



# National African American History Month: Preparing Communities Through Partnerships

February 25, 2016  
1:00 p.m. ET



Individual and Community  
Preparedness Division

# Webinar Agenda

## 1. Introductions/ Welcome

## 2. Special Remarks:

- **Craig Fugate**, Administrator, Federal Emergency Management Agency
- **Marc Morial**, President and CEO, National Urban League

## 3. Featured Speakers:

- **Linda Wilson**, Chair, Delta Emergency Response Task Force, Delta Sigma Theta Sorority, Inc.
- **Jacqueline Patterson**, Director, Environmental and Climate Justice Program, NAACP
- **Shamika Ossey**, RN, BSN, PHN, South LA Teen CERT

## 4. Moderated Question and Answer Session

## 5. America's PrepareAthon! Overview

## 6. Closing Remarks

## 7. Poll Questions (Optional)

# Objectives from Today's Webinar

- **Increasing knowledge on approaches to increasing disaster preparedness through community preparedness activities.**
- **Provide practical models of partnership with non-profit organizations.**
- **Share resources available to local communities to help improve community resilience.**
- **Provide insight to the contributions from organizations that work in diverse communities across the country and have incorporated engaging around preparedness on a national, state and local level.**

# Special Welcoming Remarks – Craig Fugate

**Craig Fugate,**  
FEMA Administrator



## **Lieutenant General Julius Becton, Jr. (retired)**

Director of FEMA from 1985 to 1989



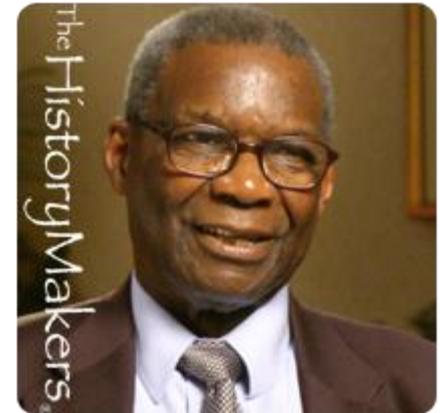
Lieutenant General Julius Becton, Jr. (retired) was the 103rd inductee of Fort Leavenworth Hall of Fame (HOF) on May 8, 2014.

Lieutenant General, Julius Becton, Jr. (retired) served as the Director of FEMA from 1985 to 1989 under President Ronald Reagan.

(Photo courtesy of Fort Leavenworth School of Public Affairs)

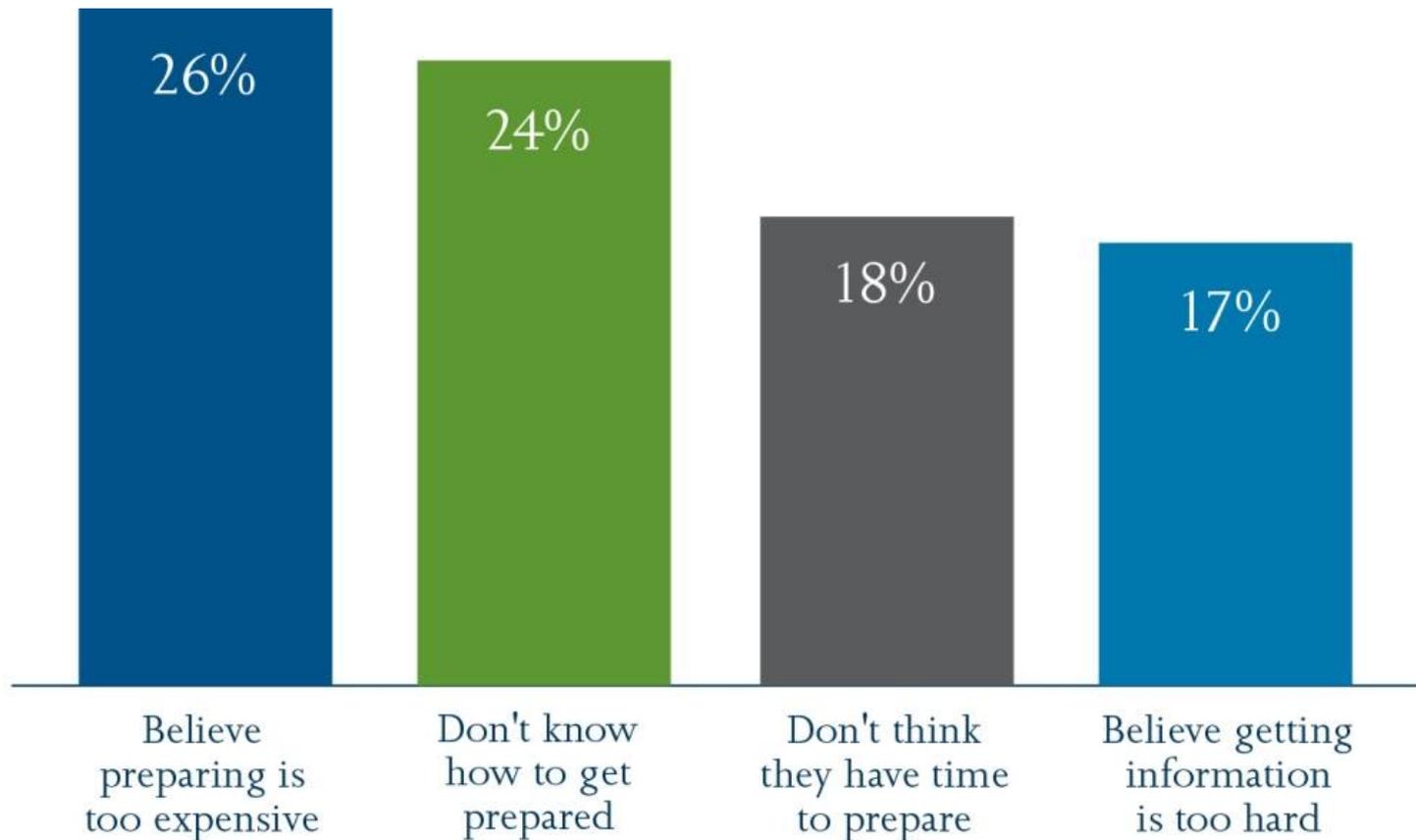
## Lieutenant General Julius Becton, Jr. (retired)

- ★ Military Officer and federal government administrator Julius W. Becton, Jr. was born on June 29, 1926 in Bryn Mawr, Pennsylvania to Julius Wesley and Rose Banks Becton.
- ★ He joined the Army Air Corps in July 1944 and graduated from Infantry Officer Candidate School in 1945.
- ★ While on active duty, Becton graduated from Prairie View A & M College in 1960 with his B.S. degree in mathematics and the University of Maryland in 1966 with his M.A. degree in economics.
- ★ Becton served in World War II, the Korean War and the Vietnam War, and retired from the U.S. Army in 1983 after nearly 40 years of service.
- ★ From 1984 to 1985, he served as the director of the Office of Foreign Disaster Assistance in the United States Agency for International Development.
- ★ He then served as the third director of the Federal Emergency Management Agency from 1985 to 1989 under President Ronald Reagan.
- ★ The fifth president of Prairie View A & M University, his alma mater – becoming the first graduate of Prairie View A & M University to attain flag rank in the military



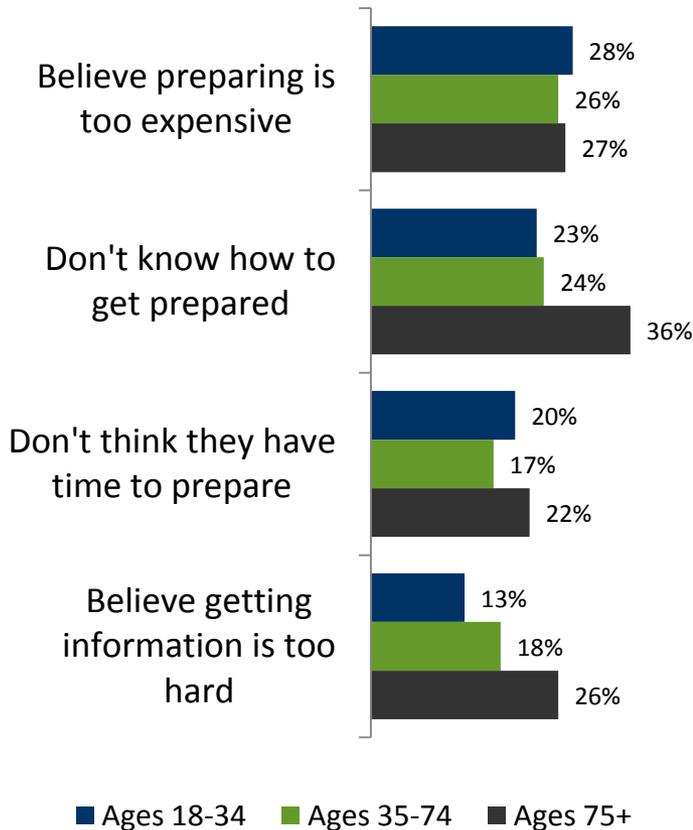
**How do we overcome  
perceived barriers to preparedness?**

# Perceived Barriers to Preparedness

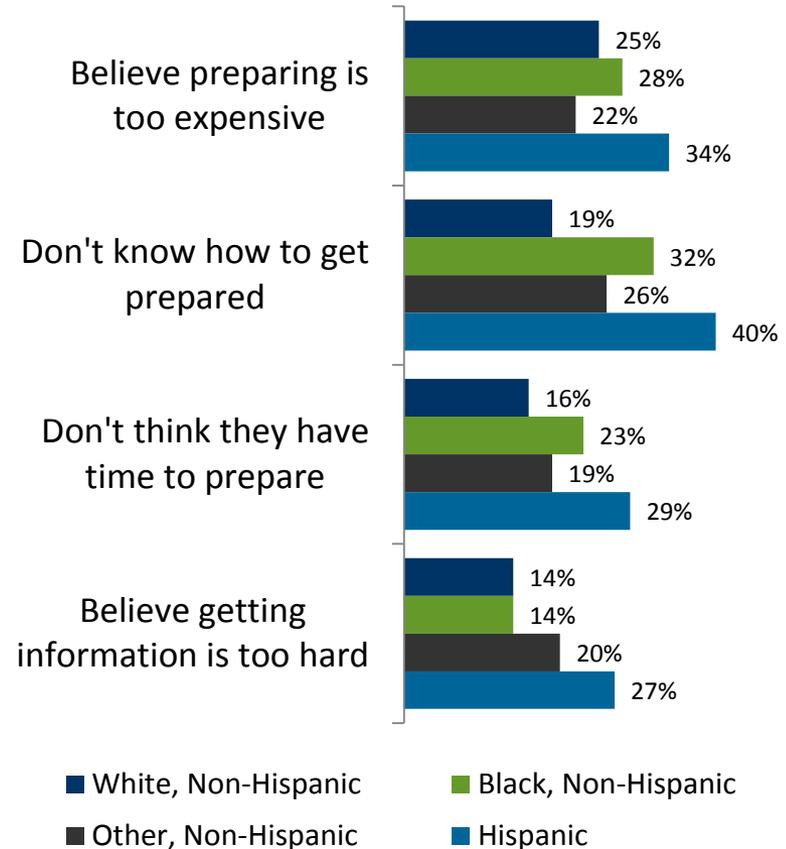


# Differences in Barriers to Preparedness By Audience

## Age



## Race/Ethnicity



So...How do we overcome perceived barriers to preparedness?

# Through partnerships with...



# Special Remarks – Marc Morial

**Marc Morial**, President and CEO,  
National Urban League



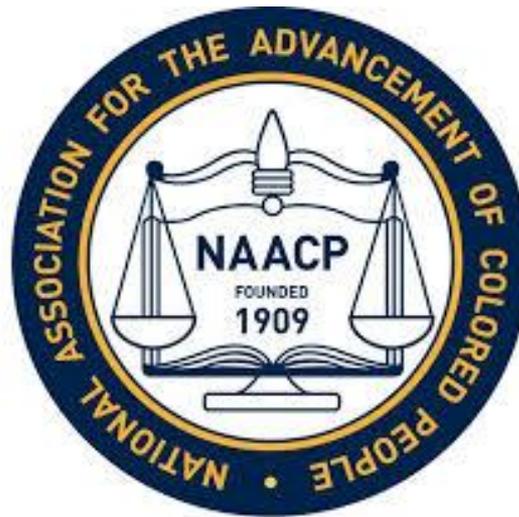
**National  
Urban League**



# Our Featured Speakers



Delta Emergency  
Response Task Force,  
Delta Sigma Theta  
Sorority, Inc.



Environmental and Climate  
Justice Program, NAACP



South LA Teen CERT  
2013 FEMA Individual and Community  
Preparedness Award Winner

# Meet Our Featured Speaker – Linda Wilson

**Linda Wilson**, Chair, Delta Emergency Response Task Force, Delta Sigma Theta Sorority, Inc.





## Preparing the Membership through Mitigation, Training and Proactive Response

**National African American History Month: Preparing Communities Through Partnerships Webinar**

**Linda Richardson Wilson**  
**Delta Sigma Theta Sorority, Incorporated**  
**National ERT Taskforce Chair**  
**February 25, 2016**



# + Our Scope



- Assist the membership in emergency preparation at a personal level to mitigate impact should a crisis occur
- Help navigate membership through a disaster when it happens
- Support community awareness for response, recovery and resiliency in “all hazards”





## E.R.T . Vision and Mission

The vision of the Delta ERT is to assist the chapters in achieving sound preparedness planning and practices by developing guidelines and references necessary to aid chapter members in their individual and collective preparation, in order to receive expeditious and swift restoration following a disaster.

Increase awareness about emergency preparedness activities

Provide structured and systematic training for the membership's Readiness, Response, and Recovery efforts

Provide steps for early response and efficient recovery

Provide resource support and guidance for sorority members and the communities impacted by natural or man-made disasters

Provide effective and immediate communication strategies to facilitate and aid in preparedness and response



- ◆ Webinars
- ◆ Awards / Recognition
- ◆ Cluster Presentations

American Red  
Cross Pillow Case  
& Fire Alarm  
Projects

Chapter  
Continuity of  
Operations Plan;  
Safety and  
Evacuation  
Plans

Chapter DIDs

- DEARS
- Members
- Youth Groups

FEMA Initiatives

- National Preparedness Month
- FEMA 4 Kids
- PreparAthon

**2015 – 2016**  
**Chapter Initiatives**



Effective and  
Immediate  
Communications

Approved  
Organizational  
Partnerships

- Conducted Community Forums/Town Hall Meetings in Disaster Impacted Areas
- Engaged with Emergency Managers to understand role for Delta During Disasters
- Conducted Webinars with Membership Twice a year
- Hosted Webinars with FEMA for Disaster Impacted Communities

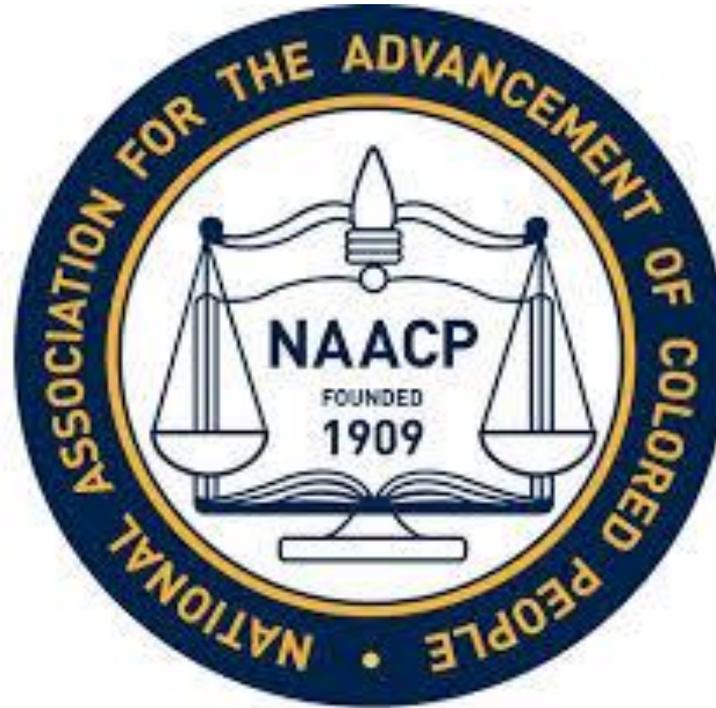


Provide Awareness

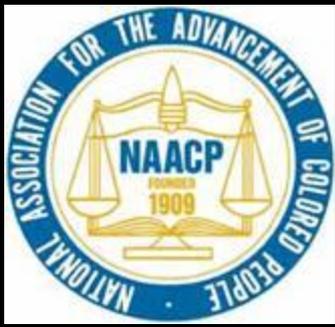
Structured Training

- Design Training Material for Chapters to Utilize in Chapter Meetings
- Developed Link on the National Website as Resource for the Membership
- Connected the Membership to the Educational Links Provided by FEMA
- Distributing Material at Our Delta Days in the Nation's Capital February 28, 2016

# Meet Our Featured Speaker – Jacqueline Patterson



**Jacqueline Patterson**, Director, Environmental and Climate Justice Program, NAACP



# *African Americans and Emergency Management*

FEMA WEBINAR

2/24/2016

# Equity Issues

## Human and Civil Rights Framework

### HUMAN RIGHTS

- Right to Self Determination
- Right to Safe and Healthy Work Conditions
- Right to Highest Standard of Physical and Mental Health
- Right to Food
- Right to a Decent Living Condition
- Equal Rights Between Men and Women
- Right of Youth and Children to be Free From Exploitation

### CIVIL RIGHTS

- Ensuring peoples' physical integrity and [safety](#).
- Protection from [discrimination](#) on grounds such as [gender](#), [religion](#), [race](#), [sexual orientation](#), [national origin](#), [age](#), immigrant status, etc.
- Equal access to health care, [education](#), culture, etc.

# CONTEXT



# Pre-Existing Vulnerabilities

- Political Power Community Infrastructure
- Economic Status
  - Under Insurance
  - Poor Housing Stock
  - Flood Plain
- Pre-Existing Health Conditions
- Immigration Status
- Incarceration History
- Gendered Differentials
- Ableism
- Language Access

## FLOOD PLAIN



## DIFFERENTIAL PREPARATION



## HOUSING STOCK



## TOXIC FACILITIES

## Addressing the Intersection with Environmental Justice



## Upholding Prisoners' Rights



## Avoiding Permanently Lost Businesses/Jobs



## Addressing Criminalization



## Madison Family



## Permanent Displacement



## Changed Communities

## Uninsured—Lost Homes

# Starting CERT Teams/Partnering with ARC



# Diversifying Participation



Mississippi Freedom Riders

Rescue Operations in Yazoo City

# Taking Initiative Locally



# Strengthening Community Engagement

- Policy
  - Strengthened laws that combat the underlying vulnerabilities
- Process
  - Better and more participatory systems. Incorporate broader cross-section of communities in planning and decision making
- Implementation
  - Leverage willingness for collaboration to strengthen community resilience that leads to new partnerships and new ways of operating



# Resources—Climate Resilience

- **Addressing Social Equity and Vulnerability in Climate Change Adaptation Planning**  
<http://www.adaptingtorisingtides.org/wp-content/uploads/2012/06/Equity-White-Paper.pdf>
- **Community Based Adaptation Planning—Oakland**  
<http://www.energy.ca.gov/2012publications/CEC-500-2012-038/CEC-500-2012-038.pdf>
- **Lessons Learned from Local Adaptation Planning**  
[http://ccap.org/assets/LESSONS-LEARNED-ON-LOCAL-CLIMATE-ADAPTATION-FROM-THE-URBAN-LEADERS-ADAPTATION-INITIATIVE\\_CCAP-February-2011.pdf](http://ccap.org/assets/LESSONS-LEARNED-ON-LOCAL-CLIMATE-ADAPTATION-FROM-THE-URBAN-LEADERS-ADAPTATION-INITIATIVE_CCAP-February-2011.pdf)
- **Defining Equity: A Framework for Evaluating Equity in the Context of Ecosystem Services** <http://redd-net.org/files/ESPA%20Equity%20Paper%20for%20website%20final1.pdf>
- **Building Climate Resiliency**  
<http://www.theresourceinnovationgroup.org/storage/Lower%20Will%20Report%201-28-11%20Final%20HiRes.pdf>

# Resources—Disaster Planning

- **Preparing Neighborhoods for Disasters**  
[http://www.mills.edu/academics/graduate/ppol/student\\_research/student\\_research\\_12/Doughty2012\\_ES.pdf](http://www.mills.edu/academics/graduate/ppol/student_research/student_research_12/Doughty2012_ES.pdf)
- **Equity, Unnatural Man-Made Disasters, and Race: Why Environmental Justice Matters**  
<http://www.emeraldinsight.com/books.htm?chapterid=1758338&show=pdf>
- **Preparing for Disaster: Protecting the Most Vulnerable in Emergencies**  
[http://lawreview.law.ucdavis.edu/issues/42/5/articles/42-5\\_Hoffman.pdf](http://lawreview.law.ucdavis.edu/issues/42/5/articles/42-5_Hoffman.pdf)
- **Building Community Resilience to Disaster: A Way Forward to Enhance National Health Security**  
[http://www.rand.org/content/dam/rand/pubs/technical\\_reports/2011/RAND\\_TR915.pdf](http://www.rand.org/content/dam/rand/pubs/technical_reports/2011/RAND_TR915.pdf)
- **Characteristics of a Disaster Resilient Communities: A Guidance Note**  
<https://practicalaction.org/docs/ia1/community-characteristics-en-lowres.pdf>

# Hope in Resilience



# Meet Our Featured Speaker – Shamika Ossey



**Shamika Ossey**, RN, BSN, PHN,  
South LA Teen CERT Collaborative

# South Los Angeles Teen CERT Collaborative

- ★ The South Los Angeles Teen CERT Collaborative was developed in partnership with a wide representation of local organizations and businesses as a true whole community effort.
- ★ Word of mouth from trusted community leaders helped recruit youth into the program and local police vans provided transportation.
- ★ Local businesses provided meals and snacks for the youth, and other local partners ensured that at least five adults were present at every class to show support for the students' efforts.
- ★ The level of commitment and support demonstrated by local businesses, law enforcement, community leaders, and the youths themselves is reflective of the whole community engagement and collaboration that John encouraged and emphasized through his work.
- ★ In the first year, a total of 27 teens were trained in the CERT program of which 14 were trained in CPR and first aid. Former FEMA Youth Preparedness Council member, Tiffany Espensen, also participated in the graduation ceremony.

# South Los Angeles Teen CERT Collaborative Partnership in Action



# America's PrepareAthon! Overview



- ★ Grassroots campaign for action to increase community preparedness and resilience.
- ★ Opportunity for individuals, organizations, and communities to prepare for specific hazards through group discussions, drills, and exercises.
- ★ National PrepareAthon! Days every spring and fall.
- ★ **Free resources and tools** for a range of hazards relevant to communities across the country.

[ready.gov/prepare](https://ready.gov/prepare)

# Speaker Contact Information

Marcus Coleman, DHS Center for Faith-based and Neighborhood Partnerships

★ [partnerships@fema.dhs.gov](mailto:partnerships@fema.dhs.gov)

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★ [15sardwilson@gmail.com](mailto:15sardwilson@gmail.com)

Jacqueline Patterson, NAACP:

★ [jpatterson@naacpnet.org](mailto:jpatterson@naacpnet.org)

Shamika Ossey, South LA Teen CERT:

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★ Twitter: @SOLATeenCert

★ Facebook: <https://www.facebook.com/South LA/Watts Teen CERT>

Thank You

# Question and Answer Session

