The Whole Community Approach: What does it mean and who does it include?
PHIL STROUSE
STAKEHOLDER RELATIONS LIAISON
FEMA REGION IV
Focused on grass-roots, community-based coordination vs. traditional government-centric approach

Three key principles, six themes and associated benefits

Resources: FEMA-Community-Engagement@fema.dhs.gov, www.fema.gov
THREE KEY PRINCIPLES TO WHOLE COMMUNITY

1. Understand and **meet the actual needs** of the whole community
2. Engage and **empower all parts** of the community
3. **Strengthen what works** well in communities on a daily basis

Six strategic themes focus on capabilities and needs, relationships, partnerships, and networks
SBA DISASTER LOANS

Low-Interest Loans Available

Who and What is Eligible
PREPAREDNESS AND BUILDING STRATEGIES

Have a Plan and Exercise

Know your Insurance
Local Partners
Local Officials
Local Media

CONNECTING WITH THE LOCAL COMMUNITY - OUTREACH
JENNIFER POSTEN
DIRECTOR OF MEMBER SERVICES
NATIONAL VOLUNTEER ORGANIZATIONS ACTIVE IN DISASTERS
The National VOAD Movement
A Whole Community Approach
National VOAD Movement

Who we are

National Voluntary Organizations Active in Disaster (VOAD) is a nonprofit, nonpartisan, membership based organization that serves as the forum where organizations share knowledge and resources throughout the disaster cycle to help disaster survivors and their communities.
Our History

1969
National VOAD was founded in the aftermath of Hurricane Camille

1970’s
By the end of the 1970’s, many other organizations joined the National VOAD Movement.

1980’s
During the 1980’s many local affiliates of National VOAD Members began forming Local, Regional and State VOAD’s.

1990’s
By the mid-1990’s, VOAD became a true National Movement.
The National VOAD coalition includes 55 of the country’s most reputable national organizations (faith-based, community-based and other non-governmental organizations) and 55 State/Territory VOADs, which represent Local/Regional VOADs and hundreds of other member organizations throughout the country.

- **55 National Member Organizations**
  [http://www.nvoad.org/members](http://www.nvoad.org/members)

- **55 State/Territory VOAD Members**
  [http://voad.org/states](http://voad.org/states)
National VOAD Partnerships

VOAD Partners

National VOAD is dedicated to whole community engagement and recognize that all sectors of society must work together to foster more resilient communities nationwide.  http://voad.org/partners

National VOAD welcomes substantive partnerships with:

• Emergency Management
• Public Health Agencies
• For-profit Corporations
• Foundations
• Educational and Research Institutions
• Associations
• Other Nongovernmental Organizations
A key aspect of Whole Community is empowering others to lead. Local VOADs and COADs provide a neutral forum for **whole community** engagement

**VOAD Whole Community values include:**

- Understanding community complexity
- Recognize community capabilities and needs
- Foster relationships with community leaders/champions
- Build and maintain partnerships
- Empower local action
- Leverage and strengthen social infrastructure, networks, and assets
National VOAD Movement

National VOAD

National VOAD Member Organizations

State/Territory VOADs

Local/Regional – VOAD/COADs

Communities

All disasters start & end locally
KEITH KOTCH
COMMUNICATIONS AND WARNING COORDINATOR
ORANGE COUNTY EMERGENCY MANAGEMENT
Whole Community Approach

What does it mean? - Who does it include?

Local Government Approach

June 11 – 12, 2013
SEEKING PARTNERS

- EOC
- COAD/VOAD
- Presentations
- Website
- Volunteer Florida
- Hands On Orlando
- Social Media
- Citizen Corps/CERT
TRAINING & NETWORKING

- Workshops
- Summits
- Faith-Based Breakfast
INFORMATION FLOW

- OCERT (ESFs/ECOs) Bi-monthly Meetings
- Email Distribution Groups
- OCAlert Groups – Text-based & Email Messaging
- ESF-18 – Community & Business
- ESF-15 – Volunteers & Donations
Breaking Down Barriers

- Economical - Government can’t provide everything
- Political - Appearances of favoritism
- Cultural - Professionals working with “Volunteers”
- Legal - Vetting volunteers: Affiliated/Spontaneous
GREG STRADER
EXECUTIVE DIRECTOR
BE READY ALLIANCE COORDINATING FOR EMERGENCIES (BRACE)
LOCAL STRATEGY
- Planning and Capacity Building
- Outreach and Education
- Training and Exercises
- Volunteer Programs & Surge Support

Emergency Responders
Government Leaders
Neighborhood Groups/Associations
VOADs
Disabilities Advocates

FAITH-BASED

FRAIL ELDERLY

CHILDREN/SCHOOLS

BUSINESS/WORKPLACE

LANGUAGE/CULTURE

GREATER Pensacola CHAMBER
The Community Emergency Response Team (CERT) program educates and trains citizens in basic disaster response skills.

Fire Corps promotes the use of citizen advocates to provide support to fire and rescue departments.

The Medical Reserve Corps (MRC) Program helps medical, public health, and other volunteers offer their expertise.

The Community Emergency Response Team (CERT) program educates and trains citizens in basic disaster response skills.

Neighborhood Watch/USAonWatch incorporates terrorism awareness education into its existing crime prevention mission.

Volunteers in Police Service (VIPS) works to enhance the capacity of state and local law enforcement to utilize volunteers.
EscaRosa Business Continuity Initiative Workgroup

Includes a core group from both counties dedicated to developing a plan and implementing programs and initiatives that support local businesses.

BRACE

Preparedness Committee

Chambers of Commerce

ESF 16

Santa Rosa ESF 16

2-way communication – ideas come from the workgroup and from businesses

All businesses in Escambia County

All businesses in Santa Rosa County

SAFER Santa Rosa

Business Continuity Committee

Chambers of Commerce

This is the target of all initiatives and programs developed by the workgroup.

EscaRosa BCI

Business Continuity Initiative
BRYAN LOWE
PRIVATE SECTOR COORDINATOR
FLORIDA DIVISION OF EMERGENCY MANAGEMENT
- FEDERAL
- STATE
- LOCAL
- NGO
- FAITH BASED
AND YOU.......
Questions for the Audience:

- What can we do?
- What can we do differently?
- What can we do better?
The Whole Community Approach:
What does it mean and who does it include?

Discussion and Q&A