

MOSAICA

NCLR
NATIONAL COUNCIL OF LA RAZA

Meeting the Needs of Latino Communities in Emergency Management

March 27, 2012



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Agenda

- Welcoming comments from Ben Curran, Voluntary Agency Liaison Section Unit Chief
- Overview of the Emergency Manager Tool Kit
 - Charles Kamasaki, NCLR Executive Vice President
 - Guadalupe Pacheco, Senior Health Advisor to the Director-Office of Minority Health
- Best Practices for engaging Latinos in emergency management:
 - Josue Diaz, FEMA Region II Voluntary Agency Liaison
 - Freddy Zelaya Jr., Emergency Management Coordinator, City of Fort Lauderdale, Fire-Rescue Department
 - Steve Pollio, Fire Chief, Coconut Creek Fire and Rescue
- Highlighting new tools from FEMA that support state and local emergency manager engagement with the Latino Community
- Question and Answer Period
- Closing Comments



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**Creating the *Emergency Managers
Tool Kit: Meeting the Needs of
Latino Communities***

Charles Kamasaki

Executive Vice President

National Council of La Raza

March 27, 2012

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NCLR Emergency Preparedness and Response Work

1. Katrina Relief Fund – monetary support for NCLR Affiliates helping victims in the Gulf Coast
2. Reports – In the Eye of the Storm: How the Government and Private Response to Hurricane Katrina Failed Latinos and Averting Disaster: What the California Wildfires Can Teach Us about Reaching Latinos in Times of Crisis
3. Project to Enhance the Capacity of Emergency Managers to Respond to Latino Communities – OMH-funded project with 3 goals: establish NCLR's Disaster Advisory Group, conduct community-based research, and produce Emergency Managers Tool Kit: Meeting the Needs of Latino Communities

NCLR Project to Enhance the Capacity of Emergency Managers to Respond to Latino Communities

- Address the systemic disconnect between emergency management systems and Latino and immigrant populations by:
 1. Establishing a Disaster Advisory Group to provide guidance and expertise in the development of materials and strategies to reach Latino communities affected by a disaster
 2. Conducting community-based formative research to identify the most effective materials and training components for serving Hispanics
 3. Developing a tool kit to improve the responsiveness of emergency managers and relief agencies to Latino victims of a disaster

Disaster Advisory Group

- 12 members representing a cross-section of public and private organizations
 - American Red Cross
 - Asian American Justice Center (AAJC)
 - Department of Health and Human Services, Montgomery County, MD - Public Health Emergency Preparedness and Response Program; Latino Health Initiative
 - Emergency and Community Health Outreach (ECHO), St. Paul, MN
 - Latino Memphis
 - Mississippi Immigrant Rights' Alliance (MIRA)
 - National Immigration Law Center (NILC)
 - Office of Minority Health, HHS
 - University of Miami – Miller School of Medicine, Center for Disaster & Extreme Event Preparedness (DEEP Center)
- Convened for 3 meetings to review the field research process, suggest themes and resources for the tool kit, and review draft tool kit contents

Formative Research: Literature Review, Focus Groups and In-Depth Interviews

- Extensive literature review
- Focus groups and in-depth interviews conducted in New Orleans and Orlando
- Four focus groups: two with community members with disaster experience, two without
- Eight in-depth interviews with emergency managers, local Latino CBO leaders, and Spanish-language newspaper, radio, and TV outlets

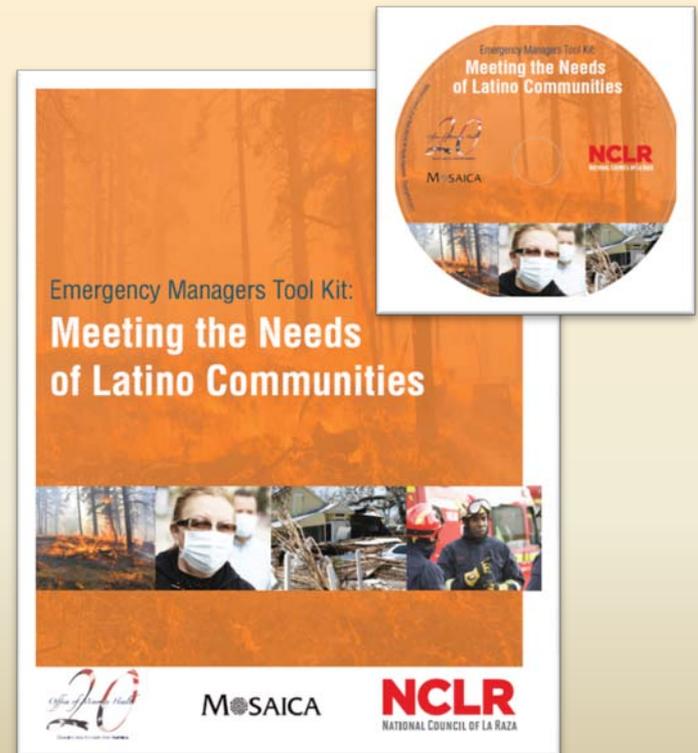
Formative Research: Key Findings

- Lack of information in Spanish is Latinos' biggest barrier to preparing and responding
- Immigrants exaggerate the role of government assistance
- Recent immigrants especially at risk due to unfamiliarity with the system, documentation issues and mistrust of/discrimination by authorities, and lack of transportation to evacuate; many questions exist about legal eligibility for disaster relief/services
- Besides the government, Latinos also rely on churches, CBOs, and the ARC for information and assistance
- Television and radio are most widely-used media, but all formats are helpful

Drafting the Tool Kit

Sections on:

- Need for and use of the tool kit
- Engaging Latinos in emergency planning
- Communications and outreach to reach Latinos
- Access and inclusion of Latinos in relief services
- Appendices:
 - *Addressing the Needs of Immigrants and Limited English Communities in Disaster Planning and Relief* (National Immigration Law Center paper);
 - resources for the Latino community and for emergency managers;
 - research findings
- CD-ROM: background reading, additional materials (audio/visual)



Recommendations

- Increase amount and quality of disaster information and assistance in Spanish
- Create a massive national, bilingual multimedia disaster preparedness campaign
- Address immigration question: Suspend immigration enforcement during emergency situations
- Expand and strengthen collaboration between emergency management agencies and Latino-serving churches and CBOs
- Diversify outlets for delivering information



Contact:

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The HHS Office of Minority Health: Meeting the Needs of Underserved Communities in Emergency Management

Guadalupe Pacheco, MSW

U.S. HHS, Office of Minority Health

Senior Health Advisor to the Director

March 27, 2012



Presentation Objectives

- Mission of OMH
- Center for Disaster Preparedness for Underserved Communities
- Emergency Preparedness Issues of Minority Populations
- Resource Tools
- Questions?



HHS Office of Minority Health

To improve the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

OMH Functions



Center for Emergency Preparedness for Underserved Communities: Goals

- Raise awareness of the importance of involving underserved populations in all phases of disaster preparedness
- Develop resource tools /best practice models to promote the inclusion of underserved communities in disaster preparedness
- Develop a virtual clearinghouse to store and disseminate emergency preparedness resources
- Develop evaluation and research strategies to determine effectiveness of reaching underserved communities

Emergency Preparedness Issues of Minority Populations

- Hurricane Katrina-not fully integrated into public health emergency preparedness (M.Pastor, 2006)
- Historical societal patterns of neglect (D.Andrulis, N.J. Siddiqui, and J. Gantner, 2007)
- Limited ability to tailor planning and response—contribute to the lack of preparedness for minority populations (Ibid)
- Lack of diversity within disaster preparedness community
- Lack of awareness/knowledge of culture and language diversity of affected communities (Disaster Preparedness in Urban Immigrant Communities, TRPI, 2008)

Resource Tools

- OMH Cultural Competency Curriculum for Disaster Preparedness and Crisis Response (www.thinkculturalhealth.hhs.gov)
- Free, online continuing education course launched July 2009
- Equips disaster personnel with the knowledge, awareness, and skills needed to provide emergency health care services to diverse populations



HHS OMH: Think Cultural Health

Cultural Competency Curriculum for Disaster Preparedness and Crisis Response – contains four courses:

- Course 1: Introduction to CLAS in Disaster Preparedness and Crisis Response
- Course 2: Implementing CLAS in the **Preparation** Phase of a Disaster
- Course 3: Implementing CLAS in the **Response** Phase of a Disaster
- Course 4: Implementing CLAS in the **Recovery** Phase of a Disaster



HHS OMH: Think Cultural Health

Cultural Competency Curriculum for Disaster Preparedness and Crisis Response – Features of the Curriculum:

- From the Field: examples and case studies that demonstrate how culture influences situations and reactions
- Video Clips: case studies depicting scenarios involving people affected by disasters
- Taking Vitals: questions about the case studies and videos
- Fast Facts: information, research, and statistics related to diversity



Cont. Resource Tools

- Guidance for Integrating Culturally Diverse Communities into Planning for and Responding to Emergencies: A Toolkit (February 2011);
- Pilot-testing of Toolkit in diverse communities; and
- Emergency Managers Tool Kit: Meeting the Needs of Latino Communities (NCLR , 2010)

For More Information:



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<http://www.ThinkCulturalHealth.hhs.gov>

Department of Homeland Security (DHS) Federal Emergency Management Agency



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Importance of Local Affiliations with State VOAD & Regional/State VAL

Josué Díaz
Voluntary Agency Liaison (VAL)
FEMA Region II –Caribbean Area Division

Voluntary Agency Liaison (VAL):

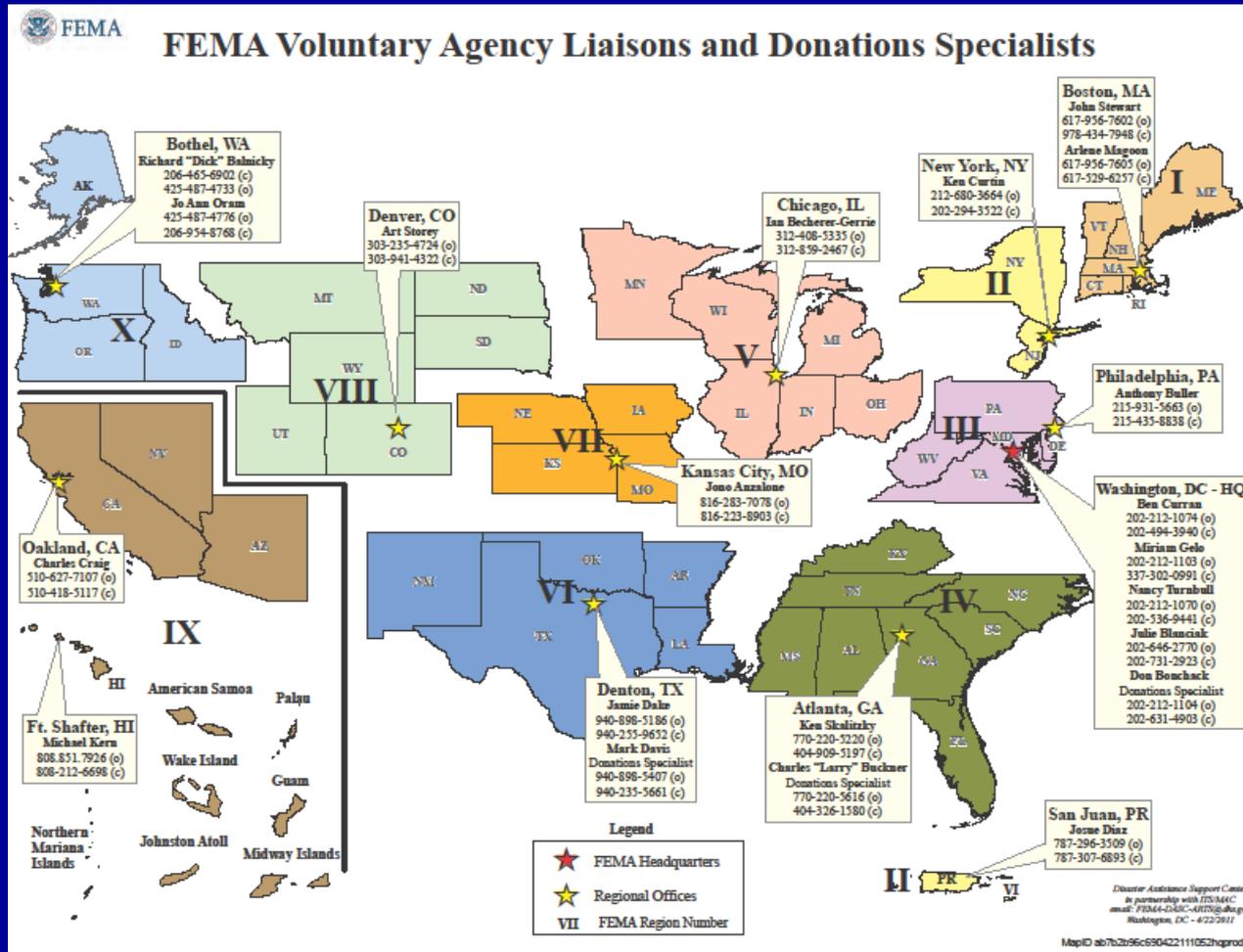
- Link between governmental entities at all levels, private sector and voluntary agencies to assist individuals and households to recover from disasters.
- Foster coalition building and interagency collaboration among the organizations mentioned above.



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Region II Caribbean Area Division

Regional VALs



Voluntary Organizations Active in Disaster (VOAD):

- Forum where organizations share knowledge and resources through the disaster cycle.
- Form coalition of non-profit organizations that respond to disaster as part of their overall mission.



www.NVOAD.org



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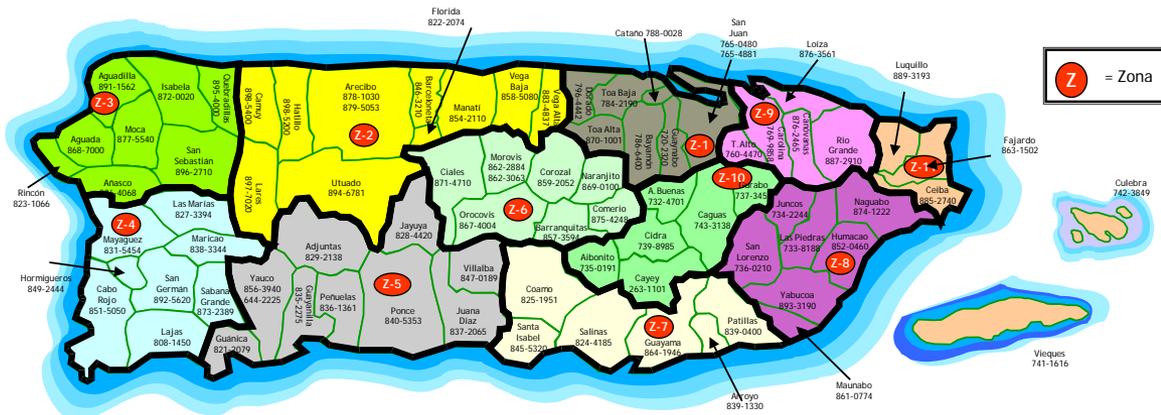
Region II Caribbean Area Division

Puerto Rico Model:



Agencia Estatal para el Manejo de Emergencias y Administración de Desastres

División de Zonas



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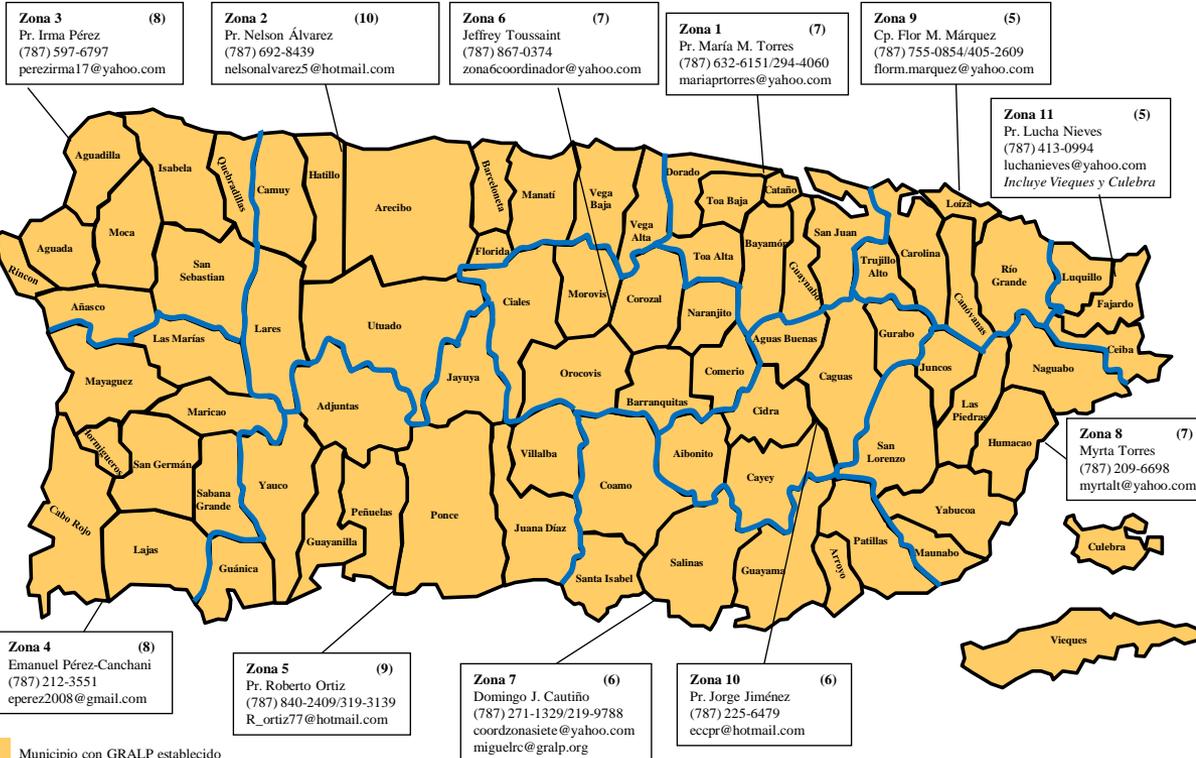
Zona 9 - Carolina

Luis G. Torres Negrón
Tel. 750-7766, 7708, 7715
Fax. 276-6161

LTRG Structure in Puerto Rico

Coordinadores de Zona de GRALPs

Coordinadora General: Pr. Carmen E. Carballo, (787) 316-1244, cecarballopr@gmail.com



Current Projects

- Community Mapping Pilots
- Community Response Groups





BROWARD COUNTY FLORIDA CITIZEN CORPS COUNCIL & REGIONAL DRILL

Presented by:

Steven A. Pollio, Fire Chief, City of Coconut Creek, Florida

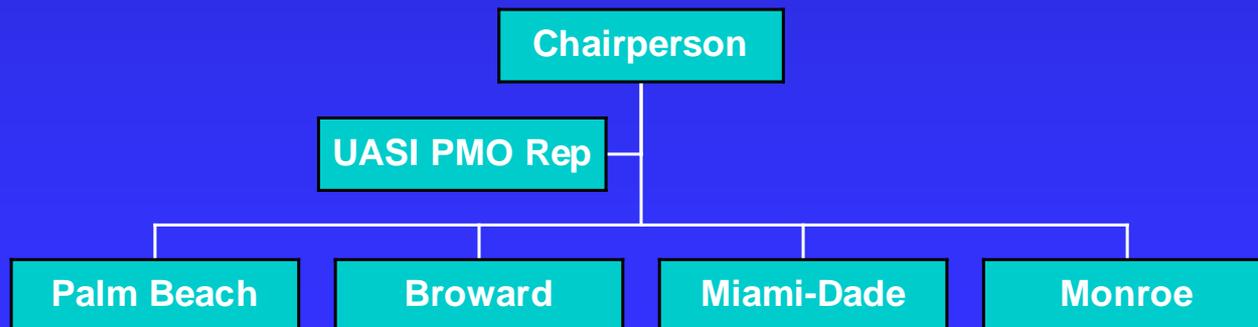
Freddy Zelaya Jr., Domestic Preparedness & Emergency
Management Coordinator, City of Fort Lauderdale, Florida

Regional Citizen Corps Taskforce Governance

The Regional Citizen Corps Task Force is Comprised of Five core positions:

1. **A Regional Citizen Corps Taskforce Chair**
2. **One Representative and One Alternate from each of the Southeast Florida Counties**

(Palm Beach, Broward, Miami-Dade and Monroe County)



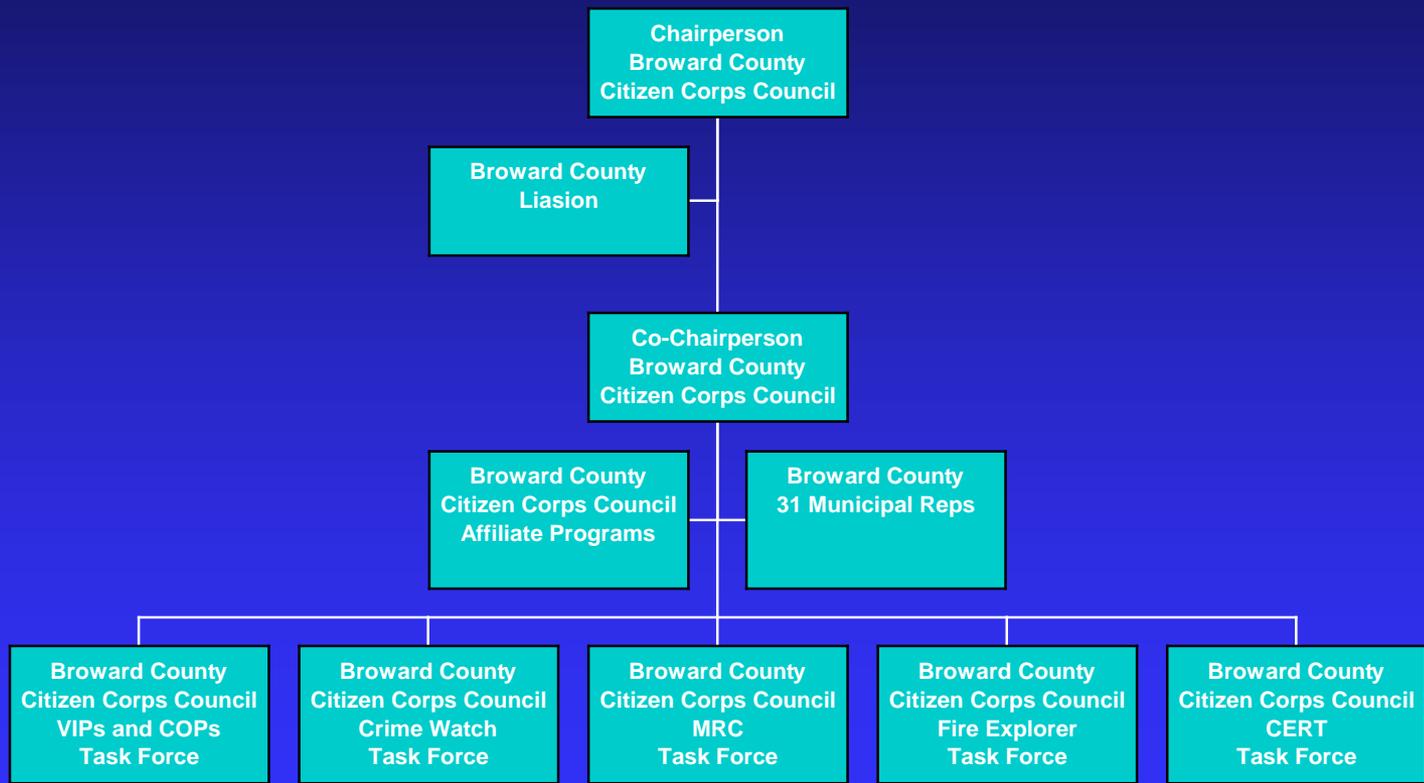
Broward County Citizen Corps Council Governance

The Broward County Citizen Corps will be comprised of the following positions:

- **One BC Citizen Corps Council Chairperson**
- **One BC Citizen Corps Council Co-Chairperson**
- **One BC Citizen Corps Council Task Force per Core Component**
- **One Broward County Liaison**

Broward County Citizen Corps Council

Table of Organization



**Broward County
Citizen Corps Council
2008-2011 UASI REGIONAL
ALLOCATED FUNDS**

2008 FUNDS: \$ 135,000

2009 FUNDS: \$ 135,000

2010 FUNDS: \$ 170,000

2011 FUNDS: \$ 175,000

Total Grant Funds: \$615,000.00

BROWARD COUNTY CITIZEN CORPS DRILL PLANNING PROCESS

- Includes: Cities, county, fire rescue and police agencies, & all Citizen Corps organizations.
- Planning meetings begin at least three months prior to event.
- Weekly meetings are held to coordinate progress.



Broward County Citizens Corps Drill

January 28, 2012 Staffing & Attendance

■ CERT Members	153
■ Fire Explorers	27
■ Police Explorers	100
■ Medical Reserve Corps	10
■ RACES	8
■ Moulage Team	12
■ Victims	110
■ Instructors	36
■ TV Media Outlets	2
■ Total	458

Budget

- Printing \$170.00
- Moulage Supplies \$1,971.00
- Instructor Shirts \$395.00
- Awards \$2318.00
- Food/ Beverages \$1924.79
- Total **\$6777.00**

Corporate Partners

Walmart

A & B Towing

Chick-fil-A

Costco

Pembroke Pines Charter School

QUESTIONS!

CONTACTS

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- **Freddy Zelaya Jr.**, Domestic Preparedness & Emergency
Management Coordinator, City of Fort Lauderdale, Florida,
FZelaya@fortlauderdale.gov, PH 954 828-6702

Links to Broward County Citizens Corps Drill Videos:

<http://www.youtube.com/watch?v=s9QUaZeUKPw>

<http://www.youtube.com/watch?v=f1KEa5qlLOY>

<http://www.youtube.com/watch?v=EoiB-Tr9n3Q>



Getting Involved in Emergency Preparedness

Pledge to Prepare

Click here to join the

National Preparedness Coalition



**Community Preparedness:
Simple Activities for Everyone**

Program Leader Guide

September 2011



4 ways to stay involved

1. Sign up as a National Preparedness Coalition Member
2. Community Emergency Response Team(CERT)
3. Preparedness Activities for Communities Everywhere (PACE)
4. Youth Preparedness



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Pledge to Prepare

Click here to join the

National Preparedness Coalition

- National Preparedness Coalition Community
Open: <http://community.fema.gov>
 - Many of you may recognize this as our National Preparedness “Month” system
 - In order to better utilize the features and collaborate with you, we will be opening the forum early for year-round engagement



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Post Your Preparedness Events

- Coalition Members nationwide can share preparedness event:
 - Trainings
 - Fairs
 - Seminars
 - Workshops
- Geographic based search allows you to easily find events in your area
- Discuss working collaboratively to hosts to ensure community success



FEMA

Pledge to Prepare

Click here to join the

National Preparedness Coalition

<http://community.fema.gov>



FEMA





The Community Emergency Response Team Program (CERT) is FEMA's national training program to prepare every community member to safely assist their families, neighbors, co-workers, or anyone who needs help in the event of a widespread emergency when professional responders may not be able to reach everyone as soon as help is needed.

Most CERT programs are operated by local fire departments or emergency management agencies.



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CERT Basic Training

Nine modules / 2.5 – 3 hours each

1. Family and Workplace Preparedness
2. Disaster Fire Suppression and Utilities Management
3. Medical Operations I
4. Medical Operations II
5. Light Search & Rescue
6. Disaster Psychology
7. Team Organization and Operations
8. Terrorism Awareness
9. Final Exercise



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CERT Basic Training in Spanish

- Nearly 150 local programs conduct *CERT Basic Training* in Spanish
- All training materials translated
 - Participant Manual
 - Instructor Guide
 - PowerPoint slides
- Download from national CERT website:
http://www.citizencorps.gov/cert/training_mat.shtm#guia



FEMA

For More Information

National CERT website:

<http://www.citizencorps.gov/cert>

National CERT Registry

Training materials

Smart practices and other guidance

National quarterly newsletter

“CERT in Action” stories on CERT activations

Subscribe to GovDelivery to receive CERT alerts and news

Contact national CERT office:

cert@dhs.gov



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Preparedness Activities for Communities Everywhere (P.A.C.E)



Community Preparedness: Simple Activities for Everyone

Program Leader Guide

September 2011



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What is P.A.C.E.?

- Interactive Web-based Course
- Preparedness Activities
- Downloads
 - English
 - Program Leader Guide
 - Facilitator Guide
 - Handout Masters
 - Spanish
 - Program Leader Guide
 - Facilitator Guide
 - Handout Masters



Preparación ciudadana: Actividades sencillas para todos

Guía del facilitador

September 2011



FEMA



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P.A.C.E Activities

The 16 modular activities are broken down into the following topical areas:

- Core topics (such as, preparedness on a budget, developing personal neighborhood support networks)
- Hazard-reduction topics (including putting out fires and identifying hazards in the home), and
- Specialized preparedness topics (pet/service animal preparedness, the whole community concept)



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Who is using P.A.C.E.?

- Today 30 Promotores (Community Health Workers) from throughout the State of Texas are gathering to take a live version of the independent study course (IS – 909) for these activities in Denton, TX in conjunction with the Texas Department of State Health Services.
- P.A.C.E. can also be used by:
 - Non-Profit and Voluntary Organizations
 - Faith-based Organizations
 - Private Sector Organizations
 - Citizen Corps Partners and Affiliates (i.e. CERT, Medical Reserve Corps, USAonWatch, Volunteer in Police Service, Fire Corps)



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Youth Preparedness

- FEMA also provides a host of valuable resources to utilize on their [youth preparedness webpage](#), including information on:
 - [Locating an existing youth preparedness programs in your community](#)
 - [Staying Connected to Youth Preparedness efforts](#)

For more information please visit our youth preparedness webpage on

www.citizencorps.gov



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For More Information

- National Citizen Corps website:
- <http://www.citizencorps.gov>
 - Resource Catalogue
 - Information for your local Citizen Corps Partners
 - Smart practices and other guidance
 - **Subscribe to GovDelivery to receive Citizen Corps alerts and news**
- Contact national Citizen Corps office:
 - CitizenCorps@dhs.gov



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