



READY RACINE



January 2015 Volume 10, Issue 1

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.

Is your family prepared? What if...

According to *Save the Children's* 2014 disaster report card, **What Are You Waiting For?** parents of children under 18 spent an hour or less on emergency planning over the past year. Forty-nine percent said they don't feel very prepared to protect their children from a disaster and 63 percent said they weren't very familiar with the emergency plans at their child's school or day care.

In addition, forty-two percent wouldn't know where to find their child if the school or day care was evacuated. The poll found that 40 percent of parents didn't have an emergency plan because 56 percent had never thought of it; 29 percent procrastinated or forgot; and 15 percent didn't know how.

The four universal building blocks of emergency preparedness are: **Be Informed, Make a Plan, Build a Kit and Get Involved.** Take the time to discuss with your family the hazards around you and then make a plan to address how you would respond to those emergencies. Get the family involved in finding items for an emergency supplies kit and then build it together. Finally, take advantage of the various emergency related classes and programs out in the community.

Play the "What If..." Game

The Talkline Family Support Center encourages parents to play the **"What If..." Game** with their children. According to their tip sheet, you can "use the **"What If..." Game** to start discussions with your child about his/her fears or concerns and to teach your child what to do in potentially unsafe situations."

While I am certain that their focus probably was not disaster preparedness, the **"What If..." Game** is a perfect fit to begin the conversation, both with children and adults, about personal preparedness.

Begin by asking "What if there was a tornado?" and see how they would respond. If you must prompt an answer, ask "What should we do? Where would we go? What should we bring?" You could use the "What If..." line of questioning for a number of different scenarios. For example: What if we get separated? What if there is a fire? What if there is an accident?

The Talkline Family Support Center offers the following tips:

- The "What If ..." Game should never frighten your child.
- Think carefully about your questions before asking them.
- If your child continues to ask the same "What if..." question, your child's real concern is probably not being addressed.
- Start the "What If..." Game with an issue your child has already talked about.
- Don't respond to your child's "What if..." question by saying it will never happen.

Children are far more resilient than we give them credit for and if we educate them about the hazards around us and give them the knowledge to safely respond, they are less likely to panic and get scared because they are in control of the situation. So let's make a commitment to **BE PREPARED in 2015!**

Emergency management year in review

As 2014 comes to a close, it is time to look back and review the highlights of the past year. Emergency Management is an interesting profession because it is so varied. No two years are ever completely alike and 2014 was no exception.

The Polar Vortex hit southeastern Wisconsin hard and there were concerns about spring flooding but a slow, gradual thaw prevented any serious flooding issues. In fact, the spring and summer storm season proved to be relatively minor. No



major damage was reported and temperatures remained below average.

New plans were developed, including a Railroad Emergency Response Plan. With increased rail shipments, this plan

should prove helpful if ever needed. Hopefully it won't be. Other plans were reviewed and updated as needed. While not the most exciting part of emergency management, it is vital activity.

Training classes were held for professional first responders, the general public and other stakeholders. Besides sponsoring our annual Tornado Awareness and Storm Spotter Seminar, we held a planning workshop for faith based organizations and brought in several state and national courses.

Public outreach is another key activity. In addition to numerous talks and media appearances, we developed an Elected Officials Guide. We were also asked to write the chapter on Emergency Management for the Wisconsin Counties Association's 4th Edition, Wisconsin County Officials Handbook which was distributed to

both elected and appointed officials statewide.

Finally we facilitated a number of disaster exercises and drills including an active shooter tabletop exercise for BRP US Inc. and a multi-school evacuation exercise for both the Racine and Burlington School Districts.



A Hazmat Planning grant allowed us to coordinate a transportation related tabletop and functional exercise for the Village of Mt. Pleasant. We also worked with the Racine County Municipal Public Works agencies on a Dam Failure tabletop exercise.

Overall it was a busy year with many significant accomplishments.

Your LEPC Working For You

In 1984, a chemical release from a pesticide plant in Bhopal, India killed over 3,000 people. This incident showed the need for emergency planning in the event of an accidental chemical release.

In 1986, Congress created the Emergency Planning and Community Right-to-Know-Act (EPCRA) to improve local emergency planning for accidental chemical releases and provide the public and local governments with information concerning potential chemical hazards present in their communities.

EPCRA is a federal requirement for facilities that store hazardous materi-

also to report the quantities of those materials. Those reports are then used by emergency management officials and emergency responders for their response plans.



Activities in Racine County are overseen by a Local Emergency Planning Committee (LEPC) made up of various

stakeholders including elected officials, police and fire, facility operators and community groups.

LEPC Members

- Lt. Daniel Adams
- Geoff Beck
- L. Noelle Brigham
- David Czerwinski
- Marcia Fernholz
- Thomas Karkow
- Marla Lamparek
- David L. Maack
- Chief Sean Marschke
- Sup. Robert N. Miller
- Ted Rademacher
- Lt. Chuck Weitzel
- Lt. David Wolgemuth

Racine County Medical Reserve Corps

The Racine County Medical Reserve Corps (RCMRC) is open to both medical and non-medical members living in Racine County and surrounding areas counties. The main purpose of RCMRC, which is housed by and supports the City of Racine Health Department, is preparing for public health emergency response and recovery operations and the expansion of public health activities into our communities.



RCMRC member activities also include community outreach and assis-



tance with events such as the Boy Scout Camp Disaster Camporee and Racine County Medication Collection Event, as well as providing first aid and medical tent services at local events including The Color Run 5K and Relay for Life Racine.

The Unit's current focus is on continuing to grow its volunteer base and strengthening the emergency response capabilities of its members

through regular training opportunities, including the Racine County Medical Reserve Corps Conference held annually in September. Required training events and classes are available free to members, and Unit meetings are held throughout the year.

For more information about the Racine County Medical Reserve Corps, visit www.cityofracine.org/MRC.aspx or call 262-636-9537.



Building a resilient community

Resiliency is a hot topic. It's being talked about in emergency management circles and conferences are being planned around that theme.

Even the Rockefeller Foundation is on board. They are awarding \$100 million to cities willing to create chief resilience officers to prepare for and recover from disasters that have increased in frequency and intensity due to climate change.

But what is Resiliency? What does a resilient community look like?

According to the Rand Corporation, RESILIENCE is the ability of communities to **withstand** and **recover** from disasters as well as to learn from past disasters to **strengthen future** re-

sponse and recovery efforts. In other words, the Rockefeller Foundation's 100 Resilient Cities initiative describes a resilient city as "one that learns from the past, rebounds quickly, operates flexibly and maintains vital resources."

On paper that makes sense but in reality, is it practical? From complacency to dwindling resources, there are barriers in every community which hinder resiliency.

Resilient communities learn from the past. However, if one perceives that they live in a "disaster free zone", apathy and complacency can set in. On the other hand, I have also seen communities which experienced a major disaster who thought that now that

they had their "big one", they were no longer vulnerable.

A resilient community is aware of the risks around them and they understand their vulnerabilities. They in turn take the steps to prepare, adapt and make the changes necessary to withstand the "storms" that may come their way. They have learned from the past, mitigated vulnerabilities and built redundancy into their processes.

According to emergency management blogger Eric Holdeman, "redundancy is the built-in capability to continue operations when people and systems are stressed and begin to fail." In other words, a resilient community is built on no single point of failure.

That's why we back up computer files

Resiliency cont.

or have more than one way to warn a population. However, redundancy can often be mistaken for “duplication”. While they may appear to be similar and some may use those words interchangeably, they really have two different meanings.

It is a given that we do not want to “duplicate” efforts and it makes no sense to have people tripping over each other trying to do the same thing. Processes can be streamlined and made more efficient, even in the aftermath of a disaster.

However, “just in time” and “lean principle-systems” can also be a hindrance to recovery if goods and supplies are unavailable when needed. Finding a balance is essential for a

community and an organization to be resilient. That’s where strong partnerships and relationships are essential.

A whole community approach must be utilized and community resources leveraged to address the issues a community faces, especially during the recovery phase of a disaster.

A resilient community recognizes that a top down approach will not work. Instead, it is a partnership between the public and private sector and non-government organizations, including faith based groups.

Finally a resilient community remains flexible as it “springs” back from a setback. It adapts to the new normal

and takes the opportunity to strengthen the health, environmental, social and economic systems.

While there are challenges to becoming a resilient community, the payback will be measurable as a community rebounds from adversity.



Resources

FACEBOOK SAFETY CHECK

Emergencies often send people scurrying to social media feeds to see how their friends are faring. Now, Facebook has made that even easier with Safety Check. The new feature uses your most recent Facebook location to update your status after a disaster. If a disaster strikes in your area, you’ll receive a notification asking if you’re safe and your news feed will automatically be updated with the info.

OFB-EZ MOBILE APP

The Insurance Institute for Business & Home Safety’s free business continuity planning toolkit, OFB-EZ™ (Open for Business-EZ), is now available at no charge as a mobile app. OFB-EZ Mobile guides users through an easy process to create a recovery plan that will

help small businesses recover and re-open quickly after a disaster. OFB-EZ Mobile includes several helpful planning tools, such as evaluation checklists to help business users understand their risks and forms for users to enter and store important contact information for employees, key customers, suppliers, and vendors. OFB-EZ Mobile is available for both Android and Apple devices.



HANDS-ONLY CPR APP

To treat an adult suffering from cardiac arrest, the American Heart Association recommends hands-only CPR. The official Hands-Only CPR app walks you through the two-step checklist: Call 911, then start chest compressions. A brief video shows you what to do. This free app is available for both the iPhone and Android.

LANTERN LIVE APP

This new app gives smartphone users the ability to find nearby gas and view power outages on maps during extreme weather events. Users can find fuel, report whether local gas stations are working or not, and see whether power outages on maps are near them.

Just for kids

MONSTER GUARD

Disasters can be monstrous! Now kids can be disaster-fighting monsters, thanks to this free app developed by the Red Cross. Monster Guard lets children ages 7-11 attend Monster Guard Academy where, as the monster character of their choice, they bone up on ways to prepare for a variety of hazards. After all the lessons are learned, the kids graduate to a world where disasters are a little less scary. Check it out at <http://www.redcross.org/monsterguard> or text MONSTER to 90999 to receive a link for download.



SESAME STREET OFFERS NEW WAY TO HELP KIDS HANDLE DISASTERS

Elmo is the new spokesmen, er, spokesmuppet for a new emergency preparedness initiative for kids. The project aims to make kids comfortable and knowledgeable in emergency situations, which are often frighten-

ing. The initiative consists of two mobile apps – Let's Get Ready and Here for Each Other. Both are available for free online and in both English and Spanish. *Let's Get Ready* teaches children what they need to know in case of an emergency – the names of their parents, their address and what to put in an emergency kit and *Here for Each Other*, is all about how parents can talk to their children about emergency situations and answer questions that may come up and be difficult to address in the midst of chaos. Here's a short video about the two apps:

www.youtube.com/watch?v=GxqFkJJEmQQ

For more on the Let's Get Ready app, click here:

www.sesamestreet.org/parents/topicsandactivities/toolkits/ready



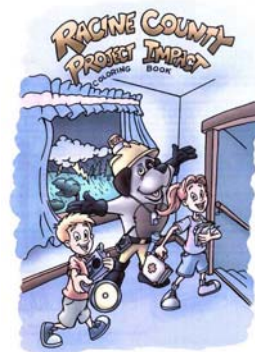
"READY- BIG HERO"

FEMA's Ready Kids campaign and the Ad Council partnered with Disney to create a bilingual multimedia PSA campaign using character from the Big Hero 6 film. Learn how to prepare for emergencies by visiting ready.gov/kids. To view PSA: www.youtube.com/watch?v=nK1Xclp6hrk



READY RACINE COLORING BOOK

You can download the Ready Racine Coloring Book at: <http://www.readyracineco.com/ready-racine-for-kids.html>



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://www.readyracineco.com>
- Signing up for email communications by entering your information on our website
- Visiting our Facebook page: www.facebook.com/readyracineco
- Submitting your questions and concerns to rcemergencymanagement@goracine.org
- Volunteering with Racine County Emergency Management

