



Building Resilient Communities

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American Red Cross

Why Resilience

An Organizing Principle for the related activities of the Disaster Cycle:

- Preparedness
- Response
- Recovery
- Mitigation





Resilience - Definitions

- **The White House** - “The ability to adapt to changing conditions and withstand and rapidly recover from disruption due to emergencies.”
- **American Red Cross** – “A resilient community can be defined as one that possesses the physical, psychological, social, and economic capacity to withstand, quickly adapt to, and successfully recover from a disaster.”
- **Community Resilience System Initiative (CRSI)** – “The capability of a community to anticipate risk, limit impact, and recover rapidly through survival, adaptation, evolution, and growth in the face of turbulent change.”





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Cases in Resilience - Haiti

- **2010 Haiti Earthquake**
 - January 12, 2010
 - 7.0 M
 - Approximately 316,000 deaths





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Cases in Resilience - Japan

- **2011 Great East Japan (Tohoku) Earthquake (followed by tsunami and nuclear accident)**
 - March 11, 2011
 - 9.0 M
 - Approximately 16,000 deaths
 - Early warning systems reached millions





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Context

- Presidential Policy Directive on National Preparedness (PPD-8)
- FEMA's Whole Community Approach
- Harvard's Meta-Leadership



National Preparedness Goal

*First Edition
September 2011*



Homeland
Security

What the Red Cross is Doing



American Red Cross

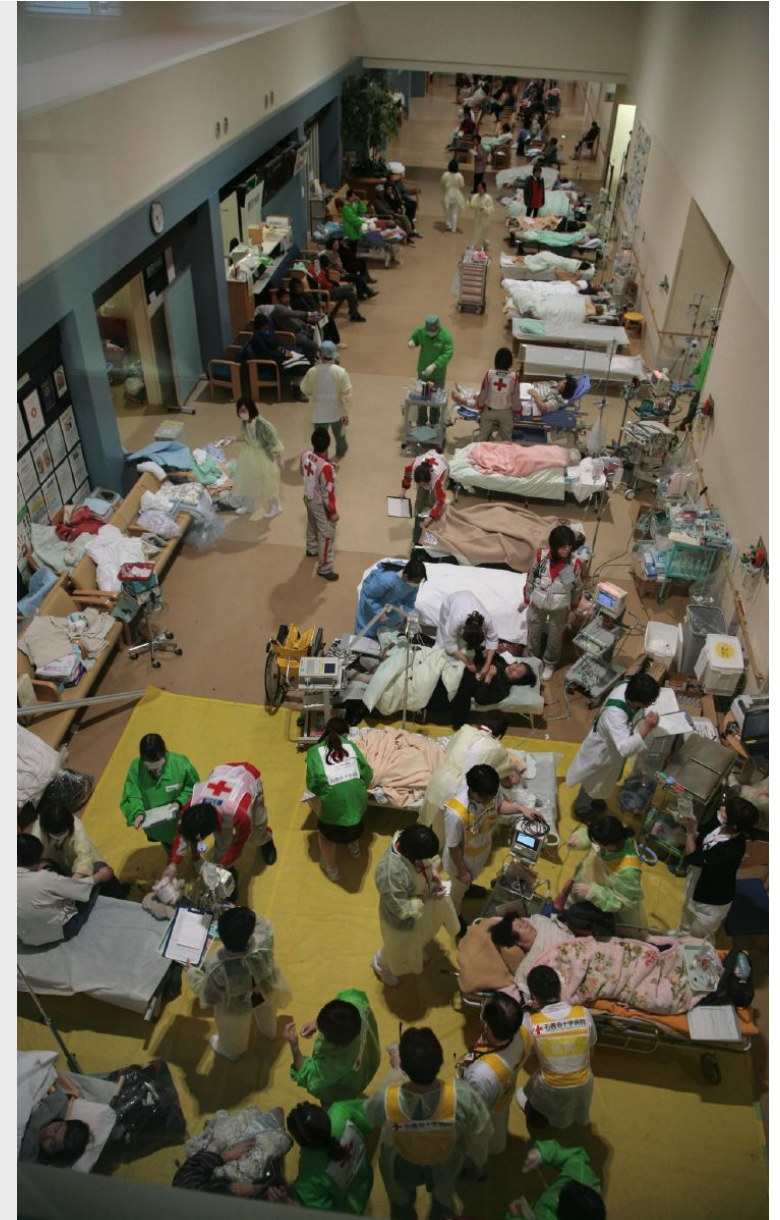
New Approach - Community Resilience Strategy

Foundations -

- Consistent with Presidential Policy Directive – 8
- Consistent with Harvard/CDC Meta-Leadership
- Based on academic research, international models
- Piloted in five Red Cross locations

Goal -

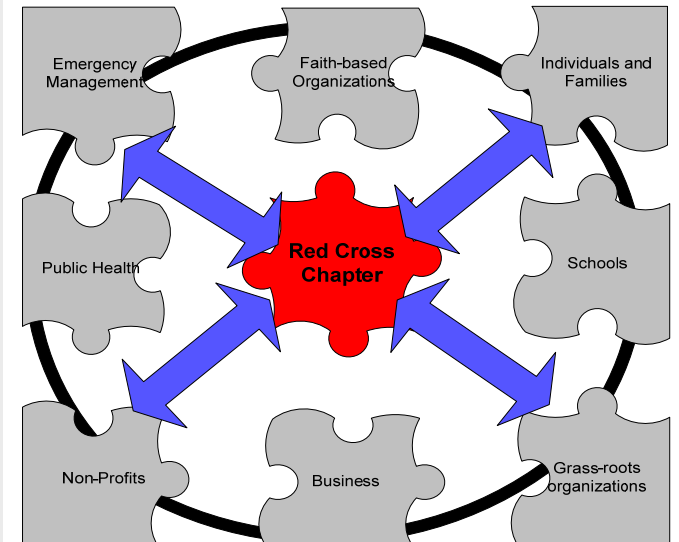
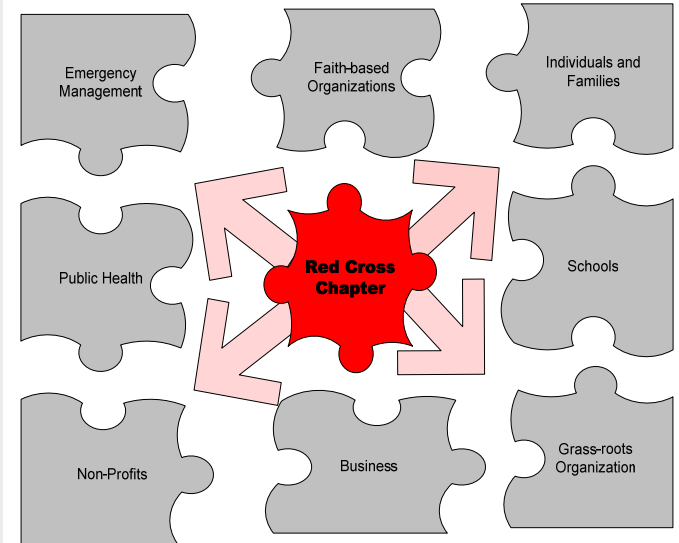
- Empower communities to build resilience for the next disaster





Preparedness and Resilience

- **Traditional Preparedness**
 - Preparedness Education and Health and Safety Classes, Information, Programming
 - Focus: Individual, household
 - Red Cross informs and instructs
- **Community Preparedness and Resilience**
 - Community Engagement for preparedness and resilience across the disaster cycle
 - Focus: Individual, organizational, community
 - Red Cross facilitates community interaction around preparedness and resilience





One-year Pilot

Five locations:

New Orleans, Mississippi,
Miami, San Francisco and
Denver

Red Cross convenes,
community leads

Action required





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Pilot results

Six months

- 145 organizations
- 82% made new connections
- 93% stronger relationships
- 100% “I can impact preparedness”

Not typical “Red Cross issues”

- Daycares
- Senior mobile home park evacuation





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Community Resilience Strategy - Objectives

- **Foster relationships** among the whole community, including neighbors, businesses, non-profits, government, schools, faith-based groups and emergency management, and
- **Build trust** among these diverse groups and community agencies prior to a disaster





American Red Cross

Community Resilience Strategy - Framework

Strengthen community capacity across the disaster cycle through:

- Hazard and Risk Assessments
- Identifying community assets (including Red Cross preparedness tools and programs)
- Planning collaboratively prior to an event and leveraging existing resources
- Taking action jointly for risk reduction around the disaster cycle:
 - Preparedness
 - Mitigation
 - Response and Recovery
 - Messaging and Communication



What You Can Do



THANK YOU