



Emergency Preparedness Planning for Housing Counseling Agencies

Office of Housing Counseling
October 21, 2014



Emergency Preparedness Planning

Audio available only via conference call.

To join:

Call: **(800) 260-0712**

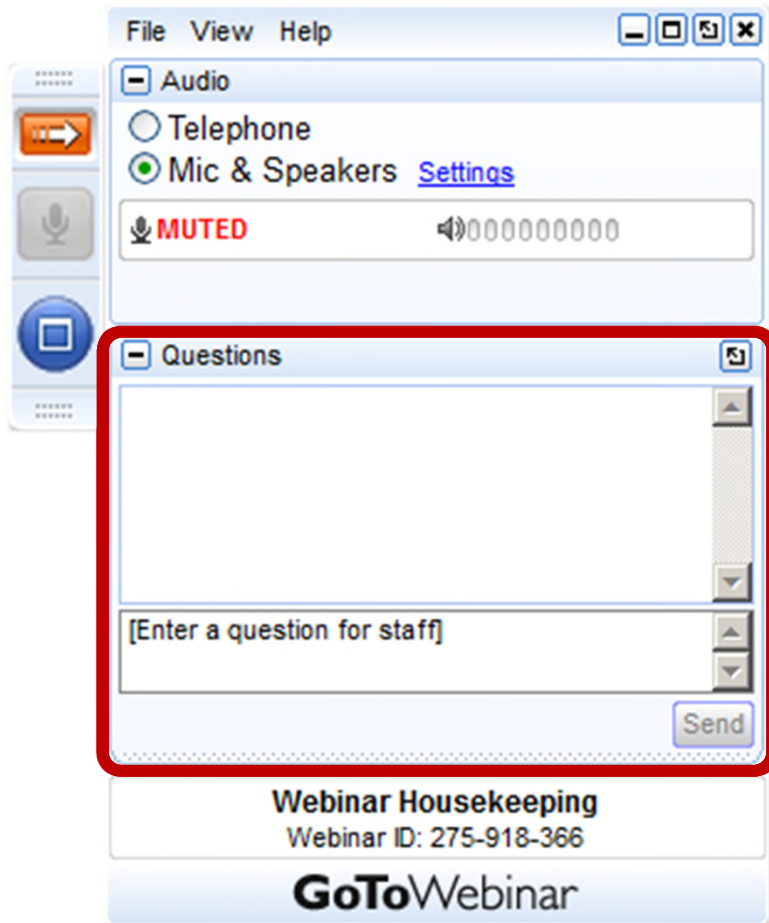
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October 21, 2014

Webinar Logistics

- Audio is being recorded. It will be available along with the PowerPoint at www.hud.gov/housingcounseling under “Webinar Archives”
- Attendee lines will muted during presentation.
- We will have a number of polls questions.
- There will also be discussion questions. The operator will give you instructions on how to make your comments.

Other Ways to Ask Questions



Your Participation

Please submit your text questions and comments using the Questions Panel.

You can also send questions and comments to:

housing.counseling@hud.gov

Note: Today's presentation is being recorded and will be provided within 48 hours. The replay information will be sent out via ListServ.

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- It is critical that you mute your phone during these discussions.
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 - *6 will also mute and unmute your phone.
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- Please be courteous.

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Thank you for attending our Webinar. We hope you enjoyed our event.

This is your CERTIFICATE OF TRAINING for this 2 hour webinar.

Please send your questions, comments and feedback to: housing.counseling@hud.gov.



Welcome

Jerry Mayer

Director

Office of Outreach and Capacity Building

TODAY'S MEETING

COLLEEN WEISER

OFFICE OF POLICY AND GRANT ADMINISTRATION

Purpose

- To inform housing counseling agencies of the importance of preparing and planning for emergencies.
- To discuss what housing counseling agencies are currently doing to prepare.
- To provide information and resources on preparing and planning for emergencies.

Agenda

- Why Plan for Emergencies?
- What is an Emergency?
- Make an Emergency Preparedness Plan/Continuity of Operations
- Promoting family and individual preparedness
- Community outreach/before, during and after an emergency

Presenters from the Office of Housing Counseling

- Colleen Weiser
- Virginia Holman
- Suzanne Isaacs
- Beth Eilers
- Cheryl Lombre'

INTRODUCTION

SUZANNE ISAACS

OFFICE OF OUTREACH AND CAPACITY BUILDING

Why Plan for Emergencies?

- Get your agency and community back in business after an emergency
- Protect and support your employees, clients and community during and after an emergency.
- Protect your facilities, systems and equipment.

What is an Emergency?

Any unplanned event that can:

- Cause deaths or significant injuries to employees, customers or the public
- Shut down your business, disrupt operations, cause physical or environmental damage,
- Threaten the agency's financial standing or public image.
- Natural hazards, human-caused hazards or technology- related hazards

Examples of Emergencies

The emergency may be agency specific, local, regional or national.

“Disaster” implies a large-scale, natural event

Many events can be “emergencies,” including:

- Fire, explosions
- Hazardous materials incident, Radiological accident
- Floods
- Storms – Hurricanes, Tornados, Winter storms
- Earthquake
- Communications and systems failure
- Wide spread illness
- Civil disturbance
- Loss of key supplier or customer

Polling Question #1

- Has your agency had to deal with an emergency that affected your services? Select all that apply.
 - Yes – agency event
 - Yes – local or community event
 - Yes – state or national event
 - Yes – Presidentially declared disaster
 - No

Discussion Question

- Tell us about an emergency that your agency dealt with and how you handled it.

EMERGENCY PREPAREDNESS PLANNING/CONTINUITY OF OPERATIONS

GINGER HOLMAN

OFFICE OF OUTREACH AND CAPACITY

Polling Question #2

- Is your agency prepared to continue operations during and after an emergency?
 - Yes, we have a written plan and procedures
 - Yes, we have an informal plan
 - No

Discussion Question

- Why do you have a plan or why don't you have a plan?
- Do you think that a written plan is important?
- If you have a plan, have you implemented it? What was your experience?
- Have you had staff discussions about what to do?



FEMA

Be Informed.

Do you know what kind of emergencies might affect your company?
Do you know what you will do in an emergency situation?

Develop a Business Continuity Plan.

Do you know which staff, procedures and equipment are absolutely necessary to keep operating?
Do you have back-up plans for those operations?
Do you know what you will do if your building or plant is not accessible?
Do you know what you will do if your suppliers are impacted by a disaster?
Are you ready for utility disruptions?

Prepare your Emergency Plan.

Do you have an evacuation and shelter-in-place plan?
Do you have a plan to communicate with employees before, during and after an incident?
Do you have copies of building and site maps with utilities and emergency routes marked?
Are your employees trained for medical emergencies?

Practice the Emergency Plan.

Have you practiced your plan recently?
Do you practice and coordinate with other businesses in your building or industrial complex?
Have you reviewed your plans in the last 12 months?

Review Insurance Coverage.

Have you reviewed your insurance coverage recently to see if you're covered in a disaster?

Secure Your Facility and Equipment.

Have you secured all the ways people, products and supplies get into your building?
Have you conducted a room-by-room walk through to determine what can be strapped down?

Improve Cyber Security.

Do you regularly install patches to your software?
Have you installed a firewall on your computer?
Do you regularly update your antivirus software?

Promote Family and Individual Preparedness.

Do you encourage employees to have a personal emergency supply kit and a family communication plan?

If you answered “No” to any of these questions, visit www.ready.gov and learn how to better prepare your business.



FEMA

FEMA-X-781-1-6-1-X-13034-1

Making Your Plan

- Set up your planning team
 - Decide who is in charge
- Look at your agency's capabilities and potential hazards
 - Look at your current plans and policies, i.e. insurance, finance, and employee policies
 - Meet with local groups about their plans and resources
 - Identify codes and regulations that impact your operation
 - Identify your critical products, services and operations and determine need for backups.
 - Identify agency resources and capabilities that could be needed in an emergency
 - Identify community resources that could be needed
 - Make formal agreements

- Review your insurance policies
- Identify potential emergencies and their probability
 - Make a formal assessment of impacts
- Develop and write the plan
 - Agency policy and personnel responsibilities
 - How and where emergencies will be managed.
 - Establish emergency response procedures
- Train your staff
- Give plan to your local partners.

Things to Consider When Planning

- What staff, equipment and materials are absolutely necessary?
- Do you have a staff/management succession plan?
- Do you have a procedure for backing up your electronic data and storing it off-site?
- How will you protect paper files?
- Do you have an alternate location in the event that your office must be closed?
- Are staff authorized to telework?
- Do you evacuate or shelter in place?
- Do you have a communication plan with staff, clients and vendors to determine their personal situation?



Business Continuity and Disaster Preparedness Plan

☐ PLAN TO STAY IN BUSINESS

Business Name

Address

City, State, Zip Code

Telephone Number

The following person is our primary crisis manager and will serve as the company spokesperson in an emergency.

Primary Emergency Contact

If this location is not accessible we will operate from location below:

Business Name

Address

City, State, Zip Code

Telephone Number

If the person is unable to manage the crisis, the person below will succeed in management:

Secondary Emergency Contact

RESOURCES FOR PLANNING

CHERYL LOMBRE'

OFFICE OF OVERSIGHT AND ACCOUNTABILITY

**Ready.gov has many resources for
helping you make your plans.**

BE INFORMED

Learn what protective measures to take before, during, and after an emergency.

MAKE A PLAN

Prepare, plan and stay informed for emergencies.

BUILD A KIT

Build a kit for disasters to be prepared.

GET INVOLVED

Find opportunities to support community preparedness.

BUSINESS

Plan for and protect your business.

► Program Management

► Planning

► Implementation

► Testing & Exercises

► Program Improvement

Business Continuity



> Business





Why Be Prepared?

1

Why Be Prepared?

Because my employees, students and community count on me.

Take the Assessment

Who Is It For?

2

Ready Rating

3



Free Ready Rating Tools

Resource Center
Preparedness information
and tools

View Videos



The Ready Rating Program

It's free. It's easy. It's necessary.

Join Now

Free Ready Rating Tools



Emergency Response Planner - BETA

Create a tailor-made plan for your organization



View Videos



FedEx Small Business



The Program



123 Assessment

The Ready Rating Program

It's free. It's easy. It's necessary.

Join Now

Free First Aid App



Available Now For
iPhone & Android

Ready Rating: A FREE Service from the American Red Cross

Ready Rating is a program that helps businesses, schools and organizations become prepared for disasters and other emergencies. All in one place, Ready Rating members have access to one-of-a-kind tools, resources and information for evaluating and improving their ability to withstand disaster, maintain operations, and protect lives and property. Whether you are taking your first steps or have a fully-functioning emergency management program, the Ready Rating program can help you achieve a higher level of preparedness.



123 Assessment

Use the online self assessment to measure your organization's level of preparedness.



Ready Rating Store

Shop for preparedness equipment and supplies



Emergency Response Planner - BETA

Create customized emergency plans for your organization.



Resource Center

One stop shop for preparedness information, checklists and tools



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redcross.org | redcrossstore.org

Other Resources

There is a lot of help available to you for developing and implementing your plan.

- www.fema.gov/pdf/business/guide/bizindst.pdf
- www.sba.gov/content/disaster-planning
- www.ready.gov/business
- www.fedex.com/us/smallbusiness/FERC_smallbus_pdf_120809.pdf
- www.readyrating.org

A more extensive list can be found on the OHC webpage at http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/hcc/OHC_DISA

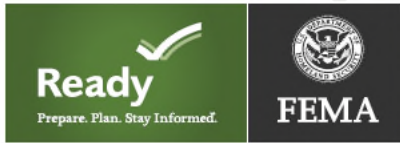
PROMOTING FAMILY AND INDIVIDUAL PREPAREDNESS

SUZANNE ISAACS

OFFICE OF OUTREACH AND CAPACITY BUILDING

Family Emergency Preparedness

- Talk to your staff and clients about being prepared for emergencies.
 - The importance of a family emergency plan and communication plan
 - Make a kit of important supplies, papers, etc.
- Incorporate personal/family emergency preparedness in education classes and counseling sessions.
- Be sure to include pets in any plan
- Be sure that seniors are included in a plan.



Are You **READY!**

Some disasters strike without any warning. Have you thought about those supplies you'll need the most? They will usually be the hardest to come by. Enlist your children to help gather supplies for your family's emergency kit. It'll bring you a sense of relief, and your kids a feeling of empowerment.

Make sure you have enough supplies to last for at least **three days**. Think about where you live and your needs. Consider having a large kit at home, and smaller portable kit in the car or your workplace.

If a big storm is coming...

- ✓ Fill your car with gas
- ✓ Fill plastic bags with water and place them in the freezer
- ✓ Get extra cash out of the bank
- ✓ Fill prescriptions

Emergency Supplies List

- ☐ 3-day supply of non-perishable food (dried fruit,
- ☐ Whistle to signal for help



Recommended Items to Include in a Basic Emergency Supply Kit:



Water, one gallon of water per person per day for at least three days, for drinking and sanitation



Food, at least a three-day supply of non-perishable food



Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both



Flashlight and extra batteries



First aid kit



Whistle to signal for help



Dust mask, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place



Moist towelettes, garbage bags and plastic ties for personal sanitation



Wrench or pliers to turn off utilities



Can opener for food (if kit contains canned food)



Local maps

Through its *Ready Campaign*, the Federal Emergency Management Agency educates and empowers Americans to take some simple steps to prepare for and respond to potential emergencies, including natural disasters and terrorist attacks. *Ready* asks individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies that could occur and their appropriate responses.

All Americans should have some basic supplies on hand in order to survive for at least three days if an emergency occurs. Following is a listing of some basic items that every emergency supply kit should include. However, it is important that individuals review this list and consider where they live and the unique needs of their family in order to create an emergency supply kit that will meet these needs. Individuals should also consider having at least two emergency supply kits, one full kit at home and smaller portable kits in their workplace, vehicle or other places they spend time.



FEMA

Federal Emergency Management Agency
Washington, DC 20472



Family Communication Plan

Emergencies can happen at any time. Does your family know how to get in touch with each other if you are not all together?

Before an emergency happens, have a family discussion to determine who would be your out-of-state point of contact, and where you would meet away from your home — both in the neighborhood and within your town.

*Let them know
you're OK!*

Pick the same person for each family member to contact. It might be easier to reach someone who's out of town.

Important Information

Fill in this information and keep a copy in a safe place, such as your purse or briefcase, your car, your office, and your disaster kit. Be sure to look it over every year and keep it up to date.

Out-of-Town Contact

Name:

Home:

Cell:

Email:

Facebook:

Twitter:

Out of Town Contact: twitter

Neighborhood Meeting Place:

Regional Meeting Place:

Polling Question #3

- Do you discuss with your staff and clients the importance of having a family emergency preparedness plan?
 - Yes, staff and clients
 - Yes, family
 - Yes - both
 - No

Discussion Question

- How can family emergency preparedness be incorporated into your counseling sessions?
- How have you or would you assist your clients during and after an emergency?

COMMUNITY OUTREACH/ BEFORE, DURING AND AFTER AN EMERGENCY

BETH EILERS

OFFICE OF OUTREACH AND CAPACITY BUILDING

Involvement with the Community

- Get involved before an emergency
- Get to know and work with community leaders, first responders, government agencies, community groups, and utilities
 - Discuss plans and procedures
 - Define your agency's role in a emergency
 - Prepare mutual aid agreements
- Work with media
- Identify possible volunteer activities

Involvement for Community Planning

- Meet regularly with leaders to discuss plans and define roles
- Who to work with:
 - FEMA
 - SBA, IRS, HHS
 - State Department of Emergency Management
 - Local Governments, Housing Authorities, Departments of Social Services and Community Partners
 - Local Emergency Operations Coordinators and Citizens' Emergency Response Teams
 - Utilities, hospitals, etc.
 - Community and neighborhood organizations
 - Local chapters of nonprofits (Red Cross, Salvation Army, United Methodist Committee on Relief, and others)

Polling Question #4

Is your agency involved with the community's emergency preparedness planning?

- Yes
- No
- Not sure

Helping During and After Community-wide Emergency

- Housing Counseling Agencies can have a major role with community-wide assistance
- Staff any emergency service center to provide information to citizens (depending on the type of emergency)
- Set up activities such as blood drives, food banks, etc.
- Encourage staff to participate in the Community Emergency Response Team (CERT) Program and other similar groups.

GET INVOLVED

In the face of disaster, Americans come together with courage, compassion and unity and ask, "How can I help?"

There are many ways to Get Involved especially before a disaster occurs. The whole community can participate in programs and activities to make their families, homes and communities safer from risks and threats. Community leaders agree the formula for ensuring a safer homeland consists of volunteers, a trained and informed public and increased support of emergency response agencies during disasters. Major disasters can overwhelm first responder agencies, empowering individuals to lend support.

So Get Involved before disaster strikes! Here are a few ways you can help:

- Volunteer to support disaster efforts in your community. Get trained and volunteer with a Community Emergency Response Team, Medical Reserve Corps unit and/or other Citizen Corps Partner Program or Affiliate organization. Many local faith-based and community organizations have programs active in supporting disasters too. [View more volunteer opportunities.](#)
- Be part of the community planning process. Connect and collaborate with your local emergency planning group, Citizen Corps Council or local emergency management agency. [Contact nearest planning organization.](#)
- Join or start a preparedness project. Find an event or identify local resources, build a team, choose a project, set goals and serve your community by improving the preparedness of your friends, colleagues and neighbors. [Get started.](#)
- Support major disasters by donating cash or goods which may help meet the needs of your community in times of disaster. [Learn more.](#)

Counseling After an Emergency

- Post-emergency counseling is different from standard housing counseling. Some additional knowledge or resources may be needed.
 1. Much more intensive and long-term engagement with families, which is more like case management for the housing issues than like typical counseling tied to a single transaction (home purchase or loan modification)
 2. Understanding homeowners insurance
 3. Connecting to disaster recovery networks
 4. Assisting clients in a state of chronic distress
 5. Understanding in home repair financing and oversight
 6. Understanding in the construction process

Your Role In a Presidentially Declared Emergency

- If your community is in an area with a Presidential Disaster Declaration, your role may be more specific.
 - Recognize FEMA as lead agency – assist where requested
 - Staff any Disaster Recovery center(s) as requested by FEMA
 - Provide community partners with information on program availability, flexibility, access to needed resources
 - Assist homeowners with mortgage and other housing issues
 - Help locate housing for dislocated residents.
 - Provide support to the community

Discussion Question

- How have you worked with your community before, during and after an emergency?
- In what ways have you worked with your staff and clients to prepare for or cope with an emergency?
- What ways could your agency help?



Summary and Concluding Remarks

Colleen Weiser

Polling Question #5

Now that you know more, will your agency be developing an Emergency Preparedness Plan?

- Yes
- No
- Maybe

For housing counseling program information, grant information, training and events, counselor resources and to sign up for our LISTSERV, go to www.hud.gov/housingcounseling

Questions or comments:
housing.counseling@hud.gov