Changing lives in a changing world
Emergency Management
When the organization chart of Government fails
Why Emergency Management?

- Government builds system to manage emergencies around key agencies and ministries
  - 000 – call and help arrives

- Disasters exceed the capabilities of these systems to meet needs.
  - 000 – call and there is no answer

- Government Agencies that normally don’t work together in emergencies often must work together to solve problems in disasters
The 7 Deadly Sins of Emergency Management

• We plan for what we are capable of responding to
• We plan for our communities by placing the “too hard to do” in an annex (elderly, disabled, children, pets)
• We exercise to success
• We think our emergency response system can scale up from emergency response to disasters
The 7 Deadly Sins of Emergency Management

• We build our emergency management team around Government, leaving out volunteer organizations, the private sector, and the public.

• We treat the public as a liability

• We price risk too low to change behavior, as a result, we continue to grow risk
How I Think About Disasters

• Survivor Centric
• The Public is a Resource
  • Communications with the Public must be on their terms: Social Media
• Community Centric, Not Government Centric
  • Private Sector part of the Team
• MoM: Maximum of Maximums
  • Plan for Real, not Easy
• Government Must Focus on Security, Safety, and Stabilization
  • Speed is key to stabilization
  • If you wait for assessments, you will be too late
  • Respond like it’s bad, you can always adjust

How I Think About Disasters
Climate Change

• Natural Hazards not Natural Disasters
• The past is not preparing us for future risk
• Appropriate building codes and land use planning reduce future risk
• Can we Adapt / Build Resilient Communities?
The Public in Disasters

1. Prepare for disaster
2. When a disaster strikes, check on your Neighbors
3. Government needs to see the Public as a resource
Contact Information

Twitter: @WCraigFugate

Facebook: Craig Fugate Consulting LLC

LinkedIn: Craig Fugate

Email: craig@craigfugate.com