Creating a Culture of Preparedness

Promote Awareness • Encourage Resilience
Welcome!

**Presenter**
Michelle Neisen, CBCP, MEP  
Business Continuity Coordinator  
Texas Health and Human Services

**President**, Association of  
Continuity Professionals, Capital  
of Texas Chapter

Michelle Neisen has over 20 years experience in the fields of risk and has worked for Health and Human Services (HHS) agencies for over 10 years. As a Certified Business Continuity Professional, she manages over 4,000 business functions across the organization. She effectively leads and motivates staff at all levels forging constructive and collaborative working relationships. While serving as President of the Austin ACP Chapter, she promotes programs and opportunities for others in the industry. Michelle volunteers her time coaching and mentoring others.
Objectives

• Discuss preparedness barriers and awareness strategies
• Review preparedness programs and explore ideas
• Explore resources that encourage and support efforts
Definitions

• **Culture(s)** - refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.

• **Preparedness** - a state of readiness to respond to a disaster, crisis or any other type of emergency situation.
Definitions

• **Communities** - a group of people living in the same locality and under the same government, with common ownership.

• **Organization** - an entity comprising multiple people, such as an institution or an association, that has a particular purpose.
Preparedness Memo

Did You Get the Preparedness Memo?

Do you have an emergency kit or would you be self-sustained for at least 72 hours during an emergency?
Common Obstacles

• Believe preparing is too expensive
• Don’t know how to get prepared
• Don’t think they have time
• Believe getting information
Excuses, Excuses

• It won’t happen to me.
• I don’t have the time.
• Even if it does happen to me, it won’t be that bad.
• I can get emergency supplies if it is bad.
• The government will save me.
STOP MAKING EXCUSES
Emergency Management Teaches:

• Response to disasters starts at the local level
• Additional resources can be provided by the state when exhausted at the local level
• When state government becomes overwhelmed, the federal government will provide resources.
DISASTER PREPAREDNESS BY THE TYPICAL AMERICAN FAMILY

1905

Let's stock up on food and water, reinforce the outer walls, and check the ammunition.

2005

Let's change the channel a minute and see what the government says to do.
What motivates people?

- Responsibility, accountability, peer pressure
- Engage people to take the initiative
- Cultivate awareness, empowerment and prevention
- Let people know what they do matters!
Prepare Everyday
Cultures of Preparedness:

- Begins with you/individuallys
- Families and communities
- Businesses and schools
- Private, public and non-profit organizations working together
Promote Preparedness

• Provide opportunities to practice behaviors through drills or training at work/school
• Provide opportunities to discuss individual and family preparedness behaviors
• Increase collaborative efforts by working across organizations and industries
• Engage Community Emergency Response Teams
Free Preparedness Tools:

• Vast variety of available information
• Websites abound with same message – build a kit, make a plan
• Ready campaigns delivered for over 2 decades
• Non-profits, volunteer groups, government, state and local organizations
Resources

• FEMA Ready – Preparedness toolkits and more
  www.ready.gov

• Red Cross Preparedness
  www.redcross.org/get-help/how-to-prepare-for-emergencies

• Emergency Management Institute Training Course Catalog
  https://training.fema.gov/emi.aspx
Prepare - Plan

ARE YOU READY?
Thank you