

Volunteer Panel

Panelists:

Betsy Goldman, ACC

Pamela Palanque-North, CERT

Kesiah Scully, ARC

Volunteers appreciate:

- Ongoing communication
- Specifics about the task they will be asked to perform
- Definitions of the roles they will be asked to fill
- Ongoing trainings and skills improvement opportunities
- A volunteer structure to plug into
- Honesty/ Expectations management
- Information exchange
- Volunteer opportunities during non-emergency situations
- Interaction with other like-minded/ like-interested volunteers
- Recognition
- The social aspect of volunteerism
- Timeliness of information
- Being recognized as a valuable resource
- Responsiveness
- Not being distinguished/separated from full time paid personnel

Professional Development of Volunteers

Moderator: Melissa Grober, NY Cares

Participants:

Christina A. Farrell, OEM

Mignon Taylor, CSS/ RSVP

Pat Costello, VERT

Anne Rinchiuso, MRC

Jodie Colon, CERT

Erik Paulino, DOHMH

- Set expectations by offering consistent messages
- Give volunteers high energy and skill based tasks (excitement keeps volunteer interest)
- Clear structure should be in place so that tasks are organized
- There should be a designated volunteer liaison.
- Make volunteers feel needed and appreciated
- Tap into trainings offered by other organizations to keep volunteer interest
- Provide space for volunteers to offer feed back.

Building the Council

Moderator: Herman Schaffer, OEM

Participants:

Hayyim Obadyah, HSC
Keeley Townsend, FDNY
Brian Silva, WCC
Mike Skomsky, BOMA
Christian Valle, MOPD
Seth Golby, ARC

- Silva: Devise creative ways to engage the Council around our Resource Directory
 - Ensure that all members have a reason to connect with other Council members
 - Create projects that facilitate the use of the Directory and that exercise our communications resources
- Golby & others: Focus in on results based projects
 - The Council should PRODUCE something, i.e. Emergency Readiness, Response and/or Recovery materials, plans, communications infrastructure, etc.
- ALL: Strength of the Council is communications and information sharing
 - Valle: Messaging needs to be more ACCESSIBLE. We should work with DOITT to make sure that all of our web content is accessible in the true sense.
 - Ensure that our meetings, conferences are also more accessible and enable our members to engage fully with vulnerable communities, i.e. not only people with physical disabilities, but also the financially disadvantaged, children, elderly, mentally disabled, as well.
- Obadyah: Would like to Council to focus on Preparedness and Readiness.
- Townsend: Would like to use the Council to enable FDNY to understand how they can incorporate volunteers into future emergency plans. Until now FDNY has not used volunteers- not even in administrative support- and would currently like to develop a plan to involve spontaneous volunteers during times when the 1st responder support system is taxed. Volunteers will be used in an administrative capacity.
- Skomsky: It is important to involve the private sector. Exchanging best practices is crucial to improving practices and increasing resources.
- Allen: All private sector partners and even non-volunteer based non-profits should also explore the possibility of creating a mechanism to incorporate volunteers during a disaster situation. By plugging into NY Cares and others' capabilities, our members should consider using volunteers in support of business continuity.

Building Lasting and Productive Relationships

Moderator: Andrea Horner, Safe Horizon

Participants:

Alan Leidner, All Together Now
Ann Daniels, CERT
Erika Schaub, FDNY
Eric Brown, HHS

Linda Whitaker, DFTA
Tonya Hill, BK BPO
Dennis Corley, CERT
Carlos Jessie, CSS/RSVP

Introduction

Let me start by saying welcome. My name is Andrea Horner. I work for Safe Horizon which works with victims of crime in New York City in several different capacities. I also support CAN. Can is a technology tool for information sharing. CAN is a method for agency Collaboration and CAN is support for case managers when working with those affected by large scale disasters. [we can talk afterwards if you have questions].

Citizen Corps Council Mission

The mission of The Citizen Corps Council is to use voluntary citizen involvement, through the coordination of interagency resources, to create a culture of preparedness among New York City's most vulnerable populations and to enable individuals citywide to prepare for, respond to, and recover from disasters.

Citizen Corps Council Goals

1. Increase Productive and Lasting Relationships in the Council
2. Increase Productive and Lasting Relationships in the community
3. Increase Professional Development within Volunteer Agencies
4. Increase a “culture of preparedness” in our community

Today's Purpose

This is simply a brainstorming session to see how we as a council can effectively reach goal #2 to ensure all New Yorkers are prepared for disasters. My role as a facilitator is to Present to all of you a couple of questions to think over and then see if any of your ideas today can be incorporated into more specific strategies for moving the council's goals forward over the next couple of months.

How does this sound. Anyone have different expectations?

Talking Points

- We come together today because even though some of our orgs may not focus specifically on disaster preparedness, we all have a vested interest in disaster preparedness and we are all inter-reliant on one another. Therefore, what do you

believe is possible together that is not possible alone? (Example: more accurate disaster information)

- What helps us realize these possibilities? What prevents us from realizing these possibilities? (Do we have a shared value in emergency readiness? It is truly inherent or something we must establish as part of messaging?)
- What activities would help us overcome these obstacles? (Example: understanding each others needs and the needs of each other's communities).
- What are some ways we can work with other agencies similar or different from are own around disaster preparedness? What tools would we need to do this?
- What are the informal community structures in your area? What are some ways we can work with outreaching informal community structures about disaster preparedness? How do we approach it with sensitivity and honesty? What tools would we need to do this?
- Has there been a determination of your community disaster needs? If not, what is the disaster related needs of your communities? What are the cultural subdivisions in your community? How should outreach be different in those subdivisions? Who are the "at risk" populations? How are their disaster needs different?

Responses

What do you believe is possible together that is not possible alone?

- More Disaster Information
- Better exchange of that information through
 - Training
 - Resources
 - Funding resources
 - Printed materials and give-a-ways
 - Utilization of space
 - Manpower (volunteers)
 - Best practices
- Getting the media involved in our awareness programs
- Contacts
 - Agency contacts
 - Business contacts
 - Food sources
 - Police awareness

What helps/would help us realize these possibilities?

- A shared value of emergency preparedness so that we can outreach the media in an organized way.
- Measurable CCC objectives

- A hierarchy of information dissemination like fact sheets from weatherboard and OEM tips etc.
- Other agencies need to know what CERT teams do and do not do so that agencies can be involved in their plans.
- Figuring out the tools necessary on how to best connect to a community through ‘The Community Leader’, ‘the fellow CERT member’ and ‘the fellow Citizen Corp Agency’.
- Having a volunteer day for nonprofit agencies as well so that those agencies can also see how other agencies are utilizing volunteers.

What are the informal community structures in your area? What are some ways we can work with outreaching informal community structures about disaster preparedness? How do we approach it with sensitivity and honesty? What tools would we need to do this?

- Have drills within communities and make sure the message is well thought out.
 - Make sure these drills are on a small scale
 - Include churches
 - Co-op boards
 - Colleges
 - Schools
 - Senior Citizen Centers
- Outreach agencies who already have those drills and have them come together to create one drill:
 - OEM, HHC, Red Cross, FDNY, DOHMH, NYPD
 - ATN, CERT, block associations, NYC Housing authority,
- Identify and outreach community papers
- Identify and outreach (through CCC agencies) informal community leaders
- Identify vulnerable populations by outreaching supers and maintenance using a CERT developed form.

How to Tailor the Message

Moderator: Autumn Brown, NYDIS

Participants:

Natasha Pavlova, OEM

Christina Curry, HILC

Ken Curtin, FEMA

Lt. William Reddan, FDNY

Eduardo Laboy, DYCD

Matilde Roman, MOIA

Amber Greene, OEM

Ali Gheith, DOHMH

Darnley Jones, DFTA

Tammy Arnstein, MOIA

Topics

Language Access and Cultural Competency
Accessing Mainstream Media and Innovative Alternatives
Reaching Youth
Vulnerable and Inaccessible Communities

Talking Points

1) For communities with fewer resources, where the idea of putting together a go-bag or a household disaster kit is superficial in comparison with the struggle to pay rent, what do we have to offer? What is our message? What other types of disaster awareness are more pertinent to their situations? What disaster readiness actions can they take? What and where is the overlap between the priorities of disaster readiness and the priorities of daily life?

- Some communities are not receptive to ‘outsiders’ providing a message; it is best to have people from the community deliver the message; in approaching the problem of tailoring our message, we should ask what is wrong with the message and our delivery, rather than what is wrong with the community receiving it.
- People tend to use their supplies and resources on other daily needs
- What is the real value of a Go Bag in an emergency?
 - In the most vulnerable areas, the message should be changed to encourage evacuation, instead of encouraging the use of Go Bags (Rockaways)
 - There is a general misunderstanding of how to use/ the purpose of a Go Bag
 - Do they matter in an emergency? Is the Go-Bag central to preparedness?
- Community mapping- building trust and a sense of ownership
- The government should provide more neighborhood specific messages
 - Acknowledge the problems and incorporate them into the message
 - Make messages repetitive and concentrated
 - We must do the legwork required to tailor the message to community needs
- Community organizations have other priorities: how do ‘readiness’ messages fit into their schema?

2) What makes a community inaccessible? To whom is it inaccessible? If a community is inaccessible by choice, how do we respect cultural boundaries while simultaneously giving the community the necessary information?

- Lack of knowledge of available resources; lack of trust
- Create ownership of the emergency- make people know they are part of the solution.
- What is the definition of the ‘emergency’? DISCONNECT
- Special needs make communities inaccessible
- Every culture has a different understanding of an emergency
- Work through faith-based community to get the message out as well.

3) The issue of Language Access is not only our lack of capacity to speak certain languages, but also our habit of inventing language that can only be understood internal

to our agencies. What language do we use when we reach out to other communities? It does not simply define our message-it defines Citizen Corps.

- How do we deliver the message and minimize fear (Guiliani example)
 - Translations alter meaning of the message: often intensifying and/of muting the message
 - Control and monitor sentence structure
- Recognizing Citizen Corps as inaccessible, in that all communities and networks create their own language
- Suggested use of DOHMH Risk Communication Training for Community Leaders in getting across the message of Preparedness

4) For those communities and individuals that do not have ready access to internet, we need to create a message that doesn't end in a website address. What are other next steps? Who can they call?

5) Where do Youth fit in? How can we utilize young volunteers to get the word out about emergency readiness? Bilingual youth could be a great resource to us in reaching non-English speaking communities. But how do we reach them?