Engaging the Whole Community in Emergency Management

EMForum
February 29, 2012

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The Future Strategic Environment

- Increased empowerment of individuals, enabled by technology:
  - Speed and access to information; horizontal and network based communication flows

- Evolving security environment:
  - Technological and scientific knowledge can transform terrorist and counterterrorist capabilities

- Dramatic demographic shifts:
  - Older, larger, more concentrated, and more diverse population may challenge emergency management operations

- Changes in the manmade and natural environments:
  - Climate change & infrastructure degradation are shifting the nature of the risks we face

- Cascading events and resource constraints:
  - Global interdependencies, changes in the supply chain mean events can spread more broadly and more quickly, even as governmental resources are increasingly constrained

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Implications for Emergency Management

- We will face increasing complexity and decreasing predictability

- Future resource constraints are seemingly unavoidable

- How we assess and understand risk must change (forward looking and predictive, not retrospective)

- We will increasingly be dealing with both acute and chronic issues (e.g., drought)

- The means and methods for delivering emergency and disaster management services will shift – individuals, groups, communities and the private sector will play a greater role

- Trust – between the government and the public – must be strengthened

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Current Policy Emphasis

- The 2010 National Security Strategy and Quadrennial Homeland Security Review emphasize resilience and community engagement as foundational principles:
    - Foster individual, community, and system robustness, adaptability, and capacity for rapid recovery (QHSR)
    - Empower communities to counter radicalization (NSS)
    - Improve resilience through increased public-private partnership (NSS)
    - Engage with communities and citizens (NSS)
    - Ensure Resilience to Disasters mission area (QHSR)

- 2011 Presidential Policy Directive-8 and National Preparedness Goal focus on strengthening security and resilience – 'all of nation' approach

- National Disaster Recovery Framework identifies resilient rebuilding as one of 7 key factors in community recovery

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Simple Truths

- Public citizens tend to be the first responders

- Communities that recover successfully drive their own recovery

- Emergency Management is a social process

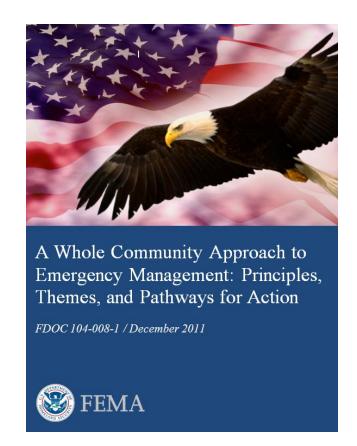- The Disaster itself is just one variable in equation

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Advancing 'Whole Community' EM

FEMA is taking a closer look at how we practice and engage in our field by advancing an approach to emergency management that involves the *whole* community

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A Whole Community Approach to Emergency Management: Principles, Themes, and Pathways for Action

- Purpose of the Document:
  - Synthesize what was learned from the National Dialogue on Whole Community
  - Share real-life examples of how Whole Community has been integrated into daily practices in communities across the country
  - Promote a greater understanding of the approach by highlighting key principles and themes

A Whole Community Approach to Emergency Management: Principles, Themes, and Pathways for Action

FDOC 104-008-1 / December 2011

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What does this mean?

'Whole Community' Emergency Management – Some Key Principles:

- Understand and meet the actual needs of the *whole* community

- Engage and empower all parts of the community (public, private, and civic) in defining those needs and providing ways to meet them

- Strengthening what works well in communities on a daily basis to improve resilience and emergency management outcomes

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Key Principle - 1

Understand and meet the actual needs of the whole community

- *"Understand community DNA"* – Learn how communities' social activity is organized and needs are met under 'normal' conditions

- *"Plan for real"* – Plan for what communities will really need should a severe event occur (not for the capabilities we have)

- *"Recognize community capabilities and broaden the team"* – Recognize communities' private and civic capabilities, identify how they can contribute to improved pre- and post-event outcomes, and actively engage them in all aspects of the emergency management process

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Key Principle - 2

Engage and empower all parts of the community

- *"Meet people where they are"* – Engage communities through the relationships that exist in everyday settings and around issues that already have their attention and drive their interactions; connect the social, economic, and political structures of daily life to emergency management programs

- *"Let public participation lead"* – Enable the public to lead, not follow, in identifying priorities, organizing support, implementing programs, and evaluating outcomes

- *"Build trust through participation"* – Successfully collaborating with community leaders to solve problems for non-emergency activities builds relationships and trust over time

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Key Principle - 3

Strengthen what works well in communities on a daily basis

- *"Create space at the table"* – Engage with the processes of negotiation, discussion, and decision-making that govern local residents under normal conditions

- *"Strengthen social infrastructure"* – Align emergency management activities to support the institutions, assets, and networks that people turn to to solve problems on a daily basis

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Value Proposition

A community centric approach for
emergency management that
focuses on strengthening/adapting what
works well in communities on a daily basis
offers a more effective path to
building societal security and resilience

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Moving Forward

- FEMA Leadership believes that a Whole Community approach to emergency management is necessary to incorporate in everything we do as an Agency and as a field of practice

- The Whole Community concept will continue to be integrated into FEMA's daily activities

- As part of Presidential Policy Directive-8 (PPD-8), FEMA will coordinate a comprehensive campaign to build and sustain national preparedness, to include public outreach and community-based and private-sector programs to enhance national resilience

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PPD-8 Campaign Description

- The first task is a comprehensive campaign to build and sustain national preparedness, to include public outreach and community-based and private-sector programs to enhance national resilience

- Effort will integrate existing efforts and establish new approaches to building actual *capability* among individuals and communities

- Focus is on integrating the entire nation into security and resilience efforts

- Will use a multi-phase approach that takes advantage of existing efforts, such as National Level Exercises and National Preparedness Month

- Initial preparation activities are currently underway, with a campaign plan ready for implementation in the March / April timeframe

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For more information about Whole Community and to access the document, please go to:
http://www.fema.gov/about/wholecommunity.shtm