



READY RACINE

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Racine County
Office
of
Emergency Management

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Mission

To assist the community in mitigating known hazards and in preparing for, responding to, surviving and recovering from both natural and man-made disasters.

National Preparedness Month 2018



PREPARE NOW

LEARN HOW

September is National Preparedness Month and the focus this year is on planning, with an overarching theme: **Disasters Happen. Prepare Now. Learn How.**

The Burlington Area Floods of 2017 remind us how important it is to prepare for emergencies and disasters. Hundreds of homeowners were directly affected by floodwaters and even more experienced issues related to the power outage that affected the greater Burlington area. In the aftermath, residents had a huge mess to clean-up and recovery took months.

Racine County Emergency Management urges individuals and families to take the time to be prepared for emergencies and disasters. If you can stabilize your own family and neighborhood, first responders can focus on those areas hardest hit and in the most need.

It has been said that everyone has a plan until they have been hit! Every home,

business and school should have a plan that is reviewed and practiced at least quarterly. Take a First Aid and CPR class and learn how to protect yourself and your family. In April, sign up for our Severe Weather Spotter course and take the on-line FEMA courses.

Take the time to review your insurance coverage. Many affected by disasters find out too late that they do not have adequate insurance. If you are in the flood plain, sign up for flood insurance. Most insurance companies do not cover flood related damages. Make sure you have a rider on your homeowner's policy to cover sewer back-up.

And finally, have a contingency fund. There is no guarantee that your emergency will be federally declared and even if it is, FEMA assistance will not make you whole. In the aftermath, you will have expenses that you were not expecting and it will be easier recover if you have planned ahead.

IS IT ENOUGH TO PREPARE FOR 72 HOURS?

Is it enough to prepare for 72 hours? Or should we be focused on one week, ten days or even a whole month?

Emergency management officials will tell you it is difficult enough to get people focused on three days, let alone a week but recent disasters have taught us that three days preparation is simple not enough.

In the aftermath of Hurricane Sandy, Donna Solli told visiting officials, "We're going to die! We're going to freeze! We got 90-year-old people! You don't understand. You gotta get your trucks down here on the corner



now. It's been three days!"

Nearly a week after Hurricane Florence made landfall, some residents were still unable to leave their



homes due to fallout from the storm including flooding conditions and infrastructure damage.

Jerry Quinn, a disaster recovery consultant, stated, "There is no 100% hazard free zone for the US population to move to. Preparedness investments may mitigate damages and contribute to response and recovery but 72 hours of preparedness investment is not close to enough."

If we are to build resilient communities that "bounce" back after disaster strikes, than we all need to make an effort to be prepared. Unfortunately, nearly 41% of people polled in a recent YouGov poll indicated that they were not prepared for a natural disaster.

When disaster strikes, we are all in

this together—the public, the private sector and government. We all have a role to play and the better prepared we are, the better the outcome.

If you can stabilize your own situation, perhaps you can then reach out to your neighbors and assist them. As individuals, families and neighbors stabilize their neighborhoods, first responders can concentrate on helping those hardest hit by the disaster. But we need to be prepared!

Preparedness steps really are not that difficult. Learn about the hazards that can affect your community, develop a family emergency plan that outlines what you would do if there were a tornado, fire, flood etc. and then put together an emergency kit with basic supplies that you would need to survive for at least



FIRST RESPONDER FAMILY PREPAREDNESS

First responders working during and after a major disaster do their jobs better when they know their families are safe and secure.

This issue plays a part in continuity of operations and can lead to a lowered response capacity if multiple staff members are checking on family members or managing a last-minute evacuation from the family home.

Steps toward a more resilient first responder family are the same steps

everyone should take. From Ready.gov's **Ready Responders** section:

- Build an emergency supply kit and make a family emergency plan.
- Know what disasters are typical for your area and what to do if they happen.
- Have an emergency fund saved and make sure it is accessible.

- Plan for family members with special needs, children, older adults and pets.
- Get tech ready: have an emergency charging option for devices, store important documents in the cloud or on a jump drive.
- If you haven't gone over your homeowner or rental property insurance policy recently, see if it needs updating. Also, reevaluate your need for flood insurance.

RACINE COUNTY PUBLIC-PRIVATE PARTNERSHIP

County Executive Jonathan Delagrave helped kick-off Racine County's Public-Private Partnership on Emergency Preparedness on September 18, 2018 at the IMET Center in Sturtevant.

County Executive Delagrave pointed out that 85% of the critical infrastructure in this country is held by the private sector and that recent flooding in Burlington demonstrated the need to work together.



Wisconsin Emergency Management (WEM) Administrator Brian Satula

helped welcome attendees and spoke about recent disasters in Wisconsin, as well as the importance of the public and private sector working together before and after disasters strike.

Jennifer Tarwater, WEM Community Preparedness Coordinator, gave a presentation on the benefit of public-private partnerships and what other communities are doing around Wisconsin. According to the Federal Emergency Management Agency (FEMA), successful public-private partnerships can provide significant value to emergency preparedness by conducting a variety of activities. Partners can:

- Participate in fusion centers and emergency operation centers.
- Conduct joint training activities.
- Educate the public on emergency preparedness.
- Ensure the efficient and effective use of available resources

during an emergency.

- Develop and enhance plans and protocols for emergency response, assessment, resource-sharing, etc.
- Develop and enhance plans for integration of non-governmental entities in preparedness, response, and recovery.
- Share critical information in preparation for, during, and in response to an incident.

After a short break, Special Agent Byron Franz (FBI) spoke on the growing threat of Cyber Attacks and offered tips to prevent individuals and businesses from being victims of a cyber attack.



RACINE COUNTY LAUNCHES PIO NETWORK

Racine County has launched a Public Information Officer (PIO) Network to bring area PIO's together to aid each other when situations become too large for one PIO or agency to handle by themselves.

The purpose of the PIO Network is to share ideas, identify training needs, and to establish uniform protocols to respond in a mutual aid situation.

The PIO Network is creating an MOU for agencies to sign and a framework to operate a Joint Information Center.

The group meets on a quarterly basis to share information and to discuss issues that may come up. Training will be periodically offered.

Chad Doran, a former television reporter and the City of Appleton PIO spoke at the last meeting. Chad founded a similar group in the Fox Valley and provided tips for moving forward. He also offered his insight on the media and tips for working with them.

Future topics and trainings the group will address are the use of social me-

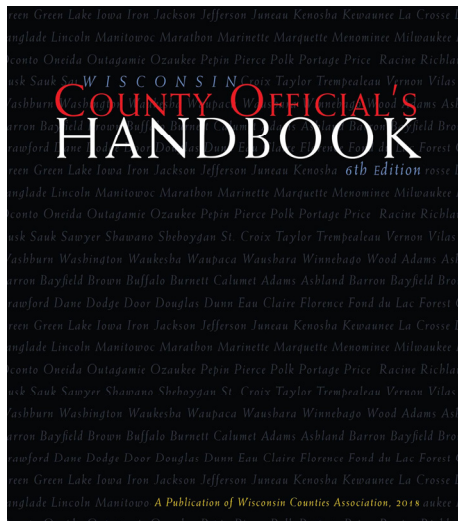
dia in an emergency, crisis communication and legal and ethical issues. A Q & A with a media panel is being planned for a future meeting.



NEWS BRIEFS

COUNTY OFFICIAL'S HANDBOOK

The Wisconsin Counties Association asked David Maack, Racine County's Emergency Management Coordinator, to update the chapter on Emergency Management for their 6th Edition of the Wisconsin County Official's Handbook. The handbook is distributed to elected and appointed officials statewide and is considered the most comprehensive document to date on county operations.



The handbook is comprised of a collection of information covering topics that county officials handle on a regular basis. From an in-depth review of parliamentary procedures to

personnel practices to budgeting, this document brings together all areas of county operations in one centralized place.

Meant to be a brief overview of emergency management, the Emergency Management chapter outlines looks at the county requirements regarding emergency management, the need to develop a whole community approach, disaster relief programs that are currently available, the damage assessment process and county official responsibilities.

To access the handbook, go to: <https://indd.adobe.com/view/ea5f42ac-0f67-44ce-ae3c-c3ab68e0d26f>

NATIONAL EMERGENCY ALERT SYSTEM TEST RESCHEDULED

Due to the ongoing response to Hurricane Florence, the nationwide test of the Emergency Alert System (EAS) and Wireless Emergency Alerts (WEA) will now be conducted on the backup date of October 3, 2018.

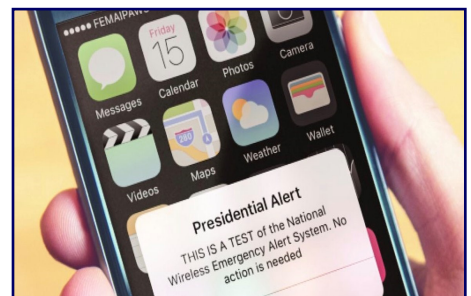
October 3 was the previously scheduled back-up date for the test, which was originally set for Thursday, September 20. A backup date is always

planned in case of widespread severe weather or other significant events on the primary test date.

The WEA portion of the test will start at 1:18 p.m. CDT on October 3, and the EAS portion will follow at 1:20 p.m. CDT. The first-ever national WEA test will begin with special alert tones and vibration, followed by the following message:

"Presidential Alert: THIS IS A TEST of the National Wireless Emergency Alert System. No action is needed."

The test, being held in coordination with the Federal Communications Commission, will assess the operational readiness of the infrastructure for distribution of a national message and determine whether technological improvements are needed.



STAY INFORMED

There are a number of ways in which you can stay informed and involved with Racine County Emergency Management. In addition to our quarterly Ready Racine newsletters, you can learn more about RCOEM by:

- Visiting our website: <http://readyracineco.com>
- Download the Ready Badger App: <http://appfactoryuwp.com/projects.php>
- Visiting our Facebook page: www.facebook.com/readyracineco
- Submitting your questions and concerns to rcemergencymanagement@racinecounty.com
- Volunteering with Racine County Emergency Management

