

# Federal Emergency Management Agency

## *Briefing For*

### *Organization for Economic Co-operation and Development*



Robert Farmer  
Director of Operations  
Response Directorate  
June 29, 2012



# Setting the Stage



**Cosco Busan November 7, 2011**



**8.6 magnitude earthquake off Indonesia  
April 11, 2012**



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# FEMA's Mission Statement

To support our citizens and first responders to ensure that as a Nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards



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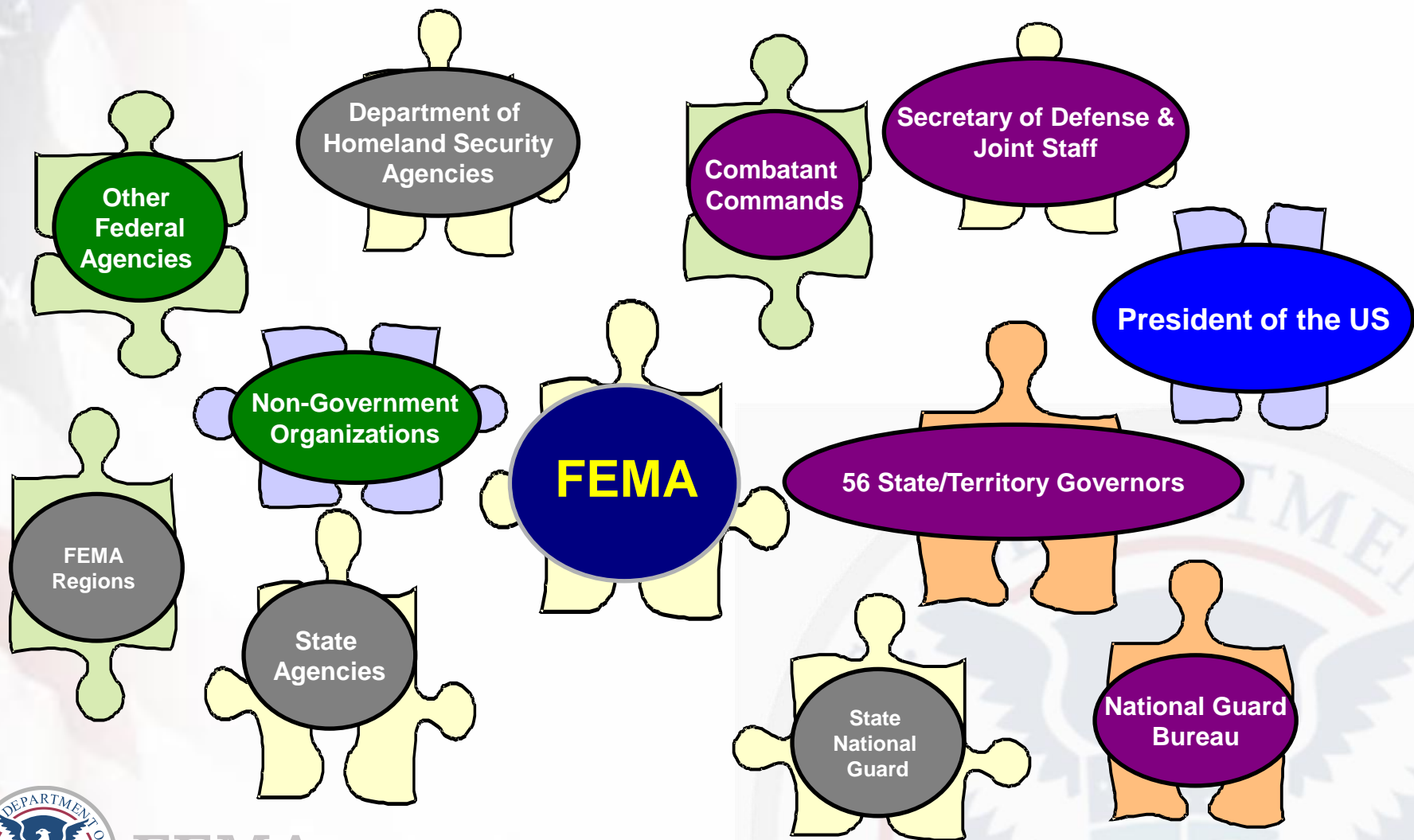


# FEMA Regions



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# Complex Operating Environment



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# FEMA and Whole Community Planning

## Whole Community Response Planning:

- Looks beyond the traditional, government-centric approach to emergency management and embraces a philosophy and operational posture that leverages and serves the whole community
- This will allow government to deliver services more efficiently and cost effectively by partnering with institutions, groups, and individuals already active in the impacted communities

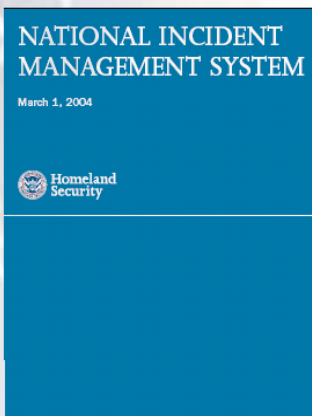
## Whole Community Key Concepts:

- Understanding & meeting the true needs of the entire affected community
- Engaging all aspects of the community in defining needs and finding ways to meet them
- Strengthening the assets, institutions, and social processes that work well in communities on a daily basis



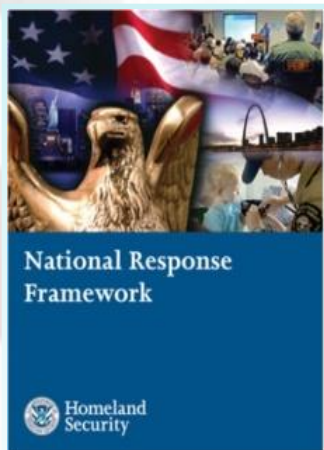
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# National Incident Management System and the National Response Framework



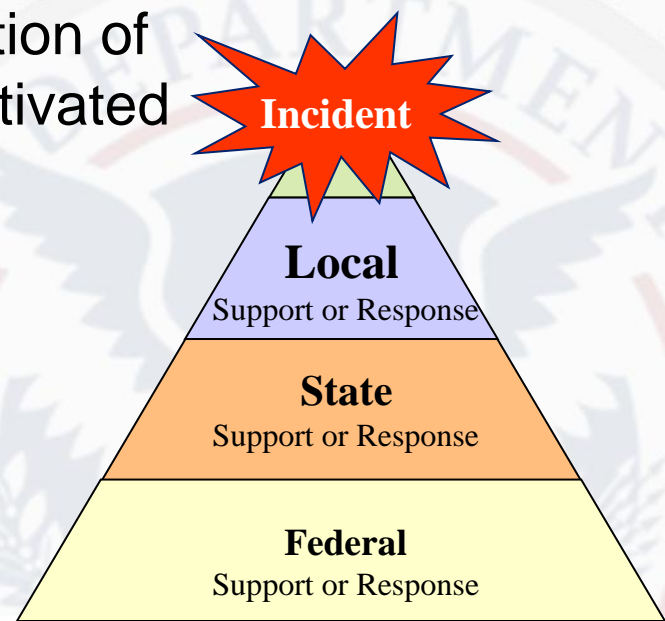
## National Incident Management System (NIMS)

Aligns command & control, organization structure, terminology, communication protocols, resources and resource typing to enable synchronization of efforts in response to an incident at all echelons of government



## National Response Framework (NRF)

Activation and proactive application of integrated Federal resources-activated for significant national incidents



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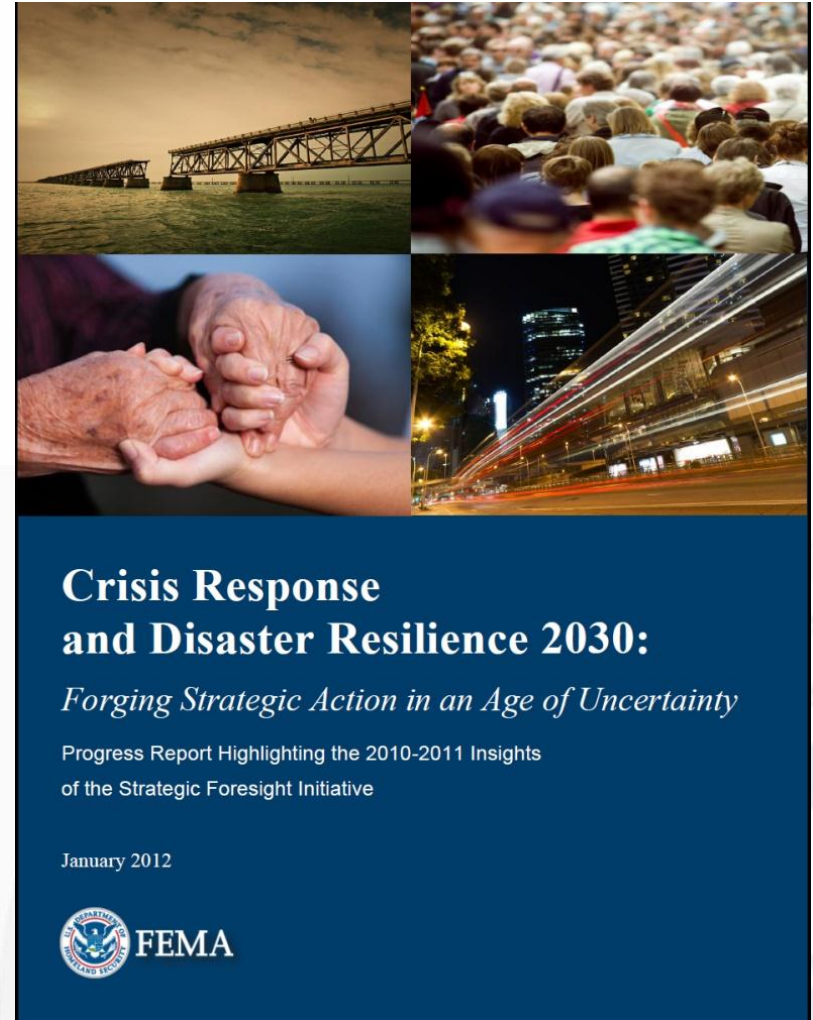
# Strategic Foresight Initiative

**Understand the factors driving change**

**Develop a shared sense of direction and urgency**

**Collectively prepare for the future across multiple sectors**

**Plan for and take action to meet the evolving needs**



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# Another Tool in the Toolkit



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# Tools FEMA Currently Uses

- Full website ([www.fema.gov](http://www.fema.gov)) & Mobile website ([m.fema.gov](http://m.fema.gov))
- Blog ([blog.fema.gov](http://blog.fema.gov))
- Disaster Pages
- Widgets
- Facebook
- Twitter
- YouTube
- Mobile App
- Text messages



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## FEMA Blog

July 20, 2011

### [Talking Emergency Management with our International Partners](#)

Posted by: Carole Cameron, director, FEMA International Affairs



Deputy Administrator Richard Serino shakes hands with Vladimir Puchkov, state secretary and deputy minister, EMERCOM of Russia, after signing the Meeting Protocol and 2011-2013 Work Plan. In the background, Alexey Avdeev, section head, International Cooperation Department, EMERCOM of Russia, looks on.

As you hear us say frequently, FEMA is just part of the team, a team that includes many other partners, from states and local governments to tribal governments and organizations, to the private sector and voluntary groups. But there is another part of this team that people may not traditionally think of - our international partners. And earlier this week, our leadership at FEMA, including Administrator Fugate and Deputy Administrator Serino, met with our Russian emergency management counterparts in Boston, at the second annual meeting of the Bilateral Presidential Commission Working Group on Cooperation in Prevention and Handling of Emergency Situations.

[Craig's Corner](#) (24)

[Earthquakes](#) (30)

[Fires](#) (8)

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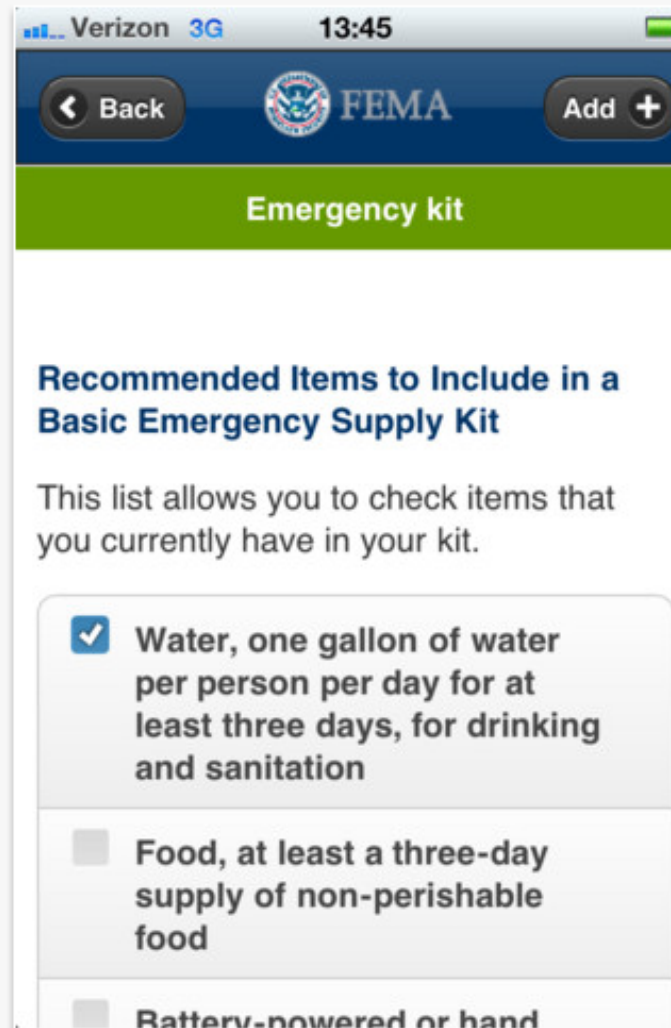
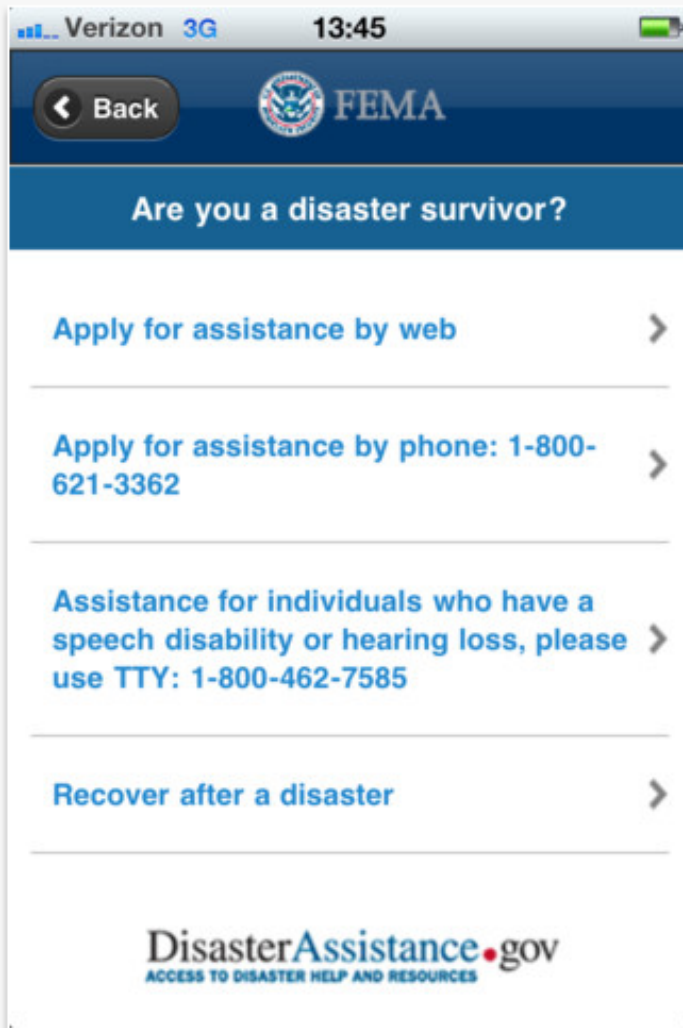
[Severe Storms / Tornadoes](#) (89)

[Severe Tropical Weather](#) (2)




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# Smartphone App





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# Examples of Information

 **fema** FEMA  
25 de agosto: #Irene – la Costa Este deben estar preparados y seguir las instrucciones de los funcionarios locales [go.usa.gov/kp3](http://go.usa.gov/kp3)  
25 Aug

 **fema** FEMA  
National Hurricane Center (@NHC\_Atlantic) is online at [www.hurricanes.gov](http://www.hurricanes.gov) & on your phone at [hurricanes.gov/mobile](http://hurricanes.gov/mobile)  
#Irene  
25 Aug

 **fema** FEMA  
Aug 25: #Irene - Evacuations orders come from local officials & not FEMA. As always, follow direction of local officials.  
25 Aug

 **fema** FEMA  
Aug 25: #Irene – those along the entire east coast should get prepared & follow direction of local officials [go.usa.gov/kp3](http://go.usa.gov/kp3)  
25 Aug

 **fema** FEMA  
(Aug 25) More East Coast emerg management agencies:  
@NYSEMO @RhodelslandEMA @MaineEMA @vermt @NHgov  
25 Aug

 **fema** FEMA  
East Coast emerg mngmnt on @Twitter @GeorgiaEMA SC:  
@EMDSC @NCcrimecontrol VA: @VDEM MD: @mema\_feeds  
@DelawareEMA @MassEMA #Irene  
25 Aug

## Facebook example

Follow the [NOAA NWS National Hurricane Center](#) Facebook page and get updates online at [www.hurricanes.gov](http://www.hurricanes.gov) or on your phone at <http://hurricanes.gov/mobile>.

If you're on Twitter, follow @NHC\_Atlantic



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# U.S. Major Disaster Activity in 2011



**199 tornadoes touched down on April 27 alone.  
67 tornadoes hit the State of Alabama in spring, 2011**



# U.S. Major Disaster Activity in 2011



**Hurricane Irene made landfall in Puerto Rico on August 22, made landfall again on August 27 in North Carolina, and tracked up the Mid-Atlantic and Northeastern U.S.**

# Software Tools



## Heat Map

Activity around Red Cross from last 7 days



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# Benefits and Challenges

facebook

Email

Keep me logged in

Sign Up

Facebook helps you connect and share with the people in your life.



## FEMA

- Wall
- Info
- Ready.gov
- FloodSmart
- Fire Safety
- Welcome**
- Video
- Photos

### About

This channel provides FEMA mission-related information. For emergencies, ca...

More

**44,983**

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## Federal Emergency Management Agency

Government Organization · Washington, District of Columbia

Click  Like to get preparedness and disaster related info directly from FEMA!



### Are you prepared?

Safety tips to be prepared for a hurricane, flood, tornado, or wildfire.

Visit [Ready.gov](http://Ready.gov) to learn more about the simple steps you can take TODAY to be prepared.



### Are you a disaster survivor?

Read our 3 Step Guide and apply online or call (800) 621-3362 TTY (800) 462-7585

State disaster pages

Recovery & rebuilding tips

Find a Disaster Recovery Center



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FEMIA

