



## **Back to the Future: Rapid EM Program Design and Implementation**

Presented by: **David Muse, CEM, UMass Lowell, Assistant Director, Emergency Management and Chelsea St. George, Mass General Brigham – Spaulding, Senior Program Manager Emergency Preparedness**

**Presentation Abstract:** The field of emergency management has expanded and diversified over the past decades, but guiding doctrine for emergency preparedness programming has remained relatively consistent. There are countless resources for program sustainability and enhancement, but what happens when you must start from scratch, are not the full-time emergency manager, and only have a matter of weeks or months to implement comprehensive programming?

The demand for emergency preparedness across sectors, and organizations want to see tangible outcomes rapidly. In this session, the speakers will highlight the foundational pillars required of emergency preparedness programs through the lens of non-traditional emergency management organizations or professionals.

They will also address:

1. Strategies for rapid program design and implementation, including high-impact/low-effort initiatives.
2. Leadership, engagement, collaboration, and governance structures.

3. Resource-sparing approaches to foundational emergency preparedness program elements; and
4. Rapid change management approaches centered on collaboration, coordination, communication, and cooperation.

**Speaker Bios:** David works as the Assistant Director of Emergency Management at UMass Lowell. Prior to his current role, he served as the Emergency Preparedness Program Manager for Mass General Brigham, State Exercise Officer for Mass Emergency Management Agency and was the Senior Emergency Preparedness Manager for the Global Security at State Street Corp. David started his career in public safety as an EMT and obtained his Advanced-EMT. He spent summers as a U.S. Park Ranger for the National Park Service where his duties included law enforcement, EMS, search & rescue, and incident management.

David spent three years as a Disaster Program Manager for the Red Cross responsible for Southern Vermont & New Hampshire efforts. He has deployed nationally in Command & General Staff roles supporting multiple man-made and natural disasters.

He is a graduate of the Emergency Management Institute Basic and Advanced Academies and is a Master Exercise Practitioner. David is a Certified Emergency Manager and the President for IAEM Region 1. David holds a Master's in Public Administration from the University of New Hampshire and a BS in Justice Studies from Southern New Hampshire University.

Chelsea St. George, MS, MPH, is a Senior Program Manager of Emergency Preparedness at Mass General Brigham, where she oversees strategic initiatives across various healthcare facilities in Massachusetts. She's also the Vice President of the IAEM-USA Region 1 Council, showing her dedication to advancing emergency preparedness. Before her current role, Chelsea held key positions in healthcare coalitions, public health emergency preparedness, and local emergency management agencies. Her diverse experiences have equipped her to handle complex issues effectively by applying rapid design and implementation of program frameworks and initiatives. With a background spanning health science, healthcare operations, public health, business management, and emergency management, Chelsea

leads with a comprehensive understanding of these disciplines, driving evidence-based initiatives and accelerating program design. Throughout her career, she's championed interdisciplinary collaboration and emphasized cohesive strategies to break down organizational boundaries. Her dedication to optimizing resources and implementing agile response frameworks highlights her commitment to community resilience.