

Partners In Preparedness

Program Development Toolkit 2013

New York City Office of Emergency Management

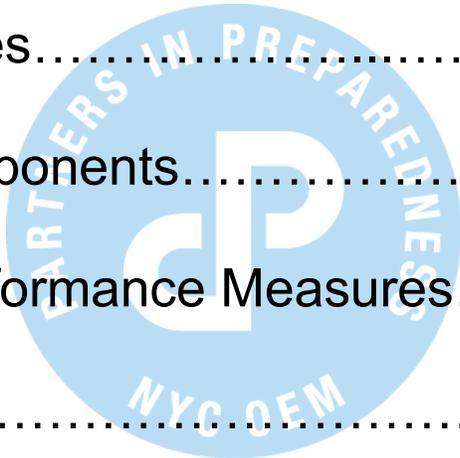
This toolkit was made possible through an agreement with the CDC Foundation with financial support provided by the Federal Emergency Management Agency (FEMA).

*Please note that the information in this toolkit was last updated in October of 2013.
For program updates and changes, please visit our website at
www.nyc.gov/partnersinpreparedness*

Welcome to the Partners in Preparedness Toolkit

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For more information and program updates, email publicprivate@oem.nyc.gov or visit www.NYC.gov/partnersinpreparedness

Partners in Preparedness: Fulfilling a Need

Studies have shown that 25 percent of small businesses never recover from a disaster.

- Over the last ten years, disasters have cost companies billions of dollars in lost revenue, caused thousands of unexpected layoffs, and forced many local businesses into bankruptcy.
- In the non-for-profit arena, organizations unprepared to cope with disasters often go out of businesses, leaving their clients and the larger community without vital services.
- Communities rely on the services of these organizations in order to function and provide for the needs of residents.

One of the best ways to ensure an organization and its surrounding community is able to respond and recover from emergencies is to make sure that private and non-profit sector staff and their families are prepared, both at work and at home. The New York City Office of Emergency Management (NYC OEM) created the Partners in Preparedness program (PIP) to work with businesses, non-profits, and government agencies to make New York City as prepared and resilient as possible. The program consolidates many services and resources available to organizations in an easy to access format tailored to their needs.

This toolkit outlines the framework and supporting components of the program as it currently operates. The activities and focus work well for the businesses in New York City and NYC OEM. However the program itself can be easily adapted to meet the needs of different regions and constituencies. Overall, the program is designed to create partnerships between NYC OEM and local organizations that are mutually beneficial and serve to create resilient communities. It is imperative that all facets of the city work together to effectively prepare for, respond to, and recover from all types of emergencies.

Who's Involved:

Partners in Preparedness includes a wide range of diverse industries and groups:

- Faith-Based
- Healthcare
- Education
- Energy and Utilities
- Business, Banking, and Finance
- Community, Not for Profit, and Government
- Hospitality and Service
- Arts and Entertainment

and more...

Establishing the Program

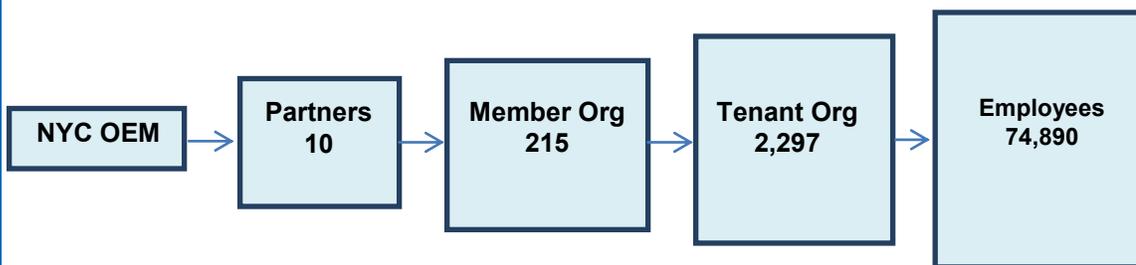
One of the critical mission's of NYC OEM is to educate the 8.3 million NYC residents and ensure the resiliency of the city. To be truly resilient, OEM uses a whole community approach to work with all sectors of the city.

Over time, OEM had developed several different programs to address private sector and personal preparedness needs, all operating somewhat concurrently. It was clear that we needed to streamline our messaging to better support the organizations and individuals we were looking to serve. We decided to create a program that uses our existing resources and programs and combine them into one initiative.

To get started, we created focus groups with a few of our primary business partners from varied industries. These partners were invaluable in helping us identify critical preparedness needs, helpful resources, and motivational rewards that would attract organizations and be effective in furthering our mission. From there, we chose a few baseline activities to develop a standard for partners and an outreach strategy to get started.

Our partner organizations also helped us prove the force-multiplying aspect of the approach. Due to the small size of OEM's Public/Private Unit, we work mainly through industry groups. Tapping this base gave us access to a very large pool of businesses and employees, as illustrated below.

During an initial test, with just 10 of our partner organizations we found that our message could end up in the hands of nearly 75,000 individuals.



Once we realized how many New Yorkers could be reached from this approach, we knew that, in time, Partners in Preparedness had the potential to be a significant player in our effort to reach all constituents. The private sector partners serve as force multipliers, re-broadcasting the message to thousands of organizations, who can then communicate with hundreds of thousands of individuals.

Three years later, the Partners in Preparedness program is thriving and has the potential to reach over 550,000 individuals.

Program Development



Program Development

Program Framework: Partner Activities

Looking to establish a baseline requirement for partnership, we chose to require the completion of five activities—three selected by us, and two by the organization. Deliberately, many of the activities needed to become a partner are often already part of an organization's normal efforts, whether they have dedicated continuity planners or not. Our goal is not to propose added expenses but to show business how they can benefit from existing efforts and the free tools we already have. Initially, the activities are fairly basic, but as the program develops, it is possible to create a tiered partner system, that is more challenging as organizations get increasingly involved in the program. Further activity ideas are listed in appendix A.

To become a partner, organizations fulfill the following steps:

- 1) Register for the program
- 2) Complete five activities
- 3) Confirm completion
- 4) Receive OEM recognition
- 5) Joint promotion of the partnership

Required Activities:

- **Stay Connected:** Encourage your co-workers and volunteers to register for [Notify NYC](#), the City's free real-time emergency notification system.
- **Get Prepared:** Distribute and test an emergency contact plan or call tree for your organization.
- **Share Information:** Send preparedness messages throughout your organization.

Suggested Activities:

We provide the following suggestions and encourage organizations to be creative if they wish to do something outside of this list.

- Learn how to prepare your organization for an emergency. Schedule a Ready New York for Business presentation by contacting publicprivate@oem.nyc.gov.
- Schedule a meeting with your employees to review your business continuity plans or important policies.
- Visit the Ready New York website at www.NYC.gov/readyny to download business continuity planning guides or order them via 311.
- Designate one or more employees to sign up and monitor [CorpNet](#) messages.
- Host a preparedness lunch. Review the highlights of your organization's emergency plan. Providing lunch is a great way to encourage participation in a more informal setting.

Supporting Components

Partners in Preparedness is a multifaceted program with many methods of achieving its overarching goal: educating the public and making the private and non-profit sector as prepared and resilient as possible. One method of doing so is understanding and tackling the barriers to preparedness and participation in the program. Tell us what is stopping you and we'll develop a solution! We continually host focus groups with our partners to determine what works well and where there are still challenges that could be overcome. Over time, we have determined that the following components meet the needs of our partners.

Key Supporting Components:

- **“Event in a Box”:** A box filled with materials needed to host a personal preparedness event and distribute resources to employees.
- **Featured Partner:** Recognize one partner per month as a featured partner. Chosen organization's description and picture are advertised throughout PIP and NYC OEM media channels.
- **Events:** Host various events throughout the year to increase engagement and share tips and best practices among partners.
- **Executive Buy-In:** Provide organizations with the tools and tangible deliverables they need to show proof of their partnership and preparedness.

“Event in a Box” Contents

Participants in the program focus groups indicated that one of the common barriers to promoting preparedness was the effort involved in gathering the materials needed to attract the necessary attention. By creating the Preparedness Event in a Box—a kit that includes everything you need for an event—we have helped organizations overcome this challenge. The kit includes:

- 250 guides on topics including hurricanes, heat, flooding, and pets (50 each)
- Notify NYC cards
- Emergency Reference Cards
- Promotional materials: Two T-shirts, pens, pencils, bags, and stickers
- Two Ready New York Starter Go Bags (for raffles)
- Ready New York DVD

Supporting Component: Featured Partner of the Month

Our partners' experiences are a resource for everyone. We are always interested in our partners' creative ideas when it comes to promoting preparedness. To provide incentive, recognition, and generate interest, we ask partners to send us their success stories, lessons learned, photos, and feedback. Each month, we select one of our partners to highlight as our **Featured Partner of the Month**. We advertise the featured partner on all of our social media channels including Facebook, Twitter, and LinkedIn, as well as our website and via email to all partners.

Criteria may vary based on region and nature of the local businesses. Featured partners may be selected from those that apply, or identified by PIP staff and contacted. We typically have partners provide their own organization overview and description of emergency preparedness efforts, though the write-up may be edited. We have found that organizations are very excited to be featured. It can be an excellent source of positive public relations and further demonstrates their commitment to the preparedness of their organization, employees, and community.

More examples can be found on our website: http://www.nyc.gov/html/oem/html/businesses/partnersinprep_featured.shtml

OEM Featured Partner: St. John's University

The St. John's University men's basketball team helped highlight emergency preparedness at two games this year, first at Carnessecca Arena against St. Francis College on November 22, and again at Madison Square Garden against West Virginia University on January 15. St. John's fans received emergency preparedness guides and some lucky fans won special preparedness giveaways.

St. John's Director of Athletics Chris Monasch also joined OEM Commissioner Bruno in a public service announcement (PSA) to encourage New Yorkers to prepare for emergencies. The PSA debuted on the big screen at the Garden during halftime of the January 15 game against West Virginia. [Check out the video on Youtube.](#)



Supporting Component: Events and Executive Buy-In

Answering the #1 Question: Why Should We Do This?

Hosting **events** for completed partners is a great way to reward their efforts and foster a community of preparedness among the partners to share best practices. If you host events with interesting or “hot” topics, it will also provide incentive for partners to stay in the program and for new organizations to join. The following events are offered exclusively or with early registration to our partners:

- Symposiums or conferences
- National Preparedness Month events
- Webinars and tabletop exercises
- Breakfast or Lunch sessions
- Recognition/Award ceremonies
- Focus groups and discussions

For many organizations, **executive buy-in** plays a large role in their decision to participate in the program. The ability to show tangible proof of their partnership with the local emergency management office is crucial and comes in a few forms. The Partners in Preparedness seal below is our primary method for organizations to demonstrate their partnership and recognize their preparedness efforts. Many of our partners have shared that the Partners in Preparedness program and the seal has helped them tremendously when working with senior staff, auditors, and regulatory agencies. Additional benefits of program participation include:

- Recognition by business partners as a organization committed to being a dependable partner.
- Recognition by employees and volunteers that the organization values their roles and cares for them.
- Increased preparedness and resiliency in emergencies.
- Public recognition of the public-private partnership through a certificate, PIP logo, and recognition on the NYC website.



Results and Performance Measures

Challenges

One of the biggest challenges we faced in the initial stages of the program was determining the barriers to entry. Each organization and industry face unique challenges and look for different rewards when partnering with city government. Through focus groups with representatives from businesses, non-profit organizations, and government agencies we were able to gauge interest in the program and determine barriers and drawbacks to entry. We were also able to ensure that the activities, materials, and rewards contained in the program are meaningful and attractive to potential partners.

Performance Measures

The primary measure of success for the PIP program is indicated by the increased number of organizations participating in the program. Additionally, we look at the number of employees and volunteers that will be impacted by their organization's preparedness activities. The program tracks the number of support materials and resources distributed to participants, as well as the number events and activities held and the number of participants at these events and uses this as a metric for our outreach efforts.

Results

Since we launched the program in 2011, each year:

- ⇒ 200-300 organizations pledge to become our partner, and 100-150 complete the five steps necessary to do so.
- ⇒ Over 500,000 employees, students, and volunteers are reached through the work of our partners.
- ⇒ More than 79,000 preparedness guides and supplies and over 100 "event in a box" packages are distributed.
- ⇒ 100 organizations regularly participate in our webinar series.

Wrapping Up: Useful Tips

Below are some tips that will make the program easier to create and maintain:

- Creating an intake and outtake survey is a great way to keep track of partners and to provide tailored messaging.
- It is helpful to encourage uncompleted partners to finish the activities and report their efforts a few times a year. A good way to do so is to highlight the most recent partners in an email and encourage others to finish as well.
- We require organizations to annually renew their partnership. To do so, partners must simply complete the activities again. While simple, we believe that preparedness is a process, not a one-time endeavor. Therefore, we emphasize this concept with our partners and encourage continual planning and preparedness efforts.
- Provide newly registered partners with a handbook or toolkit of useful information for completing the activities, as well as other preparedness ideas if they wish to go above and beyond the five tasks.
- Useful places to advertise the program is through current trusted private sector relationships, business fairs and conventions, personal preparedness presentations, website, social media.
- Think about your geographic location, the types of disasters most common to your area, and the types of organizations you are looking to attract. These factors will help you determine what five activities to assign participating groups, the type of events to host, and your marketing and recruiting methods.
- When promoting the program and the seal, we emphasize the fact that the seal just recognizes the partnership and does not indicate that NYC OEM has reviewed or signed off on an organization's business continuity plans or endeavors. We do so to ensure we did not violate any office or city policies or become liable for partner mishaps.

Good luck! We wish you all the best in your efforts to reach out to businesses and organizations in your area. If you have any questions, comments, or would like to share your successes or ideas to enhance the program, feel free to email us at publicprivate@oem.nyc.gov and check out our website at nyc.gov/partnersinpreparedness

Appendix A: Additional Preparedness Ideas

Preparedness takes many forms and we want you to be creative in finding what activities work for your organization and the business constituents you serve. Here are a few suggestions for both organizational and personal preparedness.

For Organizations:

- Learn how to prepare your organization for an emergency. Schedule a personal preparedness presentation by your local OEM or emergency team.
- Plan what you will do if your building, plant, or store is not accessible. Schedule a work-from-home day or other method to test your business continuity practices.
- Schedule an afternoon with your staff to review your insurance policies and discuss business continuity plans. Share these resources with colleagues, partners, and private stakeholders.
- Host a preparedness display using materials provided in the “Event in a Box” through Partners in Preparedness.
- Share your Partner in Preparedness logo on your website to show your commitment to emergency preparedness.



Appendix A: Additional Preparedness Ideas



For Individuals:

- Encourage employees and volunteers to test their emergency preparedness knowledge by entering the creating a preparedness quiz to win two Go Bags.
- Keep a supply of [Ready New York](#) guides in your office for employees to bring home.
- Host an emergency supplies event where employees bring in and share what items are in their Go Bags.
- Encourage employees and volunteers to “like” the Partners in Preparedness social media sites or any affiliate sites.
- Let employees and volunteers know about any local trainings, classes, events, and volunteer opportunities
- Encourage employees, volunteers, and their families to become active and involved in the communities you reach.
- Encourage employees and volunteers to have Family Preparedness Night. Over dinner, create and discuss the household evacuation and emergency communications plan.

Appendix B: Featured Partner Examples

Highlighting partners who go above and beyond what is required is a great way to reward organizations as well as inspire others. Below are additional examples of our outstanding partners. More examples can be found on our website:

http://www.nyc.gov/html/oem/html/businesses/partnersinprep_featured.shtml

JetBlue Airways

In September JetBlue held a companywide drive to be better prepared by encouraging Crewmembers to pledge to be ready for any emergency. Crewmembers were asked to **Pledge, Prepare, and Be the Answer** by completing an online survey, with the goal that they could "be the answer" when faced with an emergency situation.

Each day a new topic on preparedness was published in the company's Corporate Daily News, including tips on having emergency contacts up to date, preparing for natural disasters, home and vehicle safety, and even how to create a plan for your pet! As part of this outreach, Crewmembers could also compete in weekly preparedness contests. The prize for the final contest was a vacation package to a destination of the winning Crewmember's choice.

Safety is JetBlue's number one value, touching every aspect of the airline's operation. Keeping this in mind, Crewmembers were encouraged to learn more about the company's corporate emergency response plan and to volunteer in one of the airline's internal emergency response teams, including the Ready Team, the corporate American Red Cross Team.

Shearman & Sterling LLP

Shearman & Sterling LLP, a leading international law firm with 20 offices worldwide, has formed the Shearman Watch/Action Team (SWAT) to support its global, local and personal preparedness efforts. Operating out of New York, where the firm's largest office is located, SWAT includes representatives who serve as "first responders" from a variety of functions within the firm, including administrative services, communications, facilities, human resources, real estate, technology and telecommunications. In New York City, SWAT partners with the OEM and with other law firms to prepare for, monitor and respond to emergency situations.



Appendix C: Partners in Preparedness Flyers



Event in a Box

Everything you need to host
your own Ready NY event!

Did you know that we can provide everything you need to host a Ready New York personal preparedness event for your business or organization?

Order your FREE box today!



Marketing Materials:

Pens, Bags, Pencils, T-Shirts, Go
Bags, Stickers, Table Cloth

Included Guides For:

Hurricanes, Floods, Kids, Pets,
Teens, Businesses, Heat, Pan-
demic Flu, Reference Cards,
Pocket Guides, Notify NYC
Cards, DVD



NYC

Office of Emergency Management

nyc.gov/PartnersInPreparedness
publicprivate@oem.nyc.gov

Appendix C: Partners in Preparedness Flyers

Become one of New York City's

Partners in Preparedness



Help your organization prepare for emergencies by becoming a Partner in Preparedness with New York City's Office of Emergency Management (OEM).

By becoming a partner you can:

- Highlight your dedication to the safety and well-being of your employees and their families
- Gain tools and resources to prepare your organization for all types of emergencies
- Receive emergency updates from OEM
- Display an official seal from OEM to demonstrate your commitment to emergency preparedness

Take the first step: learn more about the program and register to become a partner today at www.nyc.gov/partnersinpreparedness or call 311.

The challenge is yours ...

Are you a partner
in preparedness?



For more information please visit www.nyc.gov/partnersinpreparedness or contact us at publicprivate@oem.nyc.gov.