



Nonprofits: The Everyday Heroes

The Diversity of Community Preparedness: Maximizing Resources

Presented by

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CARD - Collaborating Agencies Responding to Disasters

*Community Preparedness: Addressing the Needs
of Diverse and Vulnerable Populations Conference
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CARD History

- 24/7 Media Attention – 1989 Loma Prieta Earthquake pre-empted the World Series.
- Despite great effort -- government, Red Cross and traditional response organizations could not address immediate, short-term or long-term needs for most vulnerable residents.
- Three Alameda County agencies (Eden I&R, ESN, BOSS) championed having nonprofits unite for preparedness and response for vulnerable communities. United Way of the Bay Area brought together hundreds of Bay Area nonprofit leaders.
- CARD was created BY local community agencies, FOR local community agencies, and works WITH community agencies and committed partners to fulfill on a vision of a prepared, inclusive, resilient, humane society.

CARD's philosophy – Prepare to Prosper!



People with Special Needs 1:

- Seniors and/or frail elderly
- Poor, without resources, extremely low income
- Blind, visually impaired, low vision
- Single parents, lone guardians with no support systems
- Deaf, hearing impaired, Hard-of-Hearing (HoH)
- Limited English Proficiency (**LEP**), monolingual
- Emergent special needs (new needs due to disaster)
- Children, infants, unattended minors, runaways, latchkey kids
- Homeless or shelter dependent - including domestic violence shelters
- Chemically dependent – includes legal and illegal drug dependence issues
- Medically compromised, low immune system, medically fragile, **contagious**



People with Special Needs 2:

- Ex-convicts, registered offenders and other clients of the criminal justice system
- People fearful of (or refusing services from) government, Red Cross or any unfamiliar organization
- Physically disabled - from minor issues to complete dependence on life support
- Mentally/Cognitively disabled - from minor issues to complete dependence on support systems
- Transient needs (tourists, people needing replacement hearing aids or glasses, etc.)
- Owners and guardians of **pets/animals**, people who make life and death decisions based on animal concerns
- Culturally isolated – little interaction outside of their chosen community (**religion**, sobriety, LGBTIQQ, geography caused isolation, etc.)

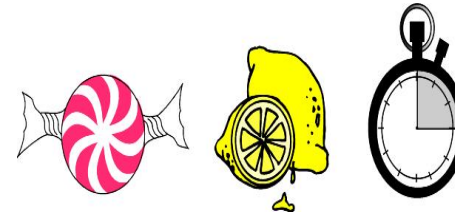


What's Really At Stake

The Scenario: A contagious disease with a high mortality rate is spreading across the country - but a kitchen-table cure is found!

The Cure:

- Grind up a peppermint
- Mix with $\frac{1}{4}$ tsp lemon juice
- Hold under your tongue for 15 seconds



Some Issues You'll Face:

- Distrust of message and messengers
- Access to and distribution of supplies
- Language barriers
- Cognitive and physical ability to act
- Compliance/enforcement
- Allergies

Reality: The health of the entire nation is inextricably linked to our ability to sustainably reach, serve and include diverse communities.



Ignored Realities

- Form Follows Function
 - Disaster Response \neq Emergency Preparedness/Prevention
 - Mass Care \neq Special Care
 - National Initiatives \neq Local Capacity/Needs
- Disaster Response Agencies Have Similar Limitations
 - Top-down command structure
 - Disaster focused, their political & financial engines are driven by response
 - Success depends on compliance, standardization, shared protocols, etc.
 - Challenged by change, bureaucracy, legal constraints
 - Impossible to “train” on all aspects of special needs preparedness
 - **Almost no day-to-day access to the most vulnerable people, little ability to influence behavior, no capacity to ensure compliance...**



Nonprofits and Local Community Service Agencies Provide:

- Language/Social/Cultural Competence
- Intimate knowledge and awareness of consumers
- Ongoing – Daily Public Benefit
- Local focus, local resources, local accountability
- Critical support – food, shelter, childcare, eldercare, protection, information, education, etc.
- Diversity of Skills, Messengers, Options
- Sensitivity to emergent needs (disaster & non-disaster)
- Support to Business Continuity & Economic Development

**They are the TRUSTED service providers
and the SAFE messengers**



Lessons Not Yet Learned

- Community services are as vital to community health as its physical infrastructure.
- CBOs are needed to prepare vulnerable people, to respond and repair the fabric of the community, and to recover.
- CBOs will have new demands that will exceed their resources and capacity – and when they are unable to fulfill these needs, government agencies will be expected to do so.
- As a nation we spend millions of dollars on various preparedness efforts we know do not work, and then expect nonprofit agencies to “partner” for free.
- It is **IMPOSSIBLE** to reach, educate, motivate, track, support and then ensure the sustained preparedness & response capacity of every **individual**. Census 2000 = \$6.5 Billion || Census 2010 ≈ \$11.3 Billion



Nonprofits are Businesses (Part I)

They have tools and resources:

- Communication systems
- Experienced, trained, certified staff
- Facilities (buildings, parking lots, vehicles, etc.)

They have structure:

- Legal requirements
- Boards of Directors
- Service to clients / customers / consumers



Nonprofits are Businesses (Part 2)

Same threats:

- Death & injury to staff, clients, volunteers
- Financial losses
- Physical facility/inventory losses

Same needs:

- Business continuity
- Cost recovery
- Community relations

But they need different tools, services and support to embrace preparedness, response and recovery.



Recovery brings...

Increased Demand

People recovering from disasters will often turn to CBOs for support, creating a much bigger demand for services. This is particularly true of stress-related issues such as:

- Domestic violence and child abuse
- Suicide prevention
- Substance abuse

and financial / economic survival needs:

- Food and shelter programs
- Job training and placement
- Rent/repair/replacement support
- Short- and long-term housing



The San Leandro Model

- The Triad Alliance
 - CBOs serving the residents of San Leandro
 - City of San Leandro
 - CARD
- Partners in preparedness, response, recovery
- Successes
 - Corridor of Safety – Alerting & Warning Sirens
 - Davis Street Family Resource Center
 - DCARA – Deaf Counseling Advocacy & Referral Agency – 1.5 Million Dollar Federal Grant



What You **CAN DO!**

- Champion appropriate inclusion of nonprofits and faith agencies
- Support the nonprofit preparedness movement
 - Dollars
 - In-kind donations
 - Volunteer
 - Word of Mouth
- Urge funders to make disaster preparedness a FUNDED deliverable for your local nonprofits
- Recognize and acknowledge by name, the local nonprofits that serve the daily needs of your diverse community
- Embrace CARD's "use no fear" empowerment-based approach
- Thank a nonprofit today -- they are the everyday heroes, addressing the critical needs of the most vulnerable people in our society.



Thank You to Our Supporters!

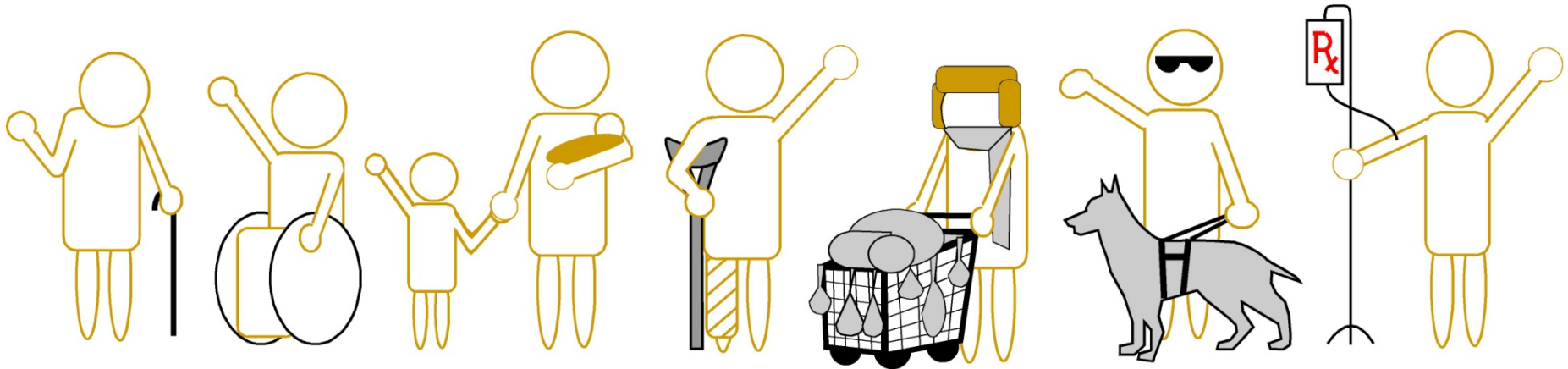
CARD's work to prepare, support and empower nonprofits and the communities they serve is made possible by:

United Way of the Bay Area
Alameda County Operational Area
Alameda County Public Health Dept.
Walter and Elise Haas Fund
Pacific Gas and Electric Company
East Bay Community Foundation
San Francisco Foundation
City of San Leandro
City of Oakland
City of Dublin

UC Berkeley Center for Infectious Disease Preparedness



Thank You!



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