



TEXAS
Health and Human
Services

Creating a Culture of Preparedness

Promote Awareness • Encourage Resilience

Welcome!



TEXAS
Health and Human
Services



Presenter

Michelle Neisen, CBCP, MEP
Business Continuity Coordinator
Texas Health and Human Services

President, Association of
Continuity Professionals, Capital
of Texas Chapter

Michelle Neisen has over 20 years experience in the fields of risk and has worked for Health and Human Services (HHS) agencies for over 10 years. As a Certified Business Continuity Professional, she manages over 4,000 business functions across the organization. She effectively leads and motivates staff at all levels forging constructive and collaborative working relationships. While serving as President of the Austin ACP Chapter, she promotes programs and opportunities for others in the industry. Michelle volunteers her time coaching and mentoring others.

Objectives



TEXAS
Health and Human
Services

- Discuss preparedness barriers and awareness strategies
- Review preparedness programs and explore ideas
- Explore resources that encourage and support efforts

NATIONAL PREPAREDNESS MONTH 2018

**Disasters
Happen**

PREPARE NOW

LEARN HOW



FEMA

Ready. 

Definitions



- **Culture(s)** - refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.
- **Preparedness** - a state of readiness to respond to a disaster, crisis or any other type of emergency situation.

Definitions



- **Communities** - a group of people living in the same locality and under the same government, with common ownership.
- **Organization** - an entity comprising multiple people, such as an institution or an association, that has a particular purpose.



Prepare Everyday

FEMA Video <https://youtu.be/iGddWyoWkyg>



TEXAS
Health and Human
Services

Preparedness Memo



Did You Get the Preparedness Memo?

Do you have an emergency kit or would you be self-sustained for at least 72 hours during an emergency?



Preparedness Barriers



Common Obstacles

- Believe preparing is too expensive
- Don't know how to get prepared
- Don't think they have time to prepare
- Believe getting information is too hard



Excuses, Excuses



- It won't happen to me.
- I don't have the time.
- Even if it does happen to me, it won't be that bad.
- I can get emergency supplies if it is bad.
- The government will save me.



TEXAS
Health and Human
Services



Government to the Rescue



Emergency Management Teaches:

- Response to disasters starts at the local level
- Additional resources can be provided by the state when exhausted at the local level
- When state government becomes overwhelmed, the federal government will provide resources

DISASTER PREPAREDNESS BY THE TYPICAL AMERICAN FAMILY

1905

Let's stock up on food and water, reinforce the outer walls, and check the ammunition.



Russmo 2005 www.russmo.com

2005

Let's change the channel a minute and see what the gov'ment says to do.



Participation is Required



TEXAS
Health and Human
Services

What motivates people?

- Responsibility, accountability, peer pressure
- Engage people to take the initiative
- Cultivate awareness, empowerment and prevention
- Let people know what they do matters!



↑
AWARENESS



Preparedness Culture-S



Cultures of Preparedness:

- Begins with you/individuals
- Families and communities
- Businesses and schools
- Private, public and non-profit organizations working together



Promote Preparedness



TEXAS
Health and Human
Services

- Provide opportunities to practice behaviors through drills or training at work/school
- Provide opportunities to discuss individual and family preparedness behaviors
- Increase collaborative efforts by working across organizations and industries
- Engage Community Emergency Response Teams

Preparedness Resources



Free Preparedness Tools:

- Vast variety of available information
- Websites abound with same message – build a kit, make a plan
- Ready campaigns delivered for over 2 decades
- Non-profits, volunteer groups, government, state and local organizations

Resources



TEXAS
Health and Human
Services

- FEMA Ready – Preparedness toolkits and more
www.ready.gov
- Red Cross Preparedness
www.redcross.org/get-help/how-to-prepare-for-emergencies
- Emergency Management Institute Training Course Catalog
<https://training.fema.gov/emi.aspx>

Prepare - Plan



TEXAS
Health and Human
Services





TEXAS
Health and Human
Services

Thank you

Contact information:
michelle.neisen@hhsc.state.tx.us