Changing lives in a changing world
Emergency Management

When the organization chart of Government fails
Why Emergency Management?

- Government builds system to manage emergencies around key agencies and ministries
  - 000 – call and help arrives
- Disasters exceed the capabilities of these systems to meet needs.
  - 000 – call and there is no answer
- Government Agencies that normally don’t work together in emergencies often must work together to solve problems in disasters
The 7 Deadly Sins of Emergency Management

• We plan for what we are capable of responding to

• We plan for our communities by placing the “too hard to do” in an annex (elderly, disabled, children, pets)

• We exercise to success

• We think our emergency response system can scale up from emergency response to disasters
The 7 Deadly Sins of Emergency Management

• We build our emergency management team around Government, leaving out volunteer organizations, the private sector, and the public.
• We treat the public as a liability
• We price risk too low to change behavior, as a result, we continue to grow risk
How I Think About Disasters

• Survivor Centric
• The Public is a Resource
  • Communications with the Public must be on their terms: Social Media
• Community Centric, Not Government Centric
  • Private Sector part of the Team
• MoM: Maximum of Maximums
  • Plan for Real, not Easy
How I Think About Disasters

• Government Must Focus on Security, Safety, and Stabilization
  • Speed is key to stabilization
  • If you wait for assessments, you will be too late
  • Respond like it’s bad, you can always adjust
Climate Change

• Natural Hazards not Natural Disasters
• The past is not preparing us for future risk
• Appropriate building codes and land use planning reduce future risk
• Can we Adapt / Build Resilient Communities?
The Public in Disasters

1. Prepare for disaster

2. When a disaster strikes, check on your Neighbors

3. Government needs to see the Public as a resource
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