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Changing lives in a changing world



Emergency Management

When the organization chart of
Government fails







Why Emergency Management?

- Government builds system to manage emergencies around key agencies and ministries
 - 000 – call and help arrives
- Disasters exceed the capabilities of these systems to meet needs.
 - 000 – call and there is no answer
- Government Agencies that normally don't work together in emergencies often must work together to solve problems in disasters

The 7 Deadly Sins of Emergency Management

- We plan for what we are capable of responding to
- We plan for our communities by placing the “too hard to do” in an annex (elderly, disabled, children, pets)
- We exercise to success
- We think our emergency response system can scale up from emergency response to disasters

The 7 Deadly Sins of Emergency Management

- We build our emergency management team around Government, leaving out volunteer organizations, the private sector, and the public.
- We treat the public as a liability
- We price risk too low to change behavior, as a result, we continue to grow risk

How I Think About Disasters

- Survivor Centric
- The Public is a Resource
 - Communications with the Public must be on their terms : Social Media
- Community Centric, Not Government Centric
 - Private Sector part of the Team
- MoM: Maximum of Maximums
 - Plan for Real, not Easy

- Government Must Focus on Security, Safety, and Stabilization

- Speed is key to stabilization
- If you wait for assessments, you will be too late
- Respond like it's bad, you can always adjust

How I Think About Disasters

Climate Change

- Natural Hazards not Natural Disasters
- The past is not preparing us for future risk
- Appropriate building codes and land use planning reduce future risk
- Can we Adapt / Build Resilient Communities?

The Public in Disasters

1

Prepare for
disaster

2

When a disaster
strikes, check on
your Neighbors

3

Government
needs to see the
Public as a
resource



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Information

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