidents: collision, explosion, fire, sinking, grounding
- Mass Transit incidents: collisions, fires
- Nuclear incidents: power plant, theft, waste transport, weapons accident

And the Mitigation, Preparedness, Response & Recovery for...

- Hazardous Materials: airborne release, spill, explosion, fire, nuclear, radiological, waste removal and transport, medical waste
- Railroad incidents: collisions, derailments, fires, explosions
- Mine incidents: explosions, fires, collapse
- Hijacking: air, train, boat, bus, other conveyance
- Aviation incidents: crash, collision, space flight accident
- Critters: insect infestation, cicadas, crickets, ticks, vermin, mosquitoes, etc.

And the Mitigation, Preparedness, Response & Recovery for...

- Economic collapse, genuine and non-genuine destabilization of American currency
- Landslides/mudslides
- Mass Murder/Mass Suicide
- Strike, sick outs, work stoppage
- School Shootings
- Seiche
- Smog, air pollution, air quality, ozone depletion
- Drought
- Heat waves

And the Mitigation, Preparedness, Response & Recovery for...

- Utility Failure: water, electricity, gas, telecommunications, cable
- Sniper incidents
- Storm: rain, severe thunderstorm, hail, wind, snow
- Tornado
- Tsunami, tidal wave
- Volcanic Eruption
- Extra-terrestrial incidents: meteors, space debris, UFO's
- Other disasters as assigned...

Who has to be served?

Everyone



CARD History

- 24/7 Media Attention - 1989 Loma Prieta Earthquake pre-empted the World Series
- Government, Red Cross and traditional response organizations could not address the level of need and diversity of need
- United Way of Bay Area stepped forward to help community based organizations and their clients with special needs



CARD serves the organizations that serve

-
- Physically / mobility impaired
 - Low / no vision
 - Seniors / frail / elderly
 - Infants / children / teens
 - Limited / no English
 - Culturally isolated
 - Geographically isolated
 - Homeless / shelter dependent
 - Ex-convicts / registered offenders
 - Medically / chemically dependent
 - Low / no hearing
 - Medically fragile
 - Mentally disabled
 - Low-income / poor
 - Undocumented persons
 - Single parents
 - Owners of pets
 - Transient / emerging needs



CARD Trainings

- Basic Agency Emergency Plan
- **Standardized Emergency Management System (SEMS) for Community Responders**
- Self & Home Preparedness
- Disaster Exercise Scenario / hands-on practice
- Disease Containment and Prevention Strategies
- Shelter-in-Place | Develop MOU's | Build Kits
- Preparedness for Childcare providers & Parents
- PIO / Disaster Media Relations for Nonprofits



WHO DO YOU SERVE?

	Disaster Registry	NERT/CERT/ CORE (OFLAP*)	Preparedness Presentations	Website(s)				
Do your programs:								
address economic recovery / impact?								
Do they serve:								
seniors/frail/elderly?								
mobility impaired?								
low/no vision?								
low/no hearing?								
medically fragile?								
medically/chemically dependent?								
mentally disabled?								
infants/children/teens?								
battered women/children?								
single parents?								
owners of pets?								
limited /no English speakers?								
culturally isolated?								
low-income/poor?								
geographically isolated?								
registered offenders/ex-convicts?								
undocumented persons?								
homeless/shelter dependent?								
transient/emerging needs?								

This is the CARD Potty Training Initiative – also known as the Captive Audience Program.

Use these posters to spread skills and awareness by placing them wherever people spend time.



- Put these posters inside bathroom stall doors, above sinks, or in waiting rooms
- Print posters on bright, colorful paper to stand out – use lighter colors to keep it readable
- For the sharpest, crispest posters, print posters directly instead of photocopying
- You can also include them with newsletters and other mailings to your clients and donors

Download all our posters at www.FirstVictims.org
Just click on [Resources!](#)



These posters are provided free by CARD to help spread safety and preparedness skills in the community. If you use these posters or if they inspire you, please help us by making a donation.

CARD is a 501(c)3 nonprofit organization. To make a donation, call (510) 451-3140 or donate online at www.FirstVictims.org

CARD (Collaborating Agencies Responding to Disaster)
(510) 451-3140 | www.FirstVictims.org | CARD_proj@yahoo.com

PLEASE HELP US!

We are on the lookout to protect our staff and our clients from West Nile Virus and other mosquito-related concerns.



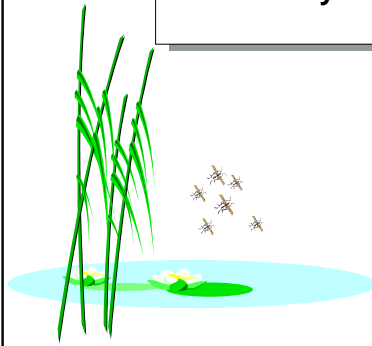
Mosquitoes must have standing water to grow!

Please Alert us to:

- Any standing water
- Leaks or drips from pipes
- Tires, buckets, barrels or anywhere water can collect
- Unattended bird baths, water bowls for feral animals
- Neglected catchbasins, storm drains, gutters



Thank you for helping us stay safe and healthy!



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When Serving People with Special Needs Remember...

- An Educated Consumer is Your Best Customer!
- The right **Message**, delivered by the right **Messenger**, using the right **Medium/Model** works
- Understand the community so that your help **HELPS** and doesn't accidentally hurt
- One-Size-Fits-All approach doesn't fit
- Inclusive solutions serve everyone!



A Systems vs. Victims Focus

The traditional disaster response model is:

- Short-term
- Mass-care: “one-size-fits-all”
- Externally supported
- Focused on disaster-caused needs

- designed for the general public -

The CARD disaster response model is:

- Long-term
- Specialized
- Internally supported
- Focused on ongoing needs

- designed for special needs communities -



Facing the Truth

- Trickle Down Preparedness **does not work**
- Disaster Preparedness and Response for People w/Special Needs Will Never Be a 'Sexy' Topic
- Making culturally safe and appropriate emergency response skills a funded, **required**, deliverable is the key
- **It will only happen if you make it happen!**



In the World You Control...

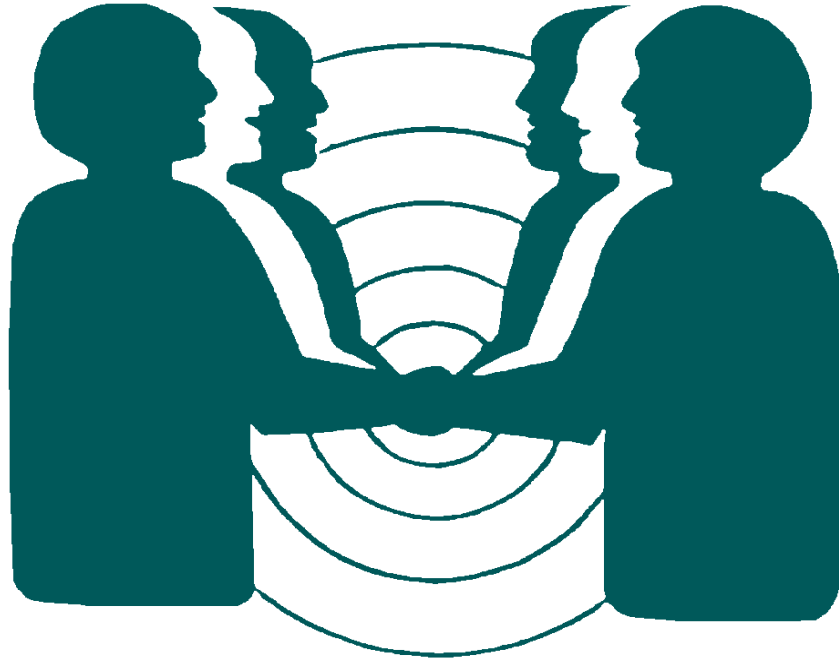
- Just say no to “random acts of preparedness and senseless acts of planning.”
- Learn from mistakes and experience. Do your homework and share!
- Plan for the most vulnerable to survive



What we do to the least of us, we
do to each of us – for we are one

Another View on 9/11

By making no provisions to
strengthen our weakest link
– our most vulnerable people –
we sacrificed our emergency
responders.



THANK YOU!

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