

Whole Community Planning: What it Means to Partner Up

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Objectives

- Define “whole community” and describe the benefit of integrating this philosophy into emergency planning efforts.
- Identify action steps for townships to incorporate whole community planning into emergency management efforts.

Emergency Management Cycle



Why “whole community”?

“Government can and will continue to serve disaster survivors. However, we fully recognize that a government-centric approach to disaster management will not be enough to meet the challenges posed by a catastrophic incident. That is why we must fully engage our entire societal capacity ...”

- Administrator Craig Fugate, FEMA (March 30, 2011)

In other words ...

- *"You do your job, I'll do my job*
 - *Everyone has to do their part*
 - *Government, let alone FEMA, cannot do it by itself*
 - *Everyone is a partner in the disaster preparedness, mitigation, response, and recovery effort*
 - *Stop working in isolation and look for partners wherever you can find them*
 - *Public, private, nonprofits all need to get out of their silos and function as a coordinated whole*
 - *The general public is a necessary partner, we cannot be successful without them*
 - *Yes, doing the above can save money, but more importantly we need to be functioning as a single team with coordinated actions"*
- Eric Holdeman, Disaster Zone Blog, Emergency Management Magazine (March 11, 2011)

Who is the whole community?

- Residents
- Business and industry
- Non-profit agencies
- Social services
- Faith-based organizations
- Economic and community development
- Emergency management
- Public safety
- Public health
- Government officials
- Healthcare organizations

Benefits

- Shared understanding of needs and capabilities
- Greater empowerment and integration of resources
- Stronger social infrastructure
- Established relationships facilitate more effective preparedness, response, recovery, and mitigation activities
- Increased preparedness across the community
- Greater community resilience



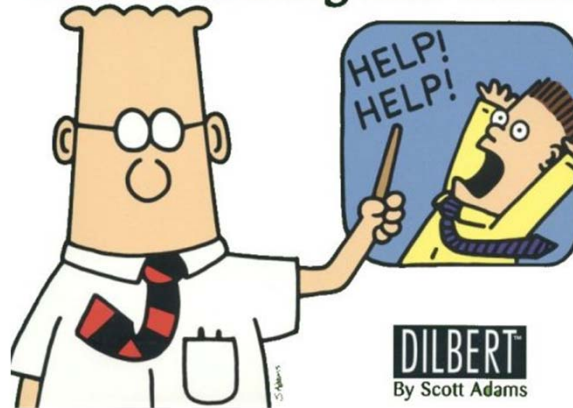
Essential Principles

- Understand and meet the actual needs of the whole community
- Engage and empower all parts of the community
- Strengthen what works well in communities on a daily basis



Where do we begin?

**Our Disaster Recovery Plan
Goes Something Like This...**



Planning Themes and Actions

- Understand community complexity
- Recognize community capabilities and needs
- Foster relationships with community leaders
- Build and maintain partnerships
- Empower local action
- Leverage and strengthen social infrastructure, networks and assets

Know your community

- Demographics
- Geography
- Access to resources
- Economic prosperity
- Social patterns
- Community leaders



Recognize capabilities and needs

Capabilities

- Public
- Private
- Civic

Needs

- Special populations
- Age groups
- Language barriers



Foster relationships



- Identify formal and informal community leaders
- Utilize relationships that exist every day
- Meet people where they are

Build partnerships

- Includes a broad scope of knowledge and experience in the process
- Provides greater opportunity to reach all members of the community
- Organizations share interests with one another
- Private and public sectors work together



Empower local action

- Government cannot manage disasters alone
- Allow members of the community to lead and take active roles



Leverage and strengthen networks



- Connect daily life to emergency management
- Know how your community works under normal conditions
- Utilize existing community networks

Thoughts to take home

- Participate
- Think outside the box
- Ask questions
- Think ahead



Additional Resources

- A Whole Community Approach to Emergency Management: Principles, Themes, and Pathways for Action, FEMA, December 2011
- Plan Integration: Linking Local Planning Efforts, FEMA, July 2015



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Link to presentation, notes, and additional resources is available on our website.