



**NATIONAL MASS CARE STRATEGY:
BUILDING A COMMUNITY OF
PRACTITIONERS**

Today's Speakers

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- Amy Mintz, American Red Cross
- James McGowan, National VOAD
- John Madden, National Emergency Management Association (NEMA)
- Waddy Gonzalez, Federal Emergency Management Agency (FEMA)

Brief History of the National Strategy

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- Memorandum of Agreement signed between FEMA and American Red Cross in 2010
 - Called for the American Red Cross and FEMA to develop and promulgate a National Mass Care Strategy with National VOAD and the community of mass care practitioners
- National Mass Care Strategy published in 2012
- National Response Framework revised in 2013
 - Named American Red Cross as co-lead of the Mass Care component of ESF-6
 - Established national requirements for sheltering and feeding

National Mass Care Council

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- Co-led by:
 - American Red Cross
 - Federal Emergency Management Agency (FEMA)
 - National Emergency Management Association (NEMA)
 - National Voluntary Organizations Active in Disaster (National VOAD)
- Includes representatives from:
 - Big City Emergency Managers
 - Department of Health and Human Services
 - Feeding America
 - North American Mission Board – Southern Baptist Convention
 - The Salvation Army

National Mass Care Strategy

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- The National Mass Care Strategy provides a unified approach to the delivery of mass care assistance to all communities, by establishing common goals, fostering inclusive collaborative planning, and identifying resource needs to build a national mass care capacity, focusing on:
 - Congregate and non-congregate temporary shelters (including household pets)
 - Fixed or mobile feeding operations
 - Distribution of relief supplies
 - Family reunification
 - Health and/or mental health services
 - Information and recovery assistance

Essence of the Whole Community

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- Ensuring our nation's ability to provide life-sustaining services immediately following disaster events is a fundamental responsibility of the Whole Community
- It is an inherent value embedded in the culture of this country to assist each other during times of need

A Unified Vision

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“Our country must build a system that encourages individuals, families, communities, states, and the private sector to all participate in building resiliency and capacity.

“For such a system to be effective, it must be built on a foundation of common terminology; well-defined position and roles, responsibilities, and qualifications; and training programs that are flexible in design to adapt to various delivery methods and organizational needs but reflect standardized system fundamentals.”

—Introduction to the National Mass Care Strategy

Ongoing Dialogue

“The community of mass care practitioners believes in the principles, foundation, and approach established in the National Mass Care Strategy. The dialogue on how we as a nation can come together to better serve our citizens in times of need did not start with the NMCS, but the opportunities to expand the dialogue to all parts of the community, government, private sector and even the individual have been extended by it. Bringing a new community-centric approach and setting national mass care standards, metrics and expectations may be the legacy of a strategy that will result in a stronger, more resilient America.”

—“National Mass Care Strategy – A National Integrated Approach,” *The Journal of Business Continuity & Emergency Planning*

Implementing the Strategic Goals

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Build Scalability into Service Delivery

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- Create an integrated National Mass Care Plan
- Support local and state engagement in building mass care capacity (gap analysis)
- Implement strategies for tiered response to expand available mass care resources
- Improve the effectiveness of disaster exercises in building mass care capacity including scenario planning

Build Scalability into Service Delivery

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Galena Flood (AK)

- Alaska Mass Care Committee Members— State and Federal agencies, tribal nations, NGOs and the private sector
- Responsibilities
 - Documented full range of mass care needs
 - Recommended approaches to address gaps and enhance state capabilities
 - Problem-solved other mission areas
- Results
 - Developed/implemented phased sheltering and feeding plans to sustain residents through harsh winter
 - Provided essential services
 - Arranged for household pet support through NGOs

Statewide Hurricane Exercise/ National Mass Care Exercise (FL)

- 60 participants representing the whole community and all levels of government
- Exercise participants:
 - Simulated EMAC deployment of 6 mass care personnel
 - Convened 2 mass care task forces
 - Employed FEMA contractor resources
 - Utilized NIMS resource typing documents and Florida mass care procedural documents

Create the Opportunity for Improved Coordination and Participation

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- Create national platform community of practice with common templates and definitions
- Implement an integrated Mass Care resource deployment strategy that leverages the capability of all organizations while reducing duplication and improving resource visibility
- Implement Mass Care asset management and coordination
- Improve communications and coordination including EOC coordination and partners

Create the Opportunity for Improved Coordination and Participation

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Joplin Tornado (MO)

- Multi-Agency Resource/Relief Center opened 7 days after the tornado
 - Over 30 local, State and Federal (FEMA, SBA) agencies and the Red Cross conducted damage assessments, opened over 1,500 cases and assisted over 5,000 survivors
- Assembled and moved critical emergency supplies and medical aid
- 176,869 volunteers provided 1.146,083 hours for rebuilding and recovery,
 - Valued at nearly \$18 million of donations and volunteer labor matched against the State cost share

Moore Tornadoes (OK)

- OK VOAD Multi-Agency Assistance Centers with over 20 agencies providing assistance
- Sheltering:
 - Four universities opened dorms/apartments and supported feeding, child care, laundry, and acceptance of donated goods
- Feeding:
 - Red Cross and Salvation Army operations, supported by the Southern Baptists, provided 12,000 meals per day with the capacity for more than 60,000 per day
- Household Pet Sheltering/Food Donations
 - Coordinated by State Department of Agriculture; supported by American Humane Association, Kinship Circle, OK Veterinary Medical Association, Animal Resource Center
- Multi-Agency Warehouse established to handle donations from around the country

Engage the Whole Community

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- Identify and remove barriers that limit volunteer, community agency and private sector involvement
- Create a mass care virtual volunteer portal to support the creation of a mass care community of practice through information sharing

Engage the Whole Community

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Isaac Response (LA)

- Blue roof (temporary roofing) pilot program, led by Southern Baptist Disaster Relief (SBDR) and LA VOAD
- Materials provided by FEMA
- Technical assistance provided by USACE
- Blue roofs installed by:
 - SBDR
 - Mormon Helping Hands
 - St. John Volunteer Reception Center
 - Samaritan's Purse

“Occupy Sandy” (NY)

- A non-traditional organization established to support the response
- Was integral in providing other relief organizations with information about the location of people with needs
- Coordinated assistance with other relief operations to ensure needs were met
- Served as a member of the Multi-Agency Feeding Task Force

Standardize Mass Care Practices

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- Recommend and adopt mass care standards of practice
- Implement a standardized mass care incident management training program
- Promote the use of existing mass care tools

Standardize Mass Care Practices

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Multi-Agency Planning

- Sheltering Plan Template and Task Force Guidance Documents
- Feeding Plan Template and Task Force Guidance Documents
- Shelter Transition Guidance

Standardized Mass Care Training

- Community Mass Care and Emergency Assistance
- State Mass Care/Emergency Assistance Planning and Operations
- State Volunteer and Donations Management
- American Red Cross Shelter Operations
- Shelter Field Guide

Strengthen and Unify Mass Care Legal and Policy Foundations

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- Modify the Robert T. Stafford Disaster Relief and Emergency Assistance Act (Public Law 93-288) as amended.
- Modify or implement Federal Non-Stafford legislation that directly affects the provision of Mass Care services to meet whole community needs.
- Modify existing doctrine, policies and regulations to increase national mass care capacity
- Standardize legislation across state lines to enhance the sharing of mass care resources

Strengthen and Unify Mass Care Legal and Policy Foundations

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National VOAD Advocacy Committee

- Success: Modified DAP 9525.2 (Donated Resources) to expand State eligibility for NGO-donated hours
- Created awareness of need for State/local level advocacy as it relates to voluntary, faith-based, and community based organizations within the emergency management field
- Advocated for including NGOs in intended use plans for federal block grants such as HUD Community Development Block Grants for Hurricane Sandy

Building a Community of Practitioners

- Develop and implement a Whole Community webinar series to build the Mass Care Community of Practitioners
 - Provide opportunities for Whole Community partners to facilitate quarterly/bimonthly webinars
 - Build on best practices
 - ✦ Provide a mechanism to share successes
 - ✦ What works/what needs to be improved
 - Serve as a forum for innovation
 - Socialize standards and guidance

The Webinar Series

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- Multi-agency coordination
- Mass care standards of practice
- State, Tribal and local emergency management planning
- National mass care exercises
- Volunteer leadership, support and resources
- Existing and new mass care/emergency assistance tools and resources

To Stay Updated and Find Out More



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