

PARTNERS IN PREPAREDNESS

NEWSLETTER OF THE CITIZEN PREPAREDNESS PROGRAM



Volume 2, Issue 2, January 2011



CPP Happenings

Greetings all!

On October 7 and 8, 2010, the CPP team hosted its third annual conference at the Holiday Inn in Liverpool, NY. This year's conference, which focused on preparing vulnerable populations, attracted over 230 people from civic, community, non profit and government organizations for educational and networking activities. Featured speakers included professionals with a focus on preparing older adults, children or pets. To find out more about this informative event, see page 2 of this newsletter.



CPP continues to bring preparedness awareness and education to various communities throughout New York State. Regional coordinators have collaborated with a variety of groups that have expressed interest in preparing themselves and their communities, including elementary and middle schools, local colleges and universities and Boy Scout troops.

CPP looks forward to finding new partners who are seeking preparedness education and/or are seeking to implement preparedness activities in their communities. Contact your regional coordinator or the program manager if you are interested in receiving more information.

In This Issue:

This issue of "Partners in Preparedness" begins with a brief overview of CPP's annual conference that was held in October 2010. In November 2010, CPP received the Thomas J. Shepardson Award; a description of this award can be found on page 2. Also included in this issue is information about how preparedness education is being implemented in the deaf community in Western NY; page 3 includes information about how to be prepared for winter storms this season. Lastly, this issue includes an overview of the activities CPP staff participated in during National Preparedness Month and information about a new volunteer presenter corps in the Southern Tier.

Useful Links!

Please take a moment to check out some of the useful links we have collected to help you in finding out more about preparedness!

- [American Red Cross](#)
- [Greater Buffalo](#)
- [Greater New York](#)
- [Greater Rochester](#)
- [Northeastern New York](#)
- [Central New York](#)
- [Southern Tier](#)
- [Aware Prepare](#)
- [Citizen Corps](#)
- [Corporation for National Community Service](#)
- [New Yorkers Volunteer](#)
- [Federal Emergency Management Agency](#)
- [NYS Office of Counter Terrorism](#)
- [State Office of Emergency Management](#)
- [U.S. Department of Homeland Security](#)

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CPP Conference Overview

The third annual Citizen Preparedness Program conference was held on October 7 and 8, 2010 in Liverpool, NY. Attracting more than 230 volunteers and professionals representing emergency management, non-profit, faith based and community organizations, this year's conference extended CPP's mission to provide information and resources on engaging vulnerable populations in preparedness. The conference focused on inclusionary preparedness planning with specific sessions targeting children, older adults, pets and a best practice review of how the Rochester area engages the deaf community in preparedness efforts.



Timothy Manning, Deputy Administrator for Protection and National Preparedness

The formal dinner featured remarks and introductions from John Gibb, Acting Commissioner of the NYS Department of Homeland Security and Emergency Services and Andrew Feeny, Director of the NYS Office of Emergency Management. Keynote remarks were provided by Timothy Manning, Deputy Administrator for Protection and National Preparedness for the Federal Emergency Management Agency (FEMA).

Other highlights from the conference included: an exhibition hall which featured more than twenty programs and organizations that provided preparedness resources for conference attendees; a panel discussion focused on preparing vulnerable populations; a motivational speaker who offered insights on how to implement change for the better; and four breakout sessions featuring several speakers with vast knowledge in their particular fields.

We look forward to seeing everyone at the next conference!



CPP Receives the Thomas J. Shepardson Award

In early November 2010, the NYS Citizen Preparedness Program received the Thomas J. Shepardson Award from the NYS Disaster Preparedness Commission for their contributions to the emergency management/response community throughout New York.

The Thomas J. Shepardson award has been given to volunteer organizations/individuals that have exemplified great contributions to the emergency management and response fields. Our Citizen Preparedness Program has been recognized for providing preparedness education and resources to nearly 200,000 New Yorker's since its inception in 2007. Mr. Shepardson himself was recognized for his creation of Disaster Mortuary Assistance Team (DMORT) that supported response and recovery efforts at major New York events including 9/11 and TWA Flight 800. Previous recipients of this award include Nassau County Community Emergency Response Team (CERT), NYS Association of Realtors and Thomas Ferraro from Foodlink for their programs that support emergency management.

The continued program success is both a result of the strong commitment of the program sponsors, the NYS Office of Emergency Management and the American Red Cross, and the hard work of the CPP team in executing its mission in communities across the state. Congratulations to the CPP team!

"Partnership for a Prepared New York"

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Be Red Cross Ready (BRCR) Preparedness Education in the Deaf and Hard of Hearing Community in WNY

The American Red Cross (ARC), Greater Buffalo Chapter has been actively working towards implementing emergency preparedness education in the deaf and hard of hearing community in Western NY. Through a partnership with Deaf Adult Services of WNY, the chapter has been able to train deaf and American Sign Language (ASL) interpreter volunteers to deliver preparedness courses.



WNY/Finger Lakes CPP Regional Coordinator Denise Herkey-Jarosch and ARC Greater Buffalo staff coordinated a Be Red Cross Ready train-the-trainer course in ASL and English for nine individuals on August 26, 2010. Pam Hatch, an ASL instructor from the ARC Greater Rochester Chapter delivered the training. Several of the newly trained deaf community educators participated at an informational booth at the Deaf Adult Services of WNY Deaf Health Fair on September 24, 2010.

The educational document that will be shared with this community is the brochure created by the ARC Greater Rochester Chapter in collaboration with the National Technical Institute for the Deaf at the Rochester Institute of Technology, titled "Disaster Preparedness and the Deaf Community for the Deaf, Hard of Hearing and Latened Deaf." Click [here](#) to view this brochure.

Additional coordination is planned in the WNY region for preparedness education to the deaf and hard of hearing community.

Are You Ready for a Winter Storm?

Winter storms can range from moderate snowfall to blizzard conditions with blinding wind-driven snow. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, ice, sleet and freezing rain.

To prepare for a possible winter storm, be sure to have a disaster supplies kit for your home and car. Your kit should include: at least a 3 day's supply of non-perishable, easy to prepare foods and a can opener; bottled water (at least one gallon of water per person per day to last at least 3 days); first aid kit and essential medications; battery or crank-powered NOAA weather radio, flashlight and extra batteries; extra warm clothing, including boots, mittens and a hat; extra blankets; cell phone with charger; and sanitation and personal hygiene items.

If you must go outside during a winter storm be sure to dress in several layers of lightweight clothing and wear gloves and a hat. Also, wear waterproof, insulated boots to keep your feet warm and dry.

Should the power go out during a winter storm, do not use candles; use flashlights or glow sticks only. Be sure to use items in the refrigerator first, then the freezer and then non-perishable foods. If you have a portable generator always keep the generator outdoors. Never operate the generator indoors or near any open windows. Connect the equipment you want to power directly to the outlets on the generator. Do not hook up a generator directly to your home's wiring.

Listen to the NOAA weather radio or your local radio or TV stations to get the most updated information on winter storms in your area. When listening to weather updates, keep in mind the following: A winter storm WATCH means a winter storm is possible in your area; a winter storm WARNING means a winter storm is headed for your area; and a blizzard WARNING means strong winds; blinding, wind-driven snow; and dangerous wind chill are expected. Seek shelter immediately!

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Preparedness Month Activities

In partnership with Citizen Corps and the Ad Council, FEMA designated September as “National Preparedness Month.” During this past September, the CPP team participated in various preparedness activities throughout New York State.

In the Northeastern NY region, CPP Regional Coordinator Matt Burns participated in several public events to raise awareness about the importance of preparing for emergencies and disasters. Matt and staff of the American Red Cross of Northeastern NY provided preparedness information to the public at the Empire State Plaza in Albany and at Colonie Center Mall in Colonie. At both events, visitors to the American Red Cross display were given an overview of the main tenets of Be Red Cross Ready: Get a Kit, Make a Plan and Be Informed. Both of these events provided a good opportunity for the American Red Cross and CPP to deliver preparedness information to the public.

In the Western NY region, CPP Regional Coordinator Denise Herkey-Jarosch, working in collaboration with the American Red Cross, Greater Buffalo Chapter and the Buffalo, Erie Niagara Urban Areas Security Initiative, coordinated several public events for the kickoff of National Preparedness Month. FEMA’s Ready Rex mascot made his first ever appearance in WNY for several scheduled public events over a three day period. Ready Rex is a mountain lion who encourages families to prepare for emergencies.

On August 28, 2010, Ready Rex attended a Health Fair in Buffalo and the Family Community Day event in the Town of Wheatfield in Niagara County. Rex entertained children and several hundred Ready Rex youth activity books were distributed. On August 30, 2010, the American Red Cross, Greater Buffalo Chapter hosted a Preparedness Month kickoff news conference. Speaking at the media event were Erie County Executive, Chris Collins; Chairman of the Niagara County Legislature, William Ross; and City of Buffalo Fire Department Commissioner, Garnell Whitfield, Jr. The kickoff news conference was covered by *The Buffalo News* and TV stations WKBW and YNN-TV News. Lastly, Ready Rex threw out the opening pitch at the Buffalo Bisons AAA baseball game on August 31, 2010.



Volunteer Presenter Corps

The CPP Southern Tier Regional Coordinator covers a ten county area. With an expansive jurisdiction, getting the preparedness message out requires establishing and sustaining an active program. The solution was to establish a volunteer presenter corps composed of individuals who live and work in these communities. Ideally, the corps will include people who know the preparedness needs of their communities, who can generate and respond to presentation requests in the communities, and who can speak with authority about local hazard vulnerability and county emergency management plans.

On November 13, 2010, eight new volunteer presenters received Presenter Initial Training and Introduction to Winter Preparedness. The class was developed and conducted by CPP Regional Coordinator Robert Henrich, with input and support from the Community Services Program Manager and Disaster Preparedness Education Coordinator from the South Central New York Region of the American Red Cross. Future presentations will be customized to address the specific needs of audiences. An annual cycle of monthly preparedness themes has also been developed and will be used throughout the year.

The goal is to continue to grow the corps until an active presence is established across the Southern Tier.