FACES OF EMERGENCY MANAGEMENT

BETTINA COLEMAN, CEM

DC Homeland Security and Emergency

Management Agency

PETER C. PEREZ,
CO-CEM

Killen Texas OHSEM

JOSEPH JONES, MS, CEM, CFO Aurora, Illinois OEM





Cultural Competency

- The US Department of Health and Human Services, Office of Minority Health (OMH), offer individuals working in the areas of emergency management, public health, and other health-related organizations a framework for developing and implementing culturally and linguistically competent policies, programs and services
- Cultural competency is defined as "the ability of individuals and systems
 to respond respectfully and effectively to people of all cultures, classes,
 races, ethnic backgrounds, sexual orientations, and faiths or religions in
 a manner that recognizes, affirms, and values the worth of individuals,
 families, tribes, and communities, and protects and preserves the
 dignity of each.





Five Elements of Cultural Competency within Disaster Preparedness

- 1. Awareness and Acceptance of Difference
- 2. Awareness of One's Own Cultural Values
- Understanding and Managing the "Dynamics of Difference
- 4. Development of Cultural Knowledge
- Ability to Adapt Activities to Fit Different Cultural Contexts





Implicit Bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.













Dynamics of Difference

- An example of Implicit Bias
 - NFPA 1616 Committee work on shelter operations
- Understanding the dynamics of difference
 - Means the interpersonal interactions that occur in a cross-cultural encounter.





Dynamics of Difference

- Managing the dynamics of difference
 - When one culture interacts with the population of another, both may misjudge the other's actions based on learned expectations
 - Individuals bring to the a relationship unique histories and experiences that influence the interactions.
 - Individuals should use caution against misinterpretation and misjudgment of people.





Awareness and Acceptance of Difference

Multiple studies have shown that due to various risk factors, minority communities suffer disproportionately large losses during major disasters. And if our profession is to effectively represent the communities it serves, it must get younger, more ethnically diverse, and more female. The importance of cultural knowledge and experience is especially crucial during such times of crisis

EMWeekly.com by Thomas Henkey, CEM- May 19-2016





Awareness and Acceptance of Difference

 The number of people with legal blindness will increase by 21 percent each decade to 2 million by 2050 -http://www.nei.nih.gov.

 There are roughly 10 million LGBTQ adults in the U.S., or roughly 4.1 percent of the population.-Gallup Report 2017





Working w/Persons of High Vision Needs

- What I learned
 - Assistive Technology
 - Portable Opticable character recognition
 - Screen Reading Devices
 - Effective Communication
 - Brill label Maker
- Subject Matter Expert for Volunteer and Donations Committee and Section 508 compliance pertaining to information accessibility







The Solutions

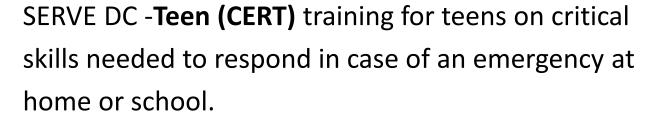
- Best Practices in Creative Programming
- Planning to Reach Diverse Populations
- Connecting with Organizations
- Understanding Information Accessibility -
- Audience Examples





Cultural Brokers Reaching Young, Female & Minority Audiences

SERVE DC – **Commander Ready** Program targets youth ages 5-13 who live in the Washington DC, games and activities to introduce youth to emergency preparedness in a nonthreatening, safe way



SERVEDC – Summer Youth Emergency Preparedness Academy (SYEPA) Young Adults entering workforce on careers in emergency management and public safety.







Using Community Partners to Engage The Whole Community

Volunteer Prince William of Virginia-Serves the disability community by partnering with the ARC of Greater PW to offer classes on emergency preparedness to persons with intellectual and physical disabilities and the medically fragile.

Other Community Partners:

- Church's Groups
- Food Pantries





Planning with Demographics

Fairfax County's OEM- targeted events to populations that have low enrollment in their public information warning system.

Partnerships with organizations like Service Source and the Office for Children allows them to reach caretakers and people with access and functional needs.









Targeting Diverse Audiences

Arlington's County OEM -Partners with AFAC to teach the Elderly, Low Income, and Limited English population how to Cook Food When the Power's Out

- Promote preparedness
- Recipes for Disaster
- Emergency Kit Cook-Off

Prince George County OEM -Hosted workshops with FEMA's youth council members at CERTCON to allow youth to talk to emergency managers about how to get a career in Emergency Management.











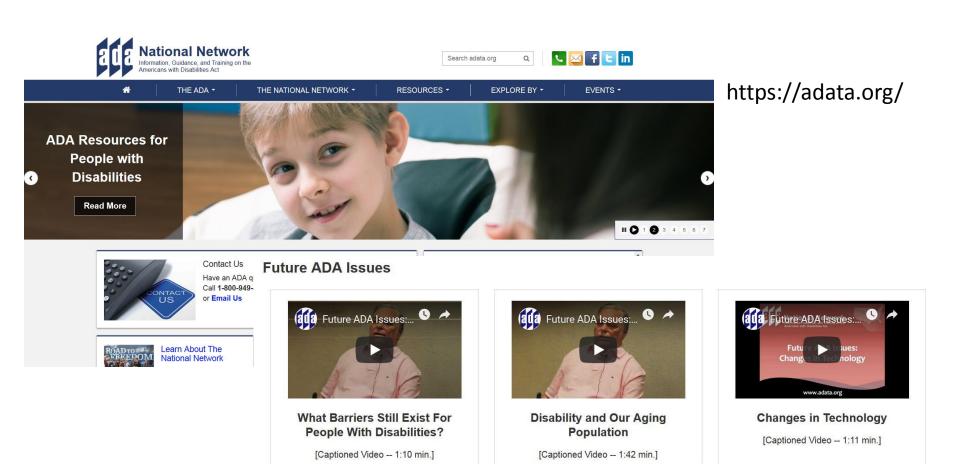
Improving Outcomes

- Develop Partnerships & Relationships
- Invest in Inclusionary Planning
- Create New Models
- Build Assessible Products
- Take Training & Courses
- Recruit from Colleges that have minority students





Resources to Bookmark - ADA National Network







Planning for
People with
Disabilities and
Others with
Access and
Functional Needs
Toolkit

Planning for People with Disabilities and Others with Access and Functional Needs Toolkit



Planning for People with Disabilities And Others With Access and Functional Needs Toolkit















READING RESOURCE



ENHANCING DIVERSITY AND INCLUSION IN MEMBERSHIP ASSOCIATIONS

A WHITE PAPER BASED ON AN INTERVIEW STUDY CONDUCTED BY:



Professor Jeffrey Leiter

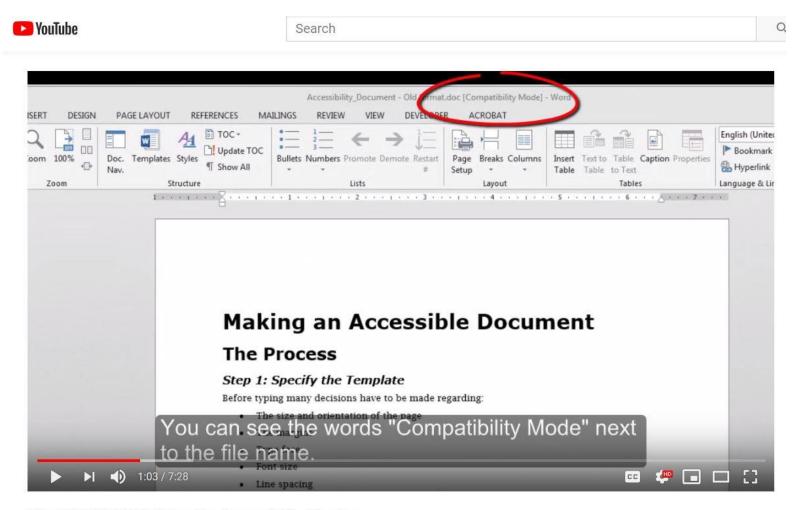
Nicholas Solebello

Professor Mary Tschirhart





Texas Dept of Rehab-Youtube Tutorials



Word 2013 & 2016: Using the Accessibility Checker

2,651 views











Develop An Understanding

PrepTalk: L. Vance Taylor "We Succeed or Fail Together"



In his PrepTalk, Vance Taylor shares the personal story of a shelter that failed to take into account the needs of people with access and functional needs and how emergency managers can achieve better integrated planning. Taylor is the Chief of the Office of Access and Functional Needs in the California Governor's Office of Emergency Services.





"Emergency management will never meet the mission without diversity. True Diversity — in all forms, is not just a snapshot of individuals from various backgrounds coexisting and contributing in any organization, but rather the opportunity for active engagement with varying ideas, approaches, and solutions to problems. This is a complex field and we need the greatest collaboration possible to face and address these problems. We make significant improvements in the lives of people every day and we need to be able to relate to our diverse communities."

—Vilma Milmoe, Senior Policy Advisor, Emergency Management Institute





More Resources

- Diversity in Emergency Management and the New Normal https://www.fema.gov/blog/2016-03-18/diversity-emergency-management-and-new-normal
- The Emergency Manager: Changing of the Guard http://www.emergencymgmt.com/disaster/Changing-of-the-Guard.html
- More Diversity is Needed in Emergency Management -http://www.emergencymgmt.com/training/More-Diversity-Needed-Emergency-Management-Opinion.html
- Working with the LGBT Community: A Cultural Competence Guide for Emergency Responders and Volunteers - http://hrc-assets.s3-website-us-east-1.amazonaws.com//files/assets/resources/EmergencyResponders - LGBT Competency.pdf
- Cultural and Linguistic Competency in Disaster Preparedness and Response Fact Sheet -<u>http://www.phe.gov/Preparedness/planning/abc/Pages/linguistic-facts.aspx</u>
- When Disaster Strikes: Promising Practices http://www.mdcinc.org/sites/default/files/resources/When%20Disaster%20Strikes%20-%20Immigrants.pdf
- CDC's Social Vulnerability Index & Map https://svi.cdc.gov/





Questions & Contact



BETTINA COLEMAN, CEM
DC Homeland Security and
Emergency Management Agency
Bettina.Coleman@dc.gov



Peter Perez, CO- CEM City of Killen Texas pcperez@killeentexas.gov



JOSEPH JONES, CEM
City of Aurora OEM
JJones@aurora-il.org



