Federal Emergency Management Agency

Briefing For

Organization for Economic Co-operation and Development

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Response Directorate
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Setting the Stage

Cosco Busan November 7, 2011

8.6 magnitude earthquake off Indonesia April 11, 2012
FEMA’s Mission Statement

To support our citizens and first responders to ensure that as a Nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.
Complex Operating Environment

- Other Federal Agencies
- Department of Homeland Security Agencies
- Non-Government Organizations
- FEMA Regions
- State Agencies
- FEMA
- Secretary of Defense & Joint Staff
- Combatant Commands
- President of the US
- 56 State/Territory Governors
- National Guard Bureau
- State National Guard
- National Guard Bureau
- Federal Agencies
- Other Humanitarian Organizations
- President of the US
- FEMA
Whole Community Response Planning:
• Looks beyond the traditional, government-centric approach to emergency management and embraces a philosophy and operational posture that leverages and serves the whole community
• This will allow government to deliver services more efficiently and cost effectively by partnering with institutions, groups, and individuals already active in the impacted communities

Whole Community Key Concepts:
• Understanding & meeting the true needs of the entire affected community
• Engaging all aspects of the community in defining needs and finding ways to meet them
• Strengthening the assets, institutions, and social processes that work well in communities on a daily basis
National Incident Management System (NIMS)
Aligns command & control, organization structure, terminology, communication protocols, resources and resource typing to enable synchronization of efforts in response to an incident at all echelons of government.

National Response Framework (NRF)
Activation and proactive application of integrated Federal resources-activated for significant national incidents.
Strategic Foresight Initiative

Understand the factors driving change

Develop a shared sense of direction and urgency

Collectively prepare for the future across multiple sectors

Plan for and take action to meet the evolving needs
Another Tool in the Toolkit
Tools FEMA Currently Uses

- Full website (www.fema.gov) & Mobile website (m.fema.gov)
- Blog (blog.fema.gov)
- Disaster Pages
- Widgets
- Facebook
- Twitter
- YouTube
- Mobile App
- Text messages
Smartphone App

Are you a disaster survivor?

- Apply for assistance by web
- Apply for assistance by phone: 1-800-621-3362
- Assistance for individuals who have a speech disability or hearing loss, please use TTY: 1-800-462-7585
- Recover after a disaster

Emergency kit

Recommended Items to Include in a Basic Emergency Supply Kit

This list allows you to check items that you currently have in your kit.

- Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- Food, at least a three-day supply of non-perishable food
- Battery-powered or hand...
Examples of Information

**Facebook example**

Follow the [NOAA NWS National Hurricane Center Facebook page](www.hurricanes.gov) and get updates online at [www.hurricanes.gov](http://www.hurricanes.gov) or on your phone at [http://hurricanes.gov/mobile](http://hurricanes.gov/mobile).

If you’re on Twitter, follow [@NHC_Atlantic](http://twitter.com/NHC_Atlantic)
199 tornadoes touched down on April 27 alone. 67 tornadoes hit the State of Alabama in spring, 2011.
Hurricane Irene made landfall in Puerto Rico on August 22, made landfall again on August 27 in North Carolina, and tracked up the Mid-Atlantic and Northeastern U.S.
Software Tools

Heat Map
Activity around Red Cross from last 7 days

8,791 in the last 3 days
2,930 daily average

- No Data
- Under 10
- 10 to 40
- 40 to 600
- 600 to 1,300
- Over 1,300

@rob82
"@Rhys33: Great Work
Yesterday on the front lines!
#GoTeam"
Benefits and Challenges

Federal Emergency Management Agency
Government Organization - Washington, District of Columbia

Click to get preparedness and disaster related info directly from FEMA!

Are you prepared?
Safety tips to be prepared for a hurricane, flood, tornado, or wildfire.
Visit Ready.gov to learn more about the simple steps you can take TODAY to be prepared.

Are you a disaster survivor?
Read our 3 Step Guide and apply online or call (800) 621-3362 TTY (800) 462-7585
State disaster pages
Recovery & rebuilding tips
Find a Disaster Recovery Center