

Plan to Stay in Business

Disaster Preparedness for Organizations



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INTRODUCTION



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Police to investigate flooding deaths of nearly 100 animals at Petco

By **Kristina Sgueglia**, CNN

September 13, 2011 9:17 a.m. EDT



Dozens of animals die in pet store flood

STORY HIGHLIGHTS

- Flooding hit upstate New York last week
- Nearly 100 animals were found dead after a Petco store flooded
- Petco apologizes to the community after residents express outrage

New York (CNN) -- Police will investigate the deaths of nearly 100 animals that were found in a Petco store after flooding in upstate New York, Johnson City Mayor Dennis Hannon said Monday.

Employees at the Oakdale Plaza store checked on the premises late Wednesday and "all was still well," Petco chief executive Jim Myers wrote Sunday on the chain's official blog, PetcoScoop.





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INTRODUCTION

Why don't people prepare?

- Too complicated
- Too busy
- Cost too much
- The “Won't happen to me!” mentality
- “I have insurance”



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INTRODUCTION

What's the worst that could happen?

- Risk assessment – self assessment to extensive engineering study.
- Know what disasters are common in your operational area, both man-made and natural.



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INTRODUCTION

Flooding (internal and external)	Fires (internal and external)	Seismic activity	High winds	Snow and ice storms
Tornado	Hurricane	Epidemic	Power failure	HVAC failure
Telecommunications failure	Gas leaks	Communications failure	Vehicle crash	Embezzlement
Robbery	Bomb threats	Vandalism	Terrorism	Hazardous waste



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EMERGENCY PLANNING

1. Emergency Supplies
2. Shelter in place plan
3. Evacuation plan



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EMERGENCY PLANNING

What is an Emergency Plan?

- Addresses the incident and time period immediately after
- Returns critical operations to a minimum level



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EMERGENCY PLANNING

Emergency Supply Kit

- Copies of important records
- Water – one gallon per person, per day
- Food – at least a 3-day supply
- Battery-powered NOAA/FM radio, extra batteries
- Flashlight and extra batteries
- First Aid Kit
- Whistle
- Dust or Filter masks
- Moist towelettes/Hand Sanitizer
- Wrench or pliers to turn off utilities

For more information, refer to Red Cross Preparing Makes Sense Brochure



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EMERGENCY PLANNING

Deciding to Stay or Go

- Monitor TV or radio reports for information and official instructions as they become available.
- If you are told to evacuate, shelter-in-place or seek medical treatment, **do so immediately.**
- Use **common sense** and **available information** to determine if there is immediate danger.



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EMERGENCY PLANNING

Make A Shelter-In-Place Plan

1. If you are instructed by authorities to seek shelter, do so immediately.
2. Know who is in your building.
3. Establish a warning system.
4. Account for all workers.
5. Assign specific duties.
6. Use your stored emergency supply kit.
7. Practice! Practice! Practice!



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EMERGENCY PLANNING

Make An Evacuation Plan

1. **Know who is in your building**, including customers and visitors.
2. Decide in advance **who has the authority** to order an evacuation.
3. Identify who will **shut down critical operations (i.e. payroll) and lock the doors**.
4. Locate **building and site maps** with critical utility and **emergency routes clearly marked**.
5. Plan **two ways** out of your building(s).
6. Install **emergency lights** and plan on using flashlights during power outages.



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EMERGENCY PLANNING

Make An Evacuation Plan (con't)

7. Establish a **warning system**.
8. Designate 2 **assembly places**
9. Attempt to account for **all workers, visitors, and customers** as people arrive at the assembly site.
10. Plan for **people with disabilities**.
11. Determine who is responsible for providing an **all-clear or return-to-work signal**.
12. Coordinate with other businesses and practice with nearby businesses.



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CONTINUITY PLANNING



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CONTINUITY OF OPERATIONS PLAN (COOP)

What is a COOP?

- More strategic than an emergency plan
- Aimed at resuming full normal operations as soon as possible after an incident
- Ensures your organization can operate and sustain long term recovery



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CONTINUITY OF OPERATIONS PLAN (COOP)

Start by:

1. Gather a planning team
2. Carefully assess how your company functions, **both internally and externally**, to determine which staff, materials, procedures and equipment are absolutely necessary to stay operating
3. Begin outlining a plan based on the following questions:



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CONTINUITY OF OPERATIONS PLAN (COOP)

Key Questions

In the event of a disaster,

- What will we do if our building, office, or store is not accessible?
- What employees will we need and how will we pay them?
- What will we do if our main supplier or contractor experiences a disaster?
- How will we communicate both internally and externally?
- How will we serve our clients or customers?



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CONTINUITY OF OPERATIONS PLAN (COOP)

Crisis Communications

- **Employees:**
 - Set up a call tree, password protected website page, an email alert, or call-in voice recording for employees.
 - Be clear on how their jobs may be affected.
 - **Management:** Provide top executives with all relevant information needed for the protection of employees, customers, vendors, and nearby facilities.
- **Public:** Update the general public and clients/customers with calm assurances that you are doing everything possible to recover and to protect your workers and the community.



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CONTINUITY OF OPERATIONS PLAN (COOP)

Protect your investment

- Review your insurance coverage.
- Prepare for any utility disruptions.
- Take steps to secure your physical assets (i.e. facilities, buildings & plants).
- Conduct a room-by-room walk-through to determine what needs to be secured (equipment).
- Cyber Security – protect your data and information technology systems.



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CONTINUITY OF OPERATIONS PLAN (COOP)

Tips

- Involve co-workers from all levels in planning.
- Use newsletters, staff meetings, and other internal communications tools.
- Designate an out-of-town call-in number where employees can leave an “I’m Okay” message or use “Safe & Well” website.
- Have alternate routes to get to

and from work.

- Keep a record of employee emergency contact information.
- Keep plan as simple as possible so that it can be remembered and followed in an emergency



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FINAL THOUGHTS



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Promote Family & Individual Preparedness

Encourage your employees and families to:

- Get a Kit, Make A Plan, Be Informed.
- www.redcross.org or www.ready.gov
- Give Preparing Makes Sense brochures to your employees.
www.ready.gov



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Practice the Plan

1. Hold tabletop drills.
2. Plan with other businesses.
3. Train new employees during orientation.
4. Practice evacuating and sheltering.
5. Evaluate and revise processes as needed.
6. Keep training records.



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Handouts

- Emergency Supplies
- What Are The Costs?
- Business Continuity Resource Requirements
- Computer Hardware Inventory
- Business Continuity Plan



What You Can Do Now

- ReadyRating.org
- Ready.gov/business
- Redcross.org
- NY ALERT
 - nyalert.gov/enroll
 - iAlertz app
- SERVPRO of Broome County
 - Emergency Ready Profile
 - Ready Plan Mobile App



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Questions?

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