

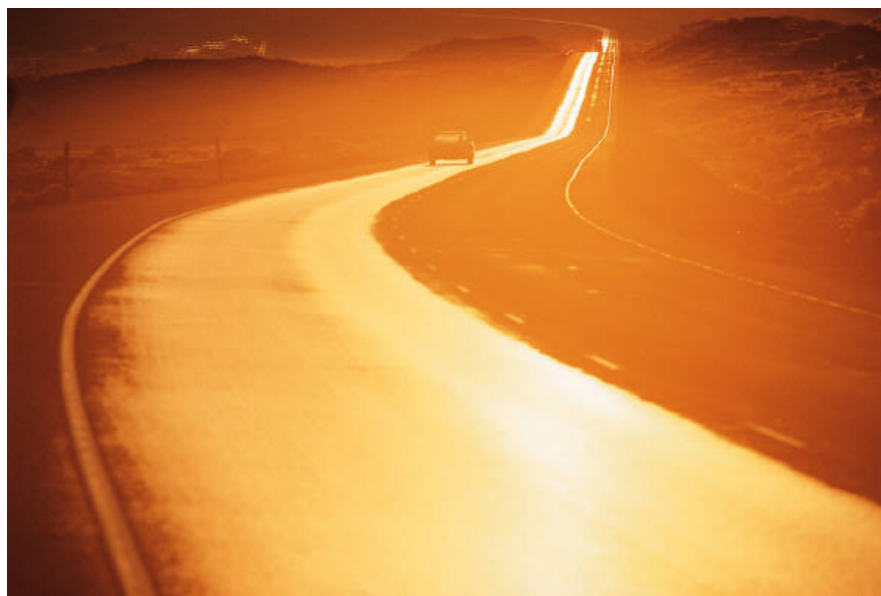
The New Normal - Protecting Your Greatest Asset

Your People!

Agenda

- Everything you do is about people
- Risk Analysis
- Four Ways to Protect Your People
 - Mitigation, Preparedness, Response, Recovery
- Case study
- Going forward

Consider the Road Less Traveled



- Your people are your business - without them, recovery is impossible.
- Be bold in your planning!
- Be creative in your approach!
- Don't think outside the box, blow it up!

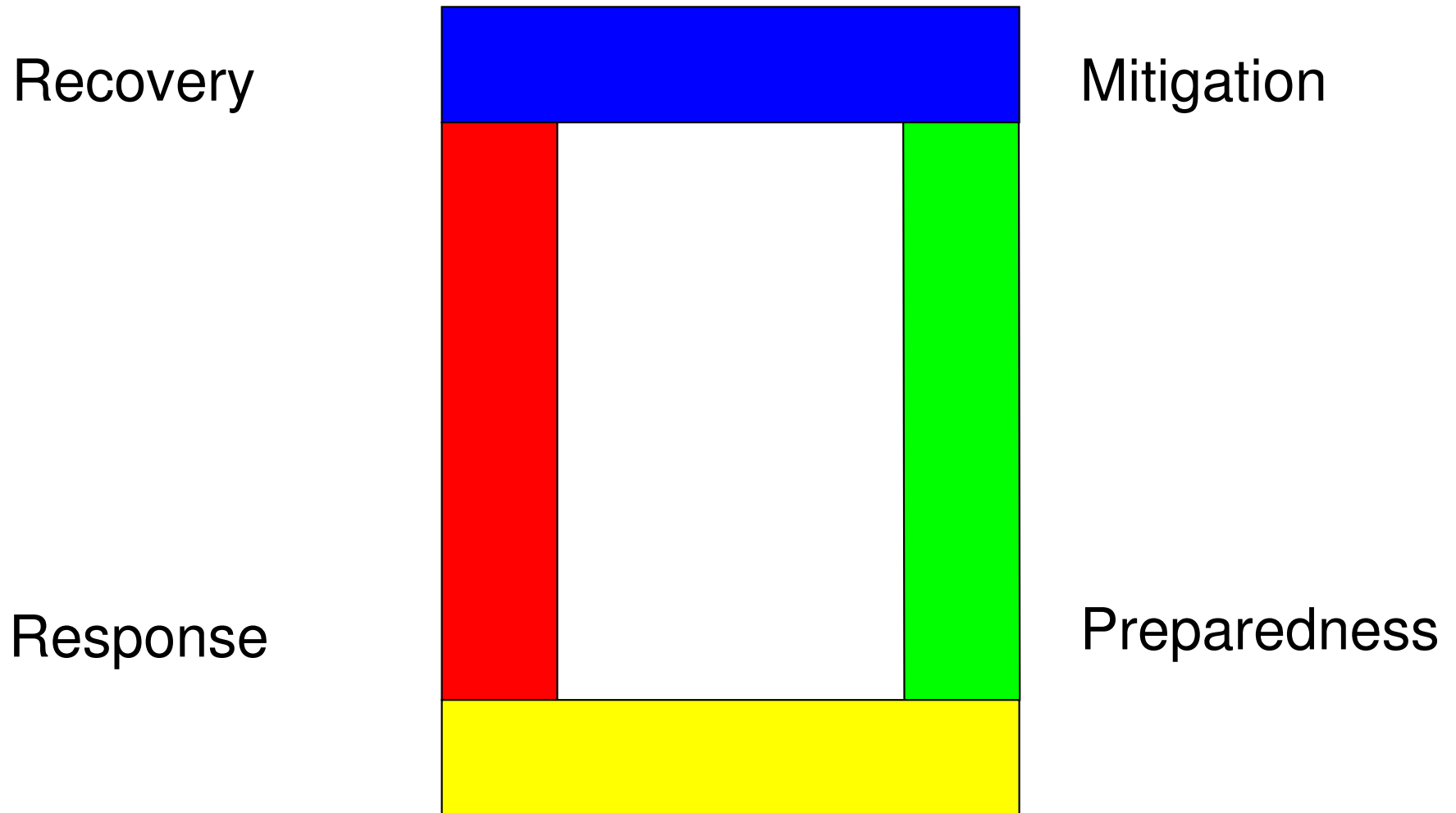


AP / Guillermo Arias



AP Photo

Four Phases of an Event



Assess Your Risk

- The first way to protect your people is to know what your hazards/risks are:
 - Natural hazards
 - Your neighbors
 - Human risks
 - Environmental risks
 - Geo/Political risks
- Determine likelihood of risk and plan accordingly

Natural Risks



- Earthquake
- Volcano
- Tidal Wave - Tsunami
- Wildfires
- Weather
 - Hurricane
 - Tornado
 - Flood
 - Snow/ice storms/winter storms
 - Lighting
 - Mudslides
 - Wind damage
 - Solar storms

Your Neighbors

- Who are your neighbors for a one mile round radius?
 - Train tracks
 - Freeways
 - Consulates/ Embassy's
 - Manufacturing
 - Controversial companies
 - Military bases (10 miles)
 - Airports (10 miles)
 - Nuclear power plant (50 miles)



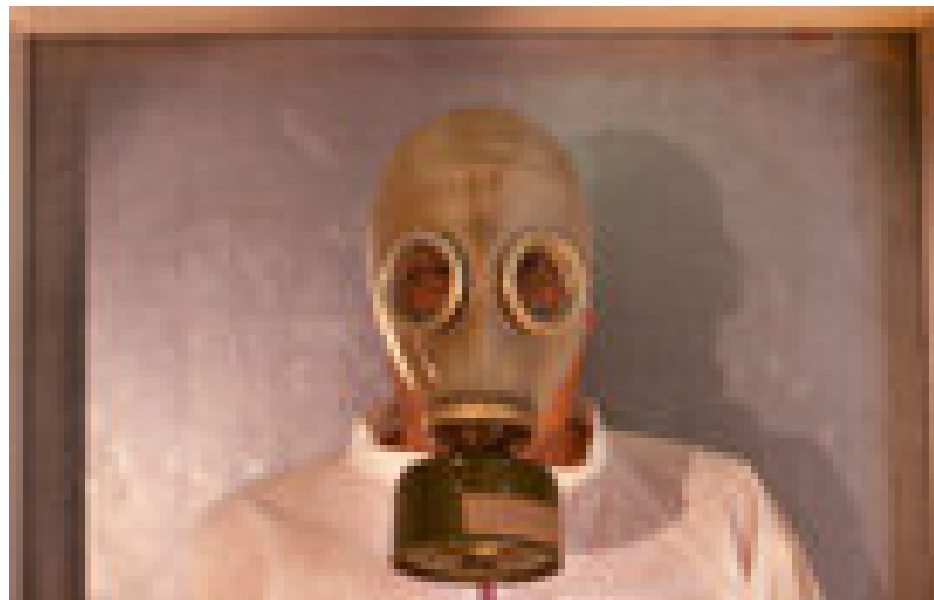
Human Risks



- Terrorism (B-NICE)
 - Biological
 - Nuclear
 - Incendiary
 - Chemical
 - Explosive
- Bomb threats
- Robbery/thefts
- Labor dispute/strikes
- Sabotage
- Violence at work
- Embezzlement/fraud

Environmental Risks

- Proximity to chemical hazards (neighbors or yourself)
 - Hazardous material spill
- Asbestos/PCB's
- Indoor Air Quality (IAQ)-
 - Toxic mold
 - Sick building syndrome
- Community health risks
 - SARS
 - Influenza
 - TB



Geo/Political Risks



AP / Hadi Mizban

- Political environment
- Social environment
- Economic environment
- Kidnapping/extortion
- Human rights
- Brand protection/
trademark issues
- Counterfeiting

Protecting Your People

Four Phases of an Event



Mitigation

Mitigation

- What is mitigation?
 - Mitigation means taking action to reduce the risk of loss of life or property from a future hazardous event.
 - There is no way to prevent natural disasters, but there are steps individuals and businesses can take to lessen damage and losses caused by them. (*FEMA 2005*)
- In your risk analysis, what types of events have a mitigation aspect?

Mitigation - Natural Disaster

- Hazard mitigation for EQ
 - Brace objects over four feet tall in areas where life safety and egress is an issue
 - Institute a “safe place” policy - all areas under desks must be able to accommodate a person
 - Overhead housekeeping policy - objects above someone’s head in an office area must be light weight or stored in a safer location.



Mitigation - Your Neighbors

- Chemical hazards in your area that pose a risk:
 - As you assess your risk you see several holes that need to be mitigated in your shelter-in-place protocols
 - Public address system
 - Install “one-button” shut down for elevators, HVAC systems and lobby doors

Mitigation - Human Risk

- Workplace Violence
 - Card key access doors
 - No tailgating policy
 - Security officers in entry locations
 - Employee and visitor badges

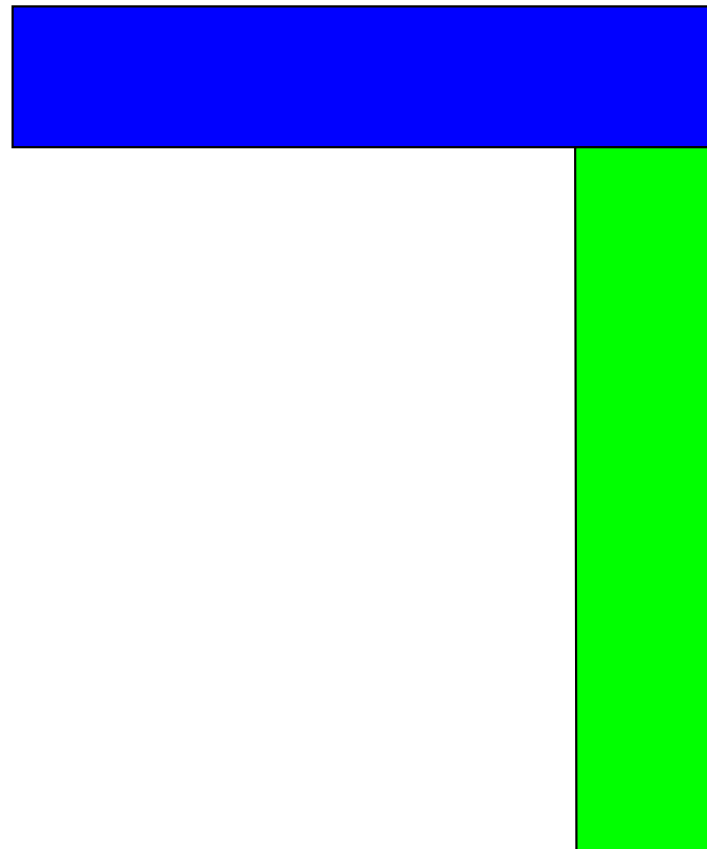
Mitigation - Environmental Risks

- Indoor air quality
 - Processes in place to mitigate air quality concerns
 - Approved cleaning protocols and chemicals
 - Maintenance of air-handling equipment
 - Small work areas limit use of aerosol products and personal items such as perfumes

Mitigation - Political/Country Risks

- Kidnapping/Employee Abduction
 - Surveillance in high-risk country
 - Increased security for all “at-risk” employees/contractors
 - Increased office security procedures for the “in-country offices”

Four Phases of an Event



Mitigation

Preparedness

Preparedness

- Tomorrows success depends on todays preparedness.
 - Preparedness ensures that if disaster occurs, people are ready to get through it safely, and respond to it effectively.
- Preparedness means figuring out what you'll do if essential services break down, developing a plan for contingencies, and practicing the plan. (*FEMA 2005*)

Preparedness - Natural Disaster

- Earthquake
 - Employee training: work and home
 - Employee safety fairs
 - Emergency Response Teams/Floor Wardens
 - Supplies on site
 - First aid - everyday and disaster

Preparedness - Your Neighbors

- Chemical hazards
 - Written shelter-in-place policies and procedures
 - Conduct shelter-in-place drills
 - Awareness training



Preparedness - Human Risk

- Workplace Violence:
 - Written workplace violence policy
 - Workplace violence prevention training (all levels of company)
 - Threat Assessment Response Team (TART)
 - Pre-selected
 - Policies in place
 - Exercises

Preparedness - Environmental Risks

- Indoor air quality
 - Procedures on cleaning equipment/areas
 - Periodic air sampling in work areas

Preparedness - Political/Country Risks



- Kidnapping
 - Employee awareness/training

Preparedness Work Area Recovery

Preparedness - Work Area Recovery



- Work Area Recovery - It's a People Issue
 - What are you planning for?
 - What are the solutions?
 - Will it match with your people?
 - How can they support you?
 - Work from home
 - Possibly the most cost effective and people friendly option is a robust work from home strategy
 - Hot site recovery
 - Transportation, lodging, meals at a minimum (are families invited?)

Preparedness Human Resources

Preparedness - Human Resources

- Up-to-date employee contact information including emergency contact information.
- Identify additional resources for staffing essential services
 - Employees with special skills
 - Those able to assist in the command center
 - Identify outside sources for additional personnel
- Identify support that will be given following an incident and for whom:
 - **CARE**- Childcare, Eldercare, Petcare

Preparedness - Human Resources



- Emergency policies
 - Emergency pay guidelines
 - Emergency loans for employees
- Communication
 - 800 employee hotlines'
 - Call trees
 - Web sites
 - Notification system
 - Out-of-state contact person for their family
- Encourage Community Emergency Response Teams (CERT's) in your area.

Preparedness - Human Resources



- Housing- will you provide?
- Transportation- will you provide?
- EOC staff health- check-ups, vaccinations.
- Flu shots- do you offer to all EOC members each year

Preparedness - Human Resources



The Bristol Press / Brian Totin

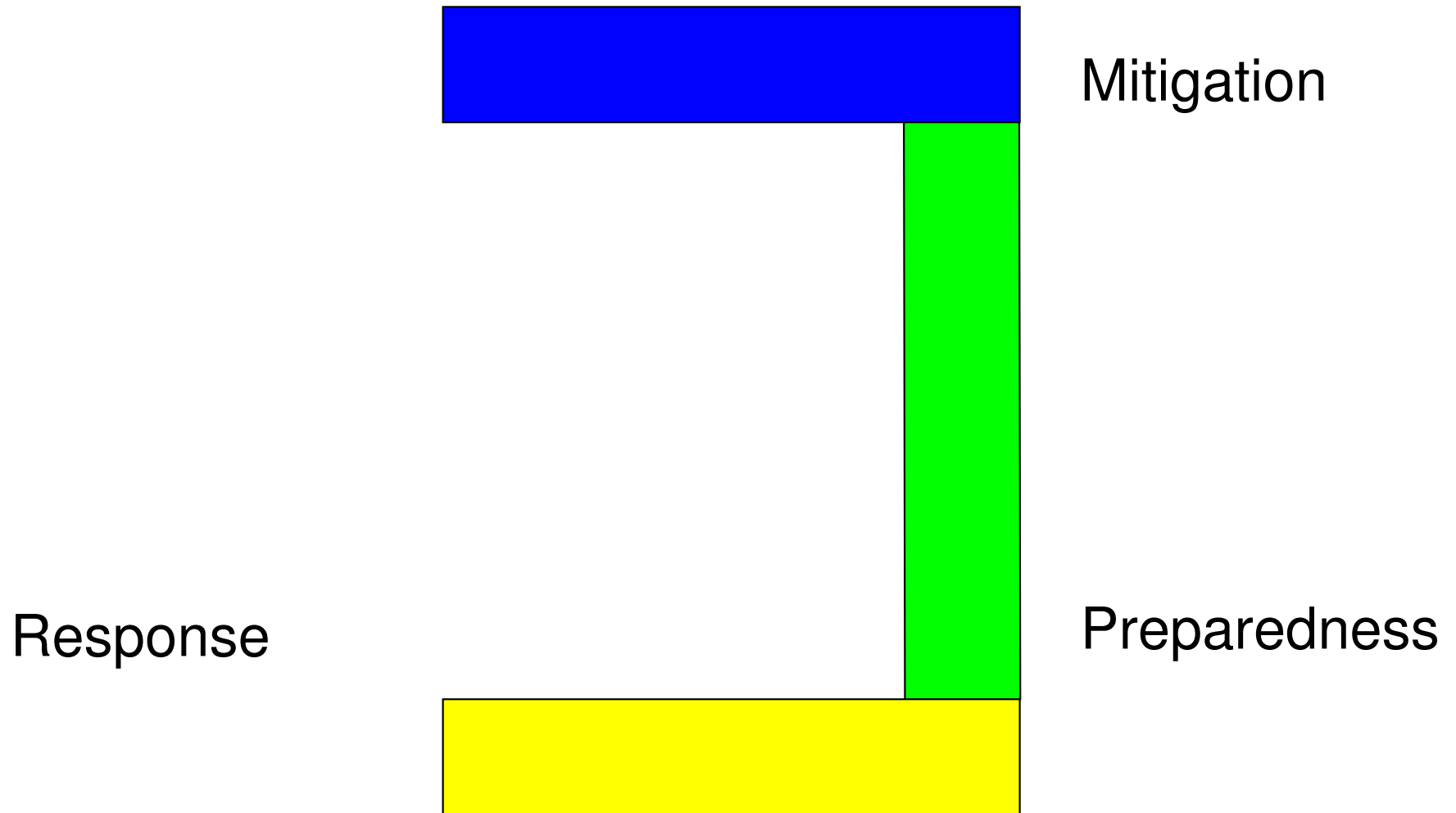
- Disaster awareness
 - Have a disaster/ preparedness day
 - Drills
 - Safety fairs
 - Family preparedness/kits
 - Training
 - Exercises

Preparedness - Human Resources

- Incentives- consider what you may offer staff for a prolonged activation. May include:
 - Bonuses
 - Additional pay
 - Days off
 - Vacations.
 - Acknowledgement: awards, letters of commendation



Four Phases of an Event



Response

- The reaction to an incident or emergency to assess the damage or impact and to ascertain the level of containment and control activity required.
 - The step or stage that **immediately follows** a disaster event where actions begin as a result of the event having occurred.
- Response has three components.



Response - Its **ALL** About Life Safety!



- Regardless of the cause, initial response is all about life safety
 - Evacuation, Shelter-in-Place
 - Medical assistance
 - Search and rescue
 - Accounting for all persons at the site
- The situation dictates the level of your response.
 - Help coming vs on your own

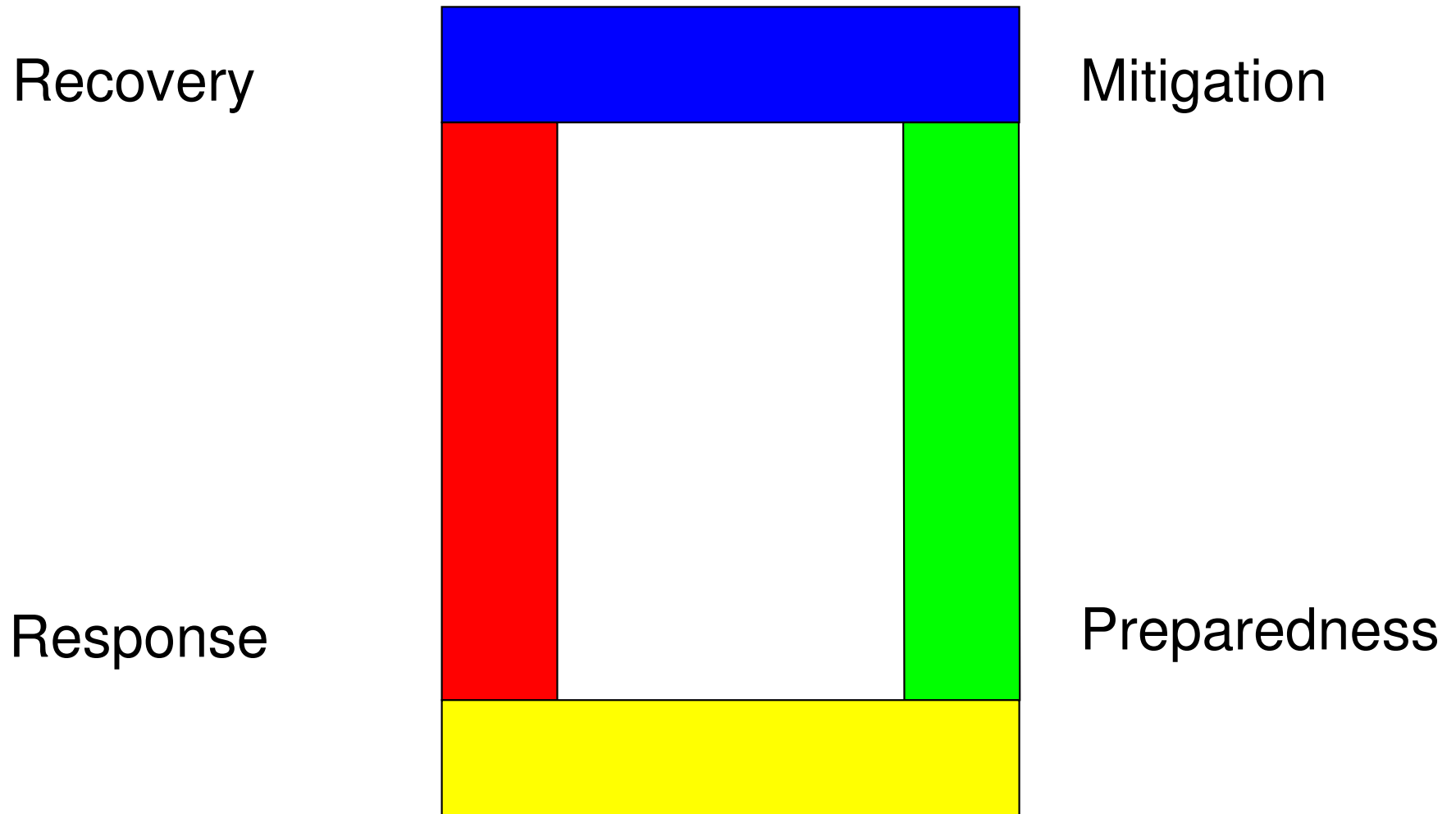
Response - Communication

- Communicate every possible way that you have thought about and look for new ones!
- Land lines- avoid your agency's phone switch
- Centrex
- Ring down lines
- Cell
- Nextel
- Satellite
- Blackberry's
- Symon (reader-boards)
- Voice over Internet
- Instant Messaging
- Notification systems
- Conference Bridge
- Ham
- Two-way radios
- Pager
- CB Radio
- Email
- Text messaging
- Fax
- Runners
- Carrier pigeon?

Response - Assessment

- Your initial assessment will determine many of your first actions and will affect your people
 - Who does the initial assessment?
 - Are they trained?
 - If done by an outside firm are they on contract to provide such a service (structural engineers)
 - What needs to be done immediately to support your staff.
 - Safety equipment
 - Mental health support

Four Phases of an Event



Recovery

- Implementing the prioritized actions required to return the processes and support functions to operational stability following an interruption or disaster.
 - The goal is to get back to “business as usual.”

Recovery

- Strategies and issues
 - Short-term (first 30 days)
 - Mid-term (31 days - 6 months)
 - Long-term (6+ months)
- If you have done little in the area of mitigation and preparedness you now need to bring together all of the issues I have brought up in the early slides.

Recovery - Mental Health

- It is important to provide compassionate responses to employees concerns.

1. Facilitate informational meetings: educational, sharing, counseling
2. Point to resources: community, company-sponsored
3. Communication: absolutely critical - communicate often
4. Interventions to deal with interruption of productivity as appropriate



Case Study

January 1998

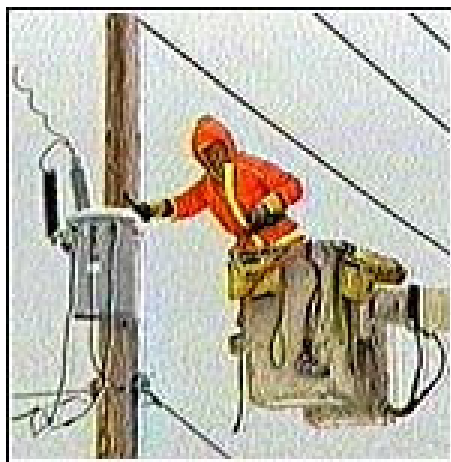
Great Winter Storm January 1998



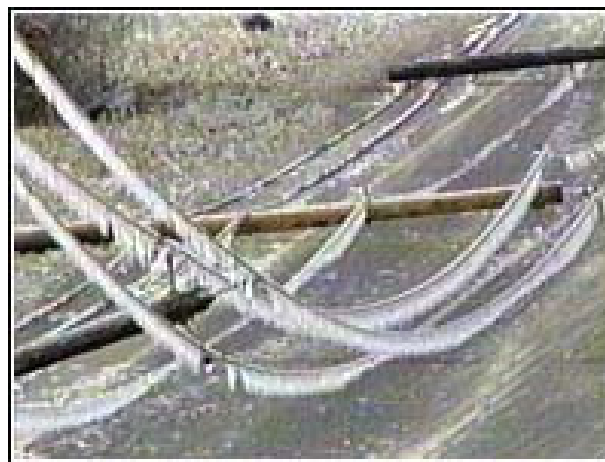
(Courtesy CBC)



(Courtesy WMUR)



(CNN)



(Courtesy WIXT)

Global Insurance Company

- Financial operation in Maine
- 800+ employees
- Year end close January 31
- January 8 storm hit the Northeast
 - Company facility had all utilities
 - 95% of staff had none
- Utilities expected a broad electrical outage that could last several weeks
- Company is fine, employees not so...

Company Kicked into High Gear



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

- Realizing the serious employee need the company immediately responded:
 - Three meals per day for staff and their families, 7 days a week

Company Kicked into High Gear



- Hot showers for staff and all family members.



Company Kicked into High Gear



- Laundry facilities for staff and all family members.



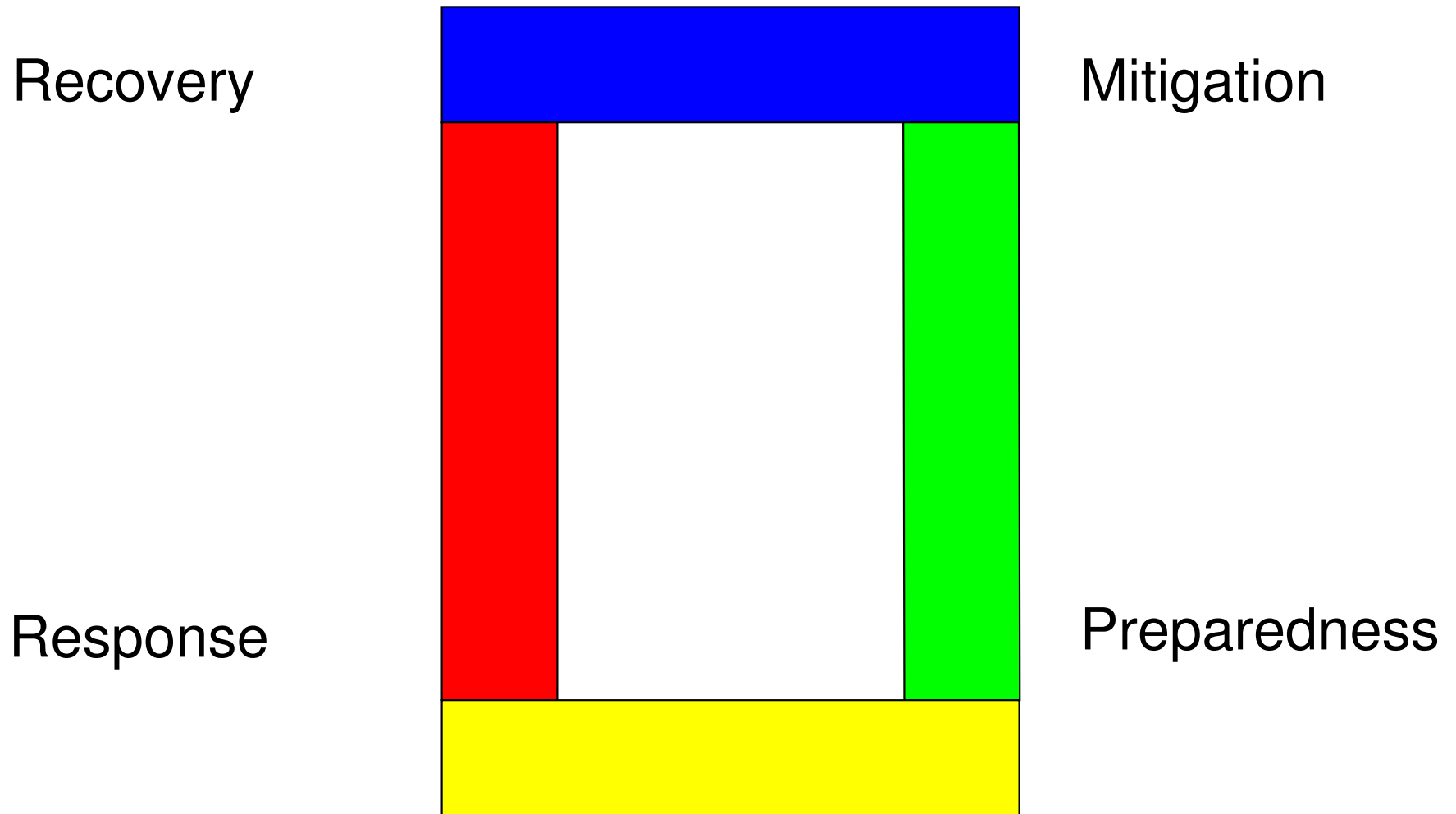
How Long?

- 30+ days of support until utilities fully restored to the region.

Good News!

- Company closed books on time!
- What about employee morale?
- Cost?
- Was it a good investment?
 - You bet it was!

Four Phases of an Event



- **YOUR** people!
- Assess your risk
- Determine the strategies necessary to approach the risk: mitigation, preparedness, response, recovery
- Engage your management
- Blow up the box!

Thank You!

Regina Phelps CEM RN BSN MPA
Emergency Management & Safety Solutions
San Francisco, California 415-643-4300
www.ReginaPhelps.com
www.ems-solutionsinc.com