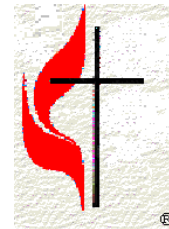


# Beyond the Intent of Collaboration: EOC/VOAD Coordination That Works

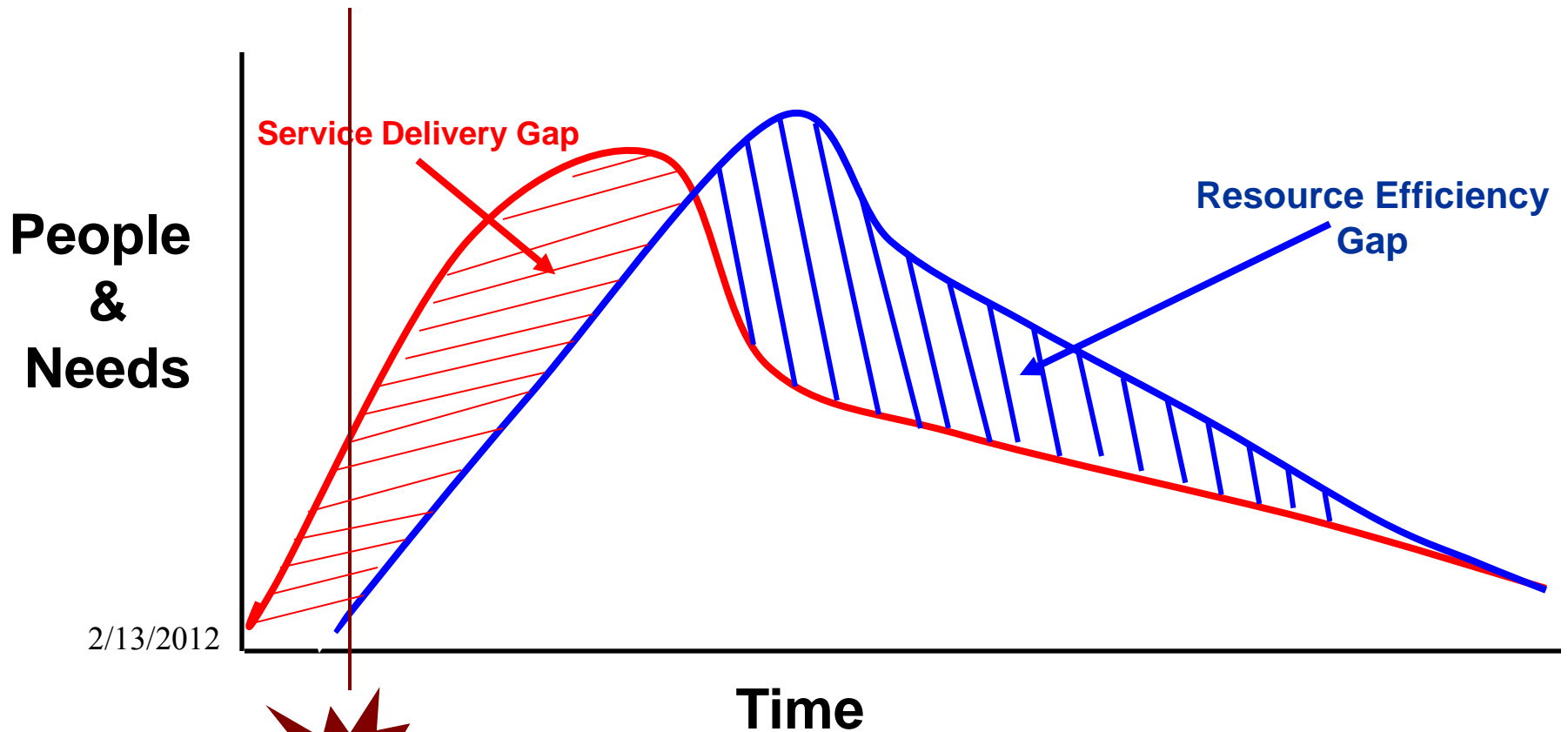


# Workshop Purpose

Help emergency managers, their human services leads, VOAD responders and liaisons expected to coordinate in Emergency Operations Centers perform at a higher level using proven methodology and tools refined by the Red Cross and VOAD partners



# Traditional Responses



2/13/2012



Time

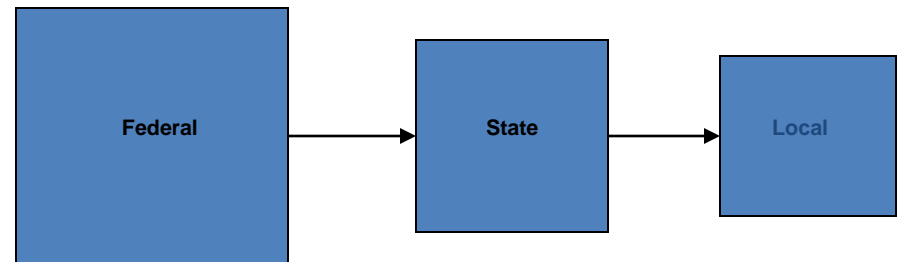
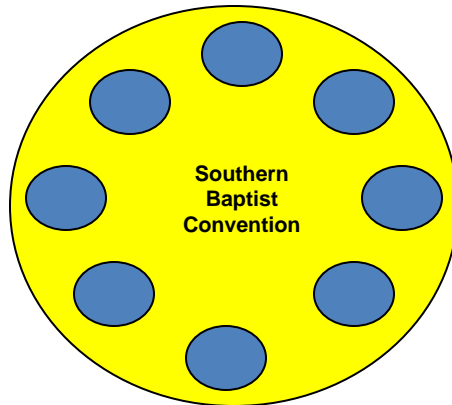
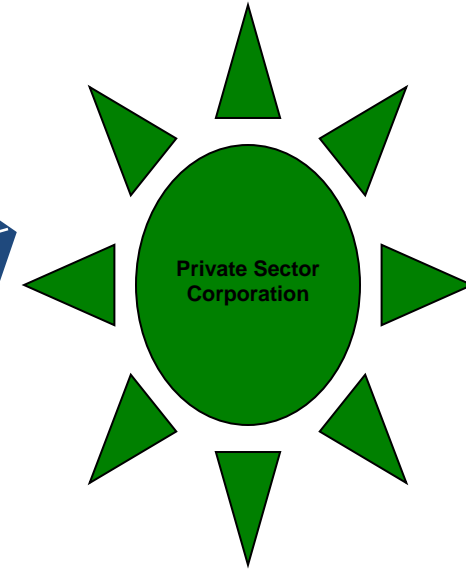
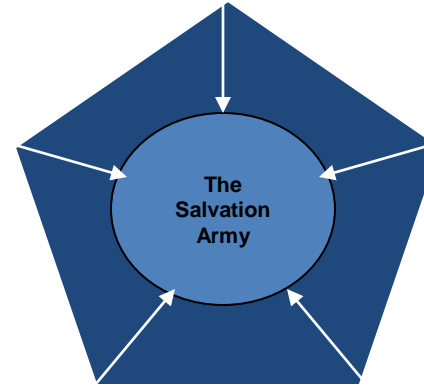
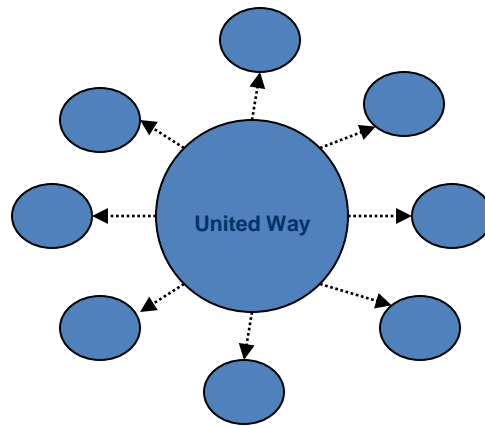
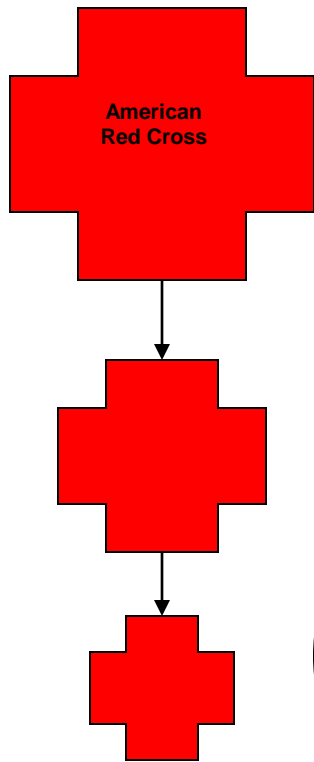
# The Case for Disaster Preparedness in EOCs

- *Challenges in addressing human need are rising along with the expectations of our country*
- *Meeting such expectations increasingly involves investment in pre-disaster infrastructure, pre-planning, resources & training/exercises*
- *Service delivery is expected to be conducted with clear mutual support by emergency management and VOAD partners*
- *Large-scale disaster relief efforts typically integrate many providers that organize themselves in decentralized information networks with little or no pre-planning*

# Diverse Players

- Government – Federal, Regional, State, Local, Tribal
- Voluntary Organizations Active in Disaster (VOAD)
- Private Sector Corporations
- Faith-Based Organizations
- Mission-Shifting Organizations (e.g. food pantries)
- Emergent disaster-specific organizations

# Structural Barriers to Collaboration



# Barriers to Collaboration

- Organizational behavior in disaster is heavily constrained by time
- Organizations internal procedures are usually not designed to integrate with those of others
- Designing how we integrate during an event is very difficult

# Barriers to Collaboration

## Familiarity and Trust is Often Insufficient

- We often seem to assume that the major barriers to collaboration primarily involve communication and understanding each other at the agency level
- And then proceed to behave as if with familiarity, great communication and good intentions, that joint action will occur
- At minimum resources must be devoted, and business processes connected



# What is Coordination?

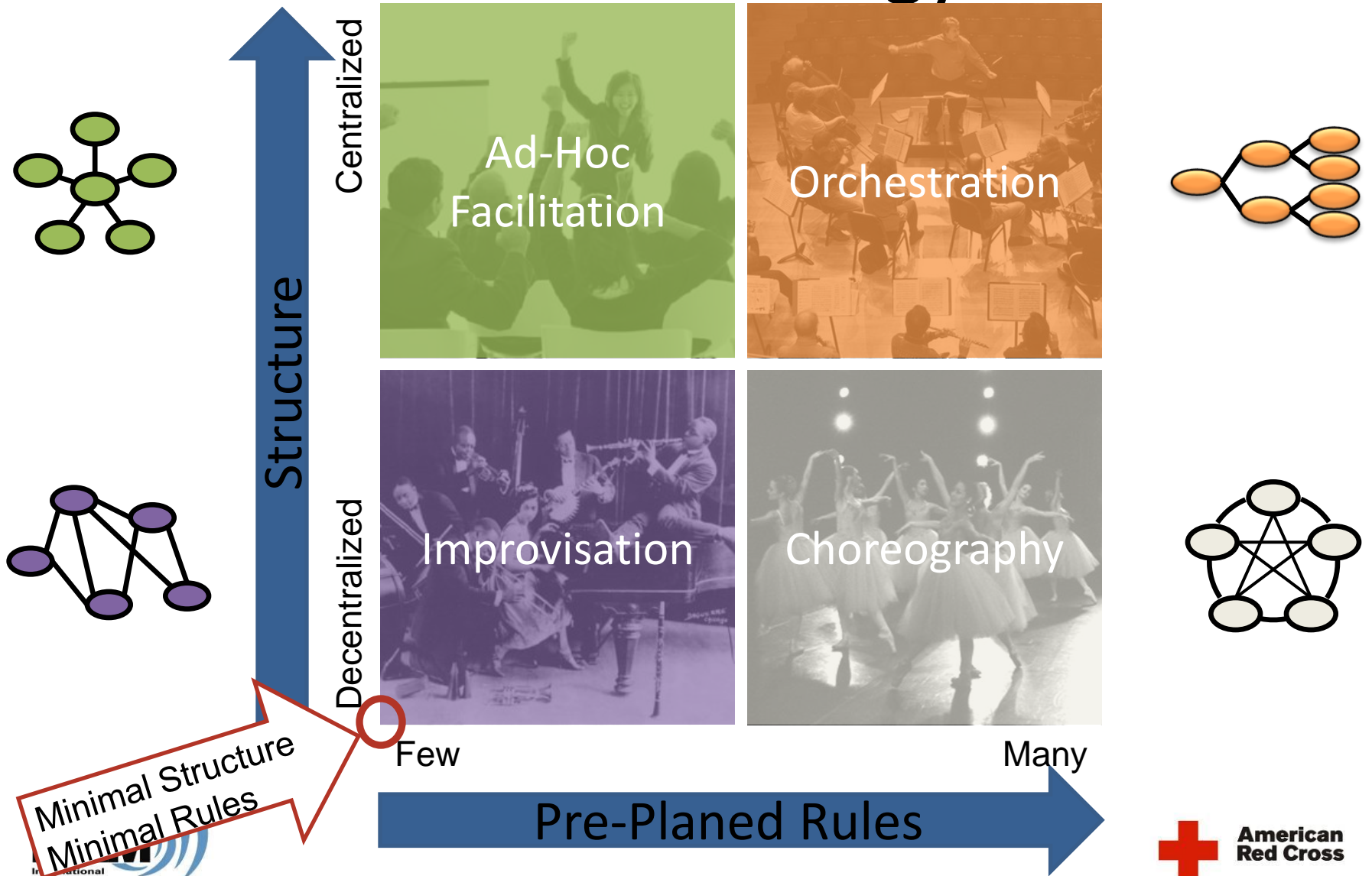
- De-conflicting resources & activities
- Issues addressed through coordination:
  - Resource allocation
  - Information sharing
  - Performance monitoring
  - Monetary issues (donations and compensation)
  - Trust & reputation
  - Activity synchronization

# Coordination Strategies

- Orchestration
- Choreography
- Ad-Hoc Facilitation
- Improvisation



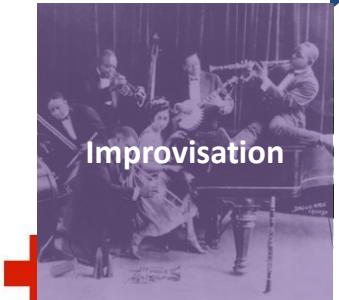
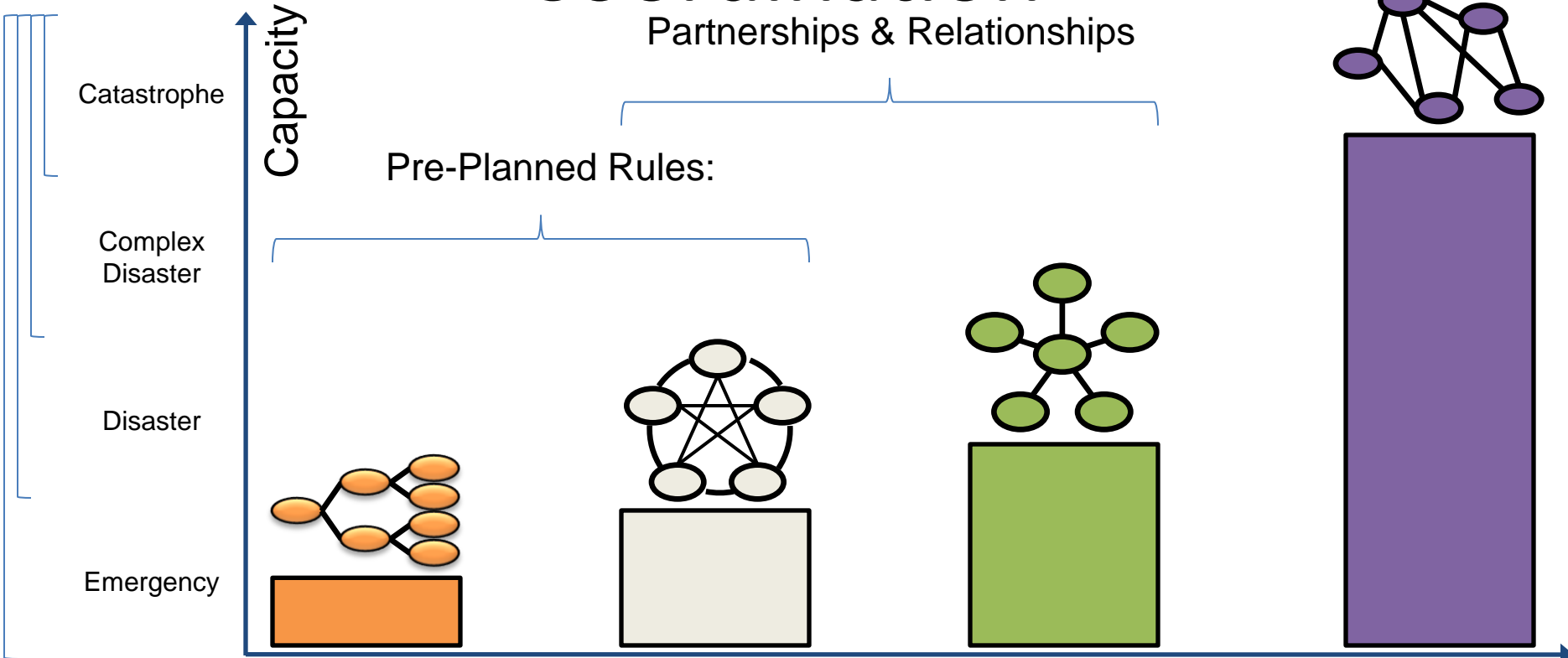
# Coordination Strategy Matrix



Minimal Structure  
Minimal Rules

# Emergencies, Capacity, & Coordination

Partnerships & Relationships



# Do You Have a Voluntary Agency Liaison?

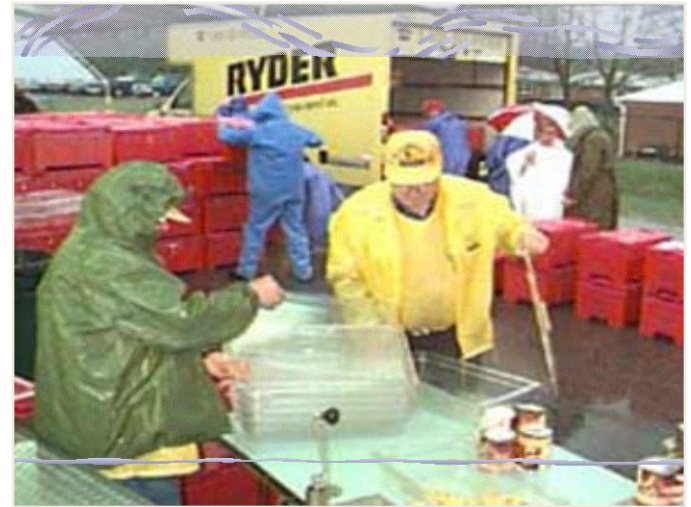
A VAL has the ability to:

- Work with the local community (all phases)
- Help focus on issues/challenges based on risk
- Develops and maintains relations
- Supports collaborative associations
- Prepares for effective use of agency resources
- Develops community partner capacities

# Voluntary Agency Liaison

## Job Description: Readiness

- Liaison to voluntary agencies/FBOs
- Plans for donations & volunteer management
- Liaison to Human Services and other government sectors
- Recovery planning





# Voluntary Agency Liaison

## Job Description: Readiness

- Human Services- Information and Referral (see Disaster Services Matrix)
- Training Coordinator for:
  - WebEOC or other systems
  - Donations Management
  - Community Mass Care
  - Developing or managing volunteers
  - Functional Needs planning
  - Resource management
  - Volunteer reception centers
  - Disaster exercises



# Voluntary Agency Liaison

## Job Description: Response

- ESF6 Point of Contact
- Coordinator of donations & volunteers
- Liaison to Human Services and other government sectors
- Coordination of Citizen Corps resources
- Liaison and coordinator for Functional Needs & Household Pet planning



These animals were rescued in North Carolina after Hurricane Floyd.



# Voluntary Agency Liaison Job Description: Response

- Coordinate Mass Care
- Convene partners
- Serve as Human Services Branch Director
- Ensure emergency assistance
- Monitor functional & medical needs
- Ensure bridge to Recovery
- Build collaborative systems in communities
- Support Individual Assistance programs



# FEMA-Red Cross MOA

- A new agreement was signed on October 22, 2010 by FEMA Administrator Fugate and ARC President Gail McGovern
- The agreement recognizes ARC as a subject matter expert in the area of mass care, it does not change the Red Cross role as a service provider
- This agreement formally designates ARC as co-lead with FEMA for the mass care component of ESF-6
  - FEMA will retain the overall leadership of ESF-6 including the responsibility and authority for coordinating and directing Federal assets
  - American Red Cross remains a support agency to the other functions of ESF-6, Emergency Assistance, Housing and Human Services



# Agreement Goals

- Enhance coordination, pool our expertise and ensure the best possible support to states to build their Mass Care response capability
- Strengthen response capacity by developing a *National Mass Care Strategy* through a broad-based collaboration between government, the non-profit and faith-based communities and the private sector
- Enhance collaboration between voluntary organizations and their government response partners



# One Key Agreement Element

- ARC will continue to take a leadership role in bringing together other NGOs and the private sector to assist with mass care planning, preparedness and response efforts
- Mass Care = Sheltering, Feeding, Bulk-distribution of relief supplies, First aid and Family Reunification

# Create a Disaster Services Matrix

Matrix of Disaster Services With Primary and Support Agencies	American Red Cross	Federal Government	State Government	Local Government	First Responders (Police/Fire/EMT)	Other Organizations*	Private Industry
Evacuations		•	•	P	•		
Sheltering	P			P		•	
Mass Feeding	P			P		•	
Animal Welfare/Pet Sheltering			•	P		P	
Medical Needs Sheltering			•	P		•	
Distribution of Cleanup Supplies	P	•	•	P		•	
Emergency Medical Care				P	•		•
Search and Rescue		•	•	P	•		
Debris Clearance		•	•	P		•	•
Home Repairs/Rebuilding		•				•	•
Mental Health Counseling	•			P		•	•
Collection/Distribution of Used Clothing						P	
Family Reconnection/Welfare Information	P	•	•	P		•	
Fatality Information			•	P	•		

\* Other Organizations includes non-governmental organizations, faith-based groups, civic groups and professional associations

# American Red Cross Can Help

- ARC planning resources: Mass Care, Functional Needs, ADA Compliance, Recovery Planning & Assistance
- Multi-agency Feeding Plan Template
- National Shelter System
- Mega-shelter Planning
- Safe & Well System
- VOAD Convener
- ESF6 Co-primary Coordination



# Goals of Collaboration Groups

- Establish Coordination, Collaboration, Cooperation and Communication within the group
- Enhance the community's ability to prepare, respond, recover and mitigate
- Ease the suffering caused by disasters
- Coordinate human services
- Develop comprehensive plans, train and exercise for disaster operations

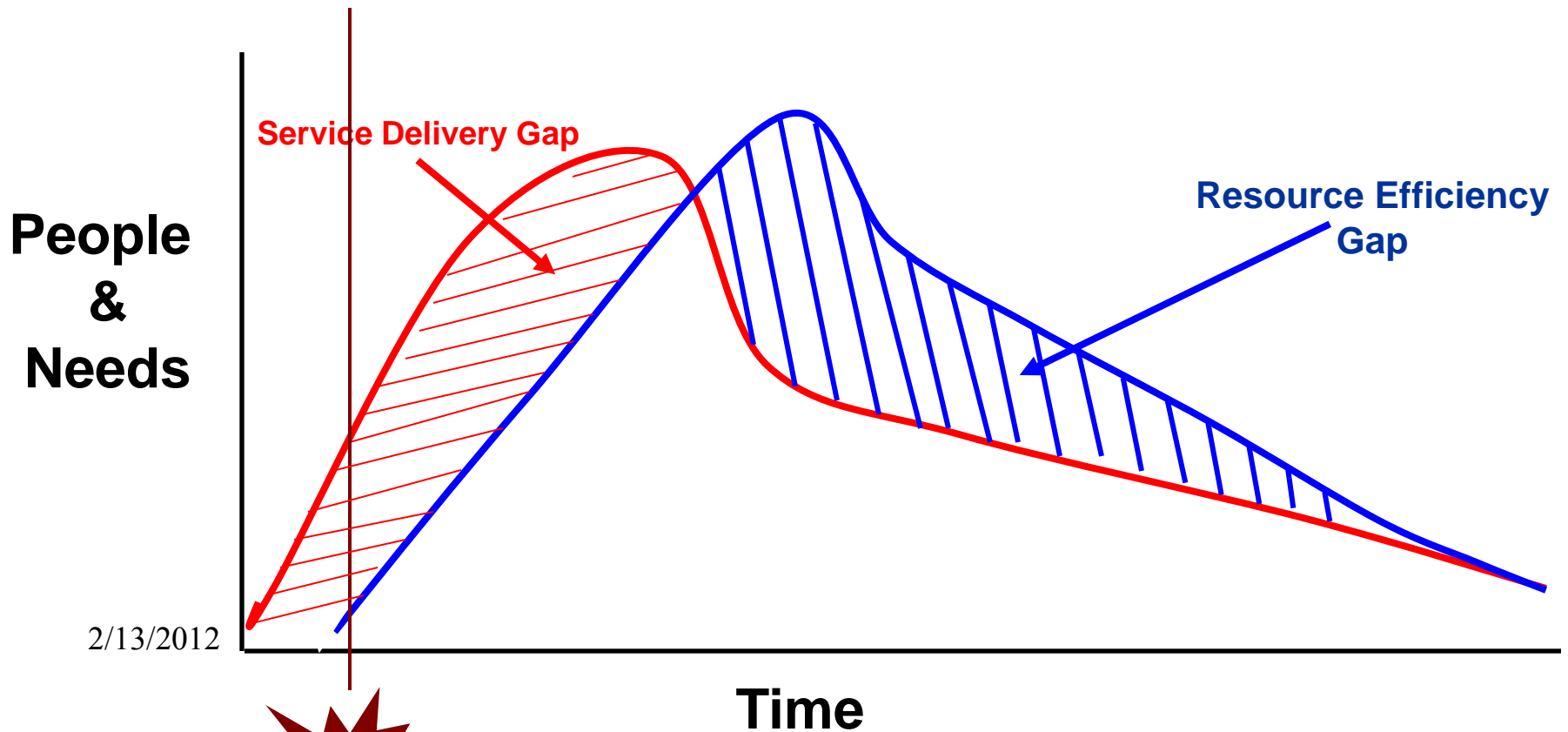
# Keys to Successful Operations

- Early and on-going communication with pre-identified and emergent community partners
- Community involvement
- Creative initiatives
- Inclusion and partnerships, especially with VOADs and faith-based groups





# From a Traditional Response, to...

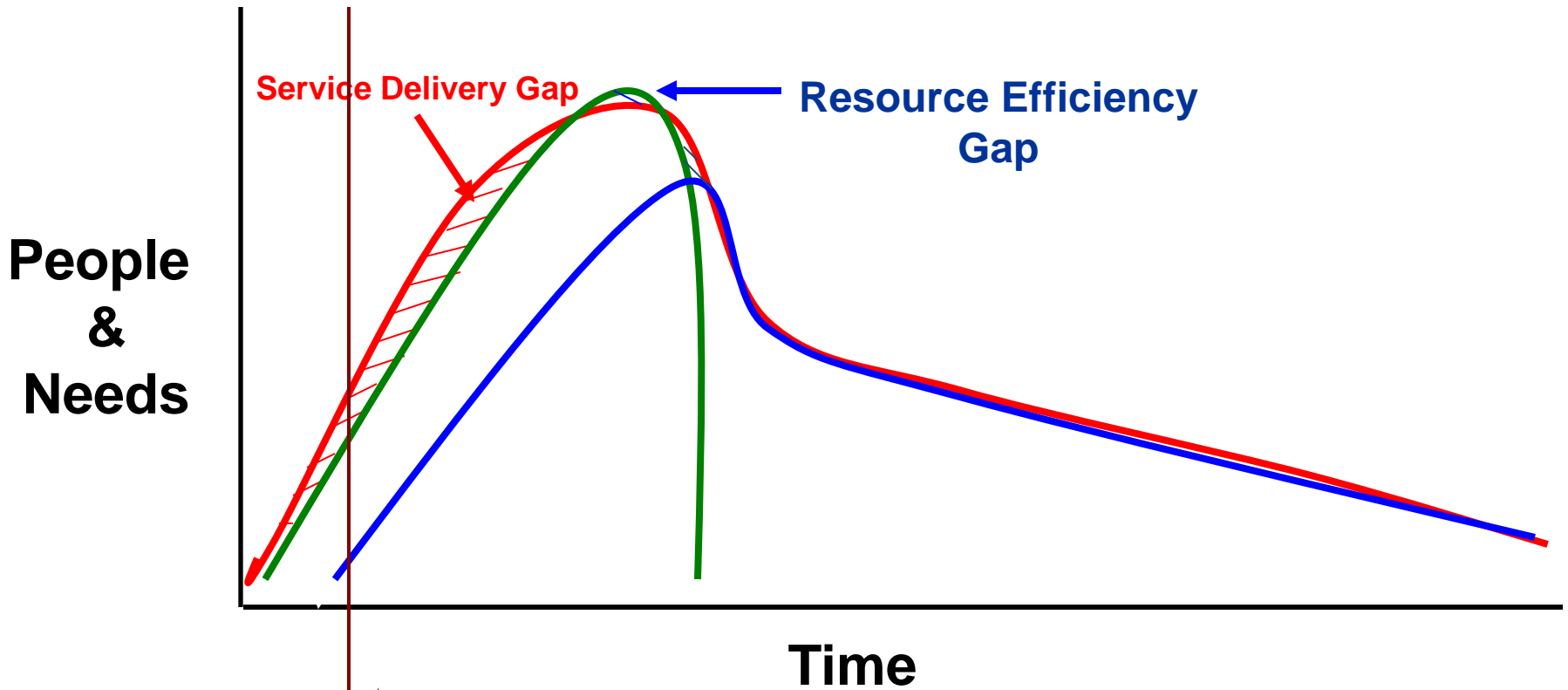


2/13/2012



Time

# Our Vision



# THANK YOU!

Eric W. Jones

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I appreciate your time and attention!