



**American
Red Cross**

in Greater New York



Not Your Grandmothers Red Cross: **Opportunities Available for Undergrad and Graduate Emergency Management Students**

Dr. Mick Maurer

Director, Disaster Training & Exercises – ARC/GNY

Adjunct Professor, MCNY MPA in Emergency & Disaster Management degree

Adjunct Assistant Professor, Department of Applied Psychology, NYU

13th FEMA Higher Education Conference Panel June 10, 2010

4/28/10

- **Description:** This presentation will cover opportunities for experience available at most Regional Chapters of the American Red Cross and at many Community Chapters.
- Disaster Action Teams
- Disaster Assessment
- Public Affairs and Governmental Liaison Officers
- Emergency Communication Centers
- Logistics teams
- Disaster Training (over 42 courses in person, plus additional on-line, and local courses and workshops)
- Disaster Trainer Instructor
- CPR/AED First Aid
- Academic Emergency Response teams (AVERT)
- Drills and Exercises at the local, regional, and state levels
- Community Preparedness Presenters
- Mass Care

- As well as Internships, a new degree program of an MPA in Humanitarian and Emergency Assistance degree from the Clara Barton Center for Excellence, and other programs available for students.

The International Red Cross & Red Crescent Movement

History

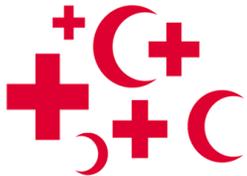


Henry Dunant

- **1859** - Battle of Solferino - Henry Dunant
- **1863** - International Committee for Relief of the Wounded Soldiers (later the *International Committee of the Red Cross*)
- - First International Conference (Geneva)
- - Creation of National Committees for Relief of Wounded Soldiers
- to
- **1919** - Henry Davison initiated founding of *League of Red Cross Societies* to improve the health of populations after World War I
- - Founding National Societies: American, British, French, Italian and Japanese
- - Since 1991 *International Federation of Red Cross and Red Crescent Societies*

The International Red Cross & Red Crescent Movement

Components



- **National Red Cross and Red Crescent Societies “National Societies”**



- **International Federation of Red Cross and Red Crescent Societies “International Federation”**



- **International Committee of the Red Cross “ICRC”**

ICRC

The International Red Cross & Red Crescent Movement

Fundamental Principles

- Humanity
- Impartiality
- Neutrality
- Independence
- Voluntary service
- Unity
- Universality



The International Red Cross & Red Crescent Movement

The ICRC around the world



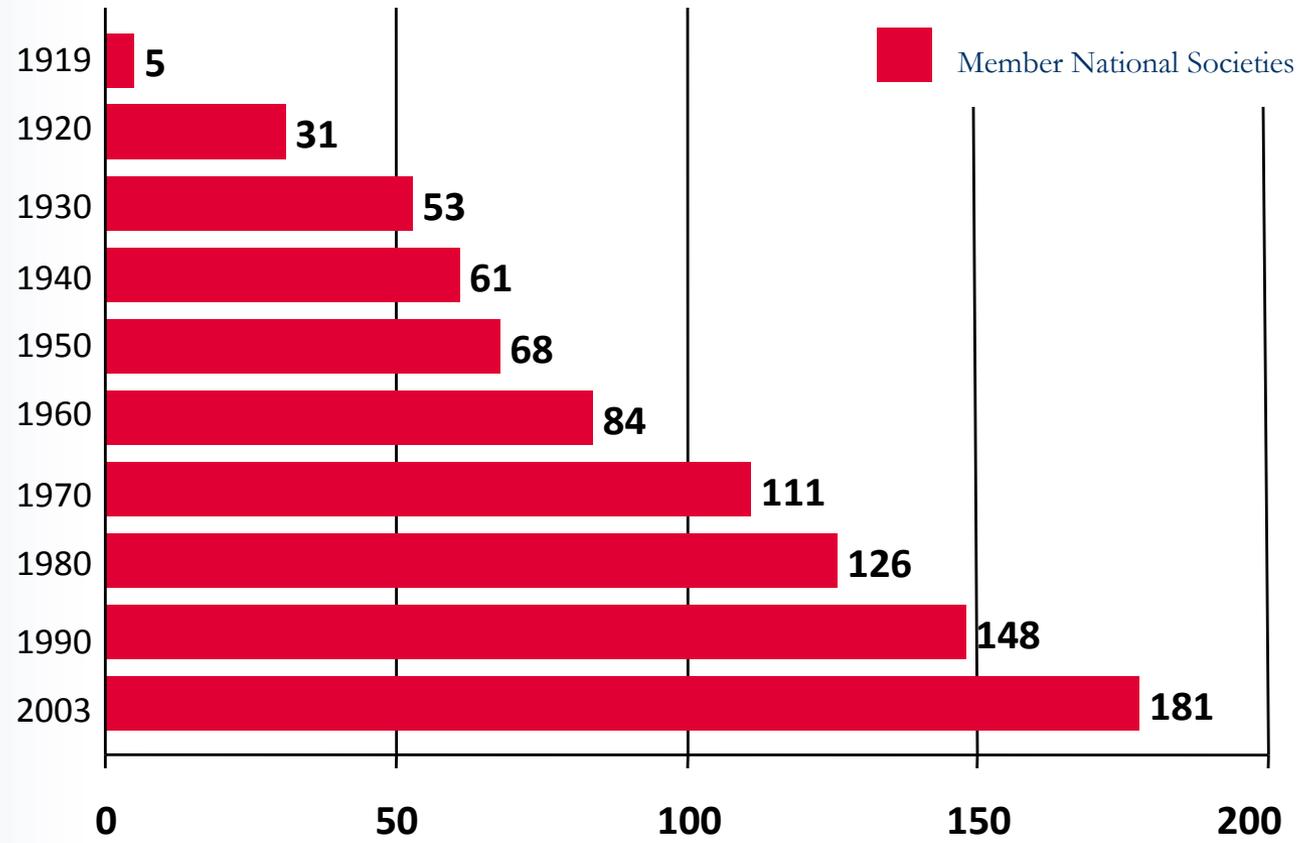
The International Red Cross & Red Crescent Movement

National Societies - what they do



- - National Societies act as auxiliaries to the public authorities of their own countries in the humanitarian field.
- - They provide a range of services including disaster relief, health and social programmes, and assistance to people affected by war.

The International Federation of the Red Cross & Red Crescent Societies



Growth in Federation membership

The International Red Cross & Red Crescent Movement

International Federation - Four core areas for action



-
- - Promotion of Fundamental Principles and Humanitarian Values of Red Cross
 - - Disaster response
 - - Disaster preparedness
 - - Health and care in the Community

The International Red Cross & Red Crescent Movement

International Federation - Regional delegations

Budapest

Almaty

Dakar

Beijing

Panama

Bangkok

Lima

Suva

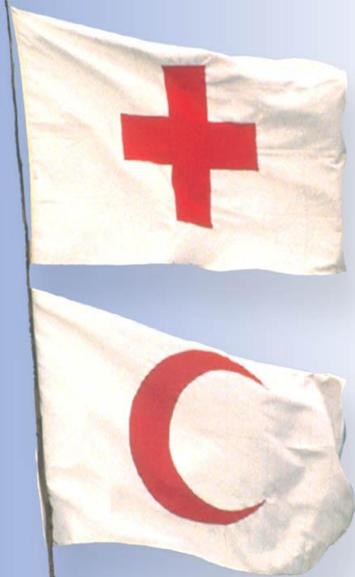
Harare

New Delhi

Nairobi

The International Red Cross & Red Crescent Movement

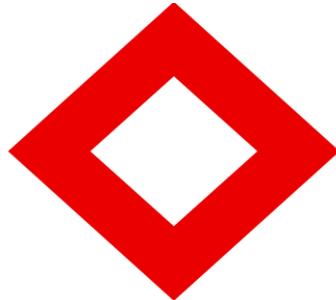
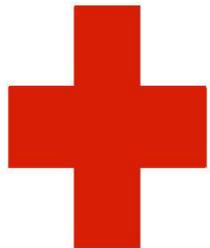
International Federation - Key figures



- 67.3 million beneficiaries assisted through humanitarian programmes in 2003.
- 186 National Red Cross and Red Crescent Societies
- 97 million members and volunteers, of whom 20 million are active volunteers
- 1868 appeals and operations in 153 countries since its foundation in 1919

Who We Are...

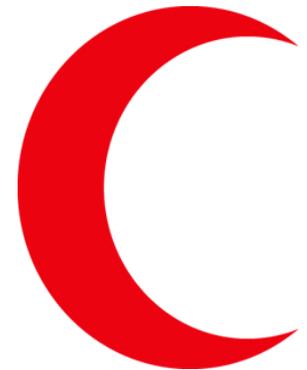
- 97 Million Members and Volunteers Worldwide



MAGEN
DAVID
ADOM
IN ISRAEL



תנועת
הדודאים
בישראל



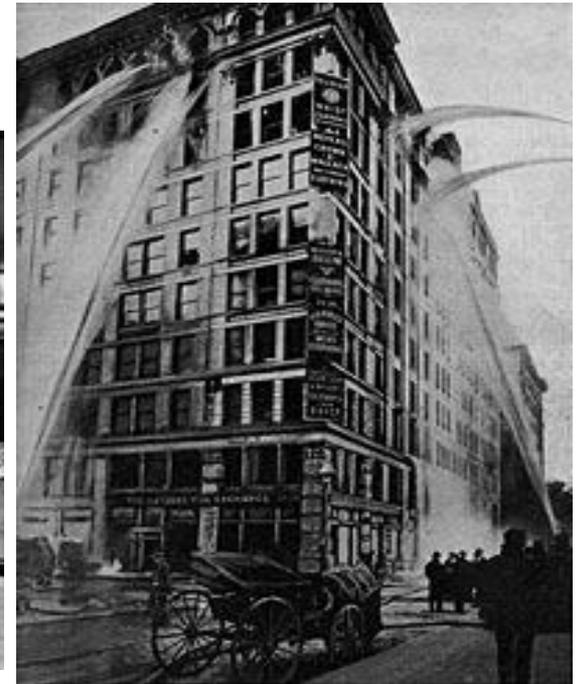
American Red Cross (ARC)

*Fifty States – Puerto Rico – Virgin Islands –
Guam – American Samoa*

- National Headquarters
- 800+ Local Chapters



Clara Barton
Founder of the
American Red Cross
(1821-1912)



1911 Triangle Shirtwaist Factory Fire in Manhattan

Red Cross History



1859

Battle of Solferino

1861-1865

American Civil War



1881

Clara Barton Starts Red Cross



Red Cross History

1889

Johnstown Flood Response



1900

Galveston Hurricane



1906

San Francisco Earthquake



The 5 Key Services of the American Red Cross

- **Service to the Armed Forces (SAF)**
- **Disaster Services**
- **Health and Safety Services**
- **International Services**
- **Biomedical Services**



Greater New York History



- ◆ 1890s The New York Red Cross Society formed
- ◆ 1894 The New York Red Cross Hospital opened
- ◆ 1898 American Red Cross Relief Committee formed
- ◆ 1905 New York State Branch formed
- ◆ 1905 First unit within NYC formed in Brooklyn
- ◆ 1906 Manhattan unit formed
- ◆ 1959 ARC/GNY formed



American Red Cross in Greater New York

Mission Statement

The American Red Cross in Greater New York is a humanitarian organization, led by volunteers, that provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. It accomplishes this mission through services that are consistent with its **Congressional Charter** and the **Fundamental Principles of the International Red Cross movement**.

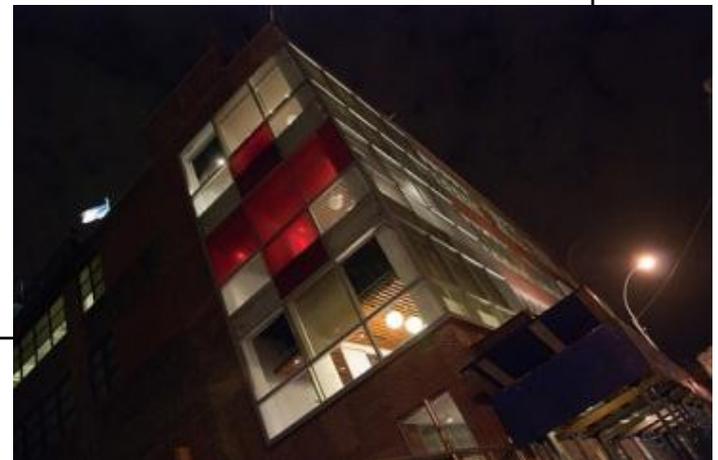




Who We Are...

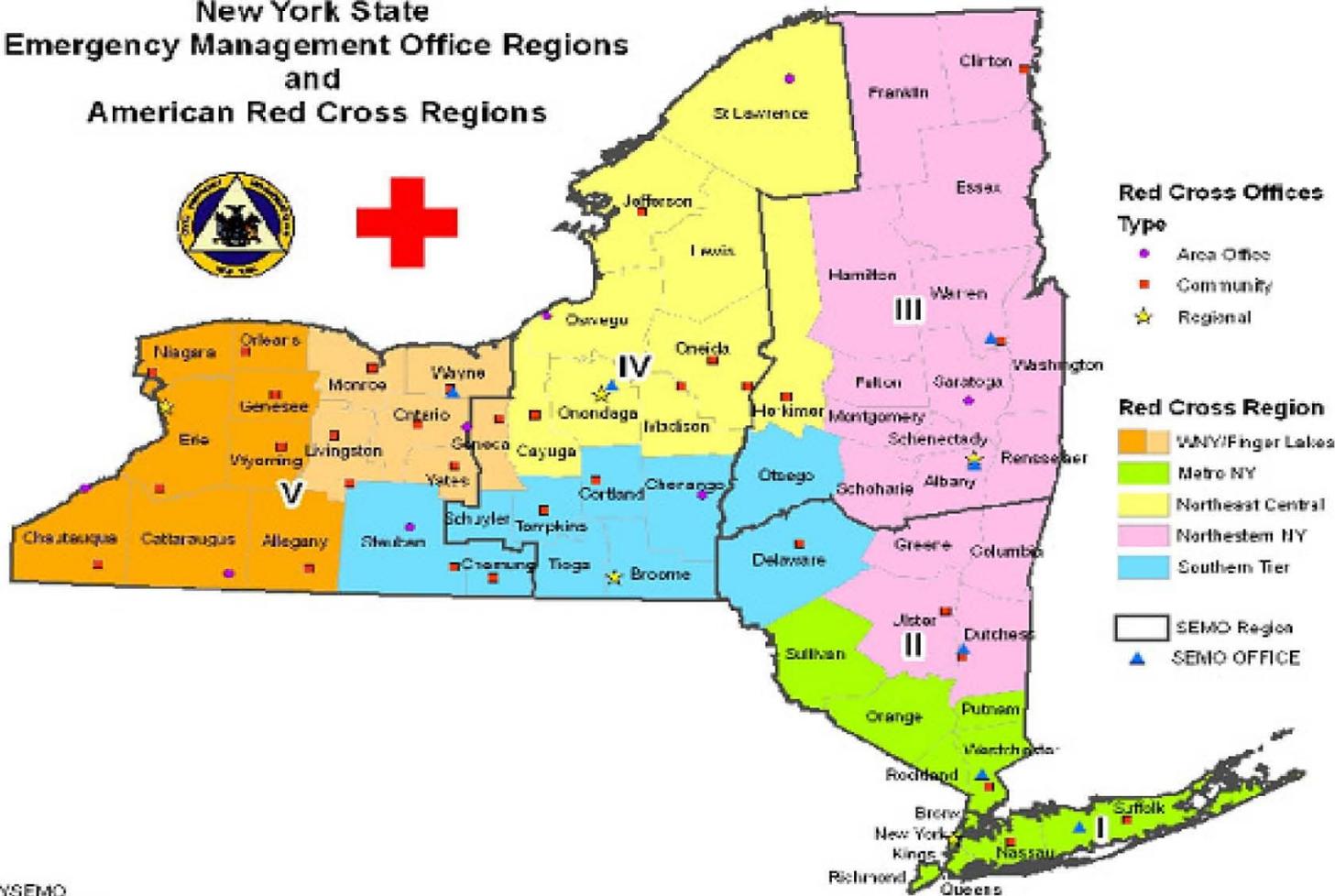
- **ARC/GNY Services:**

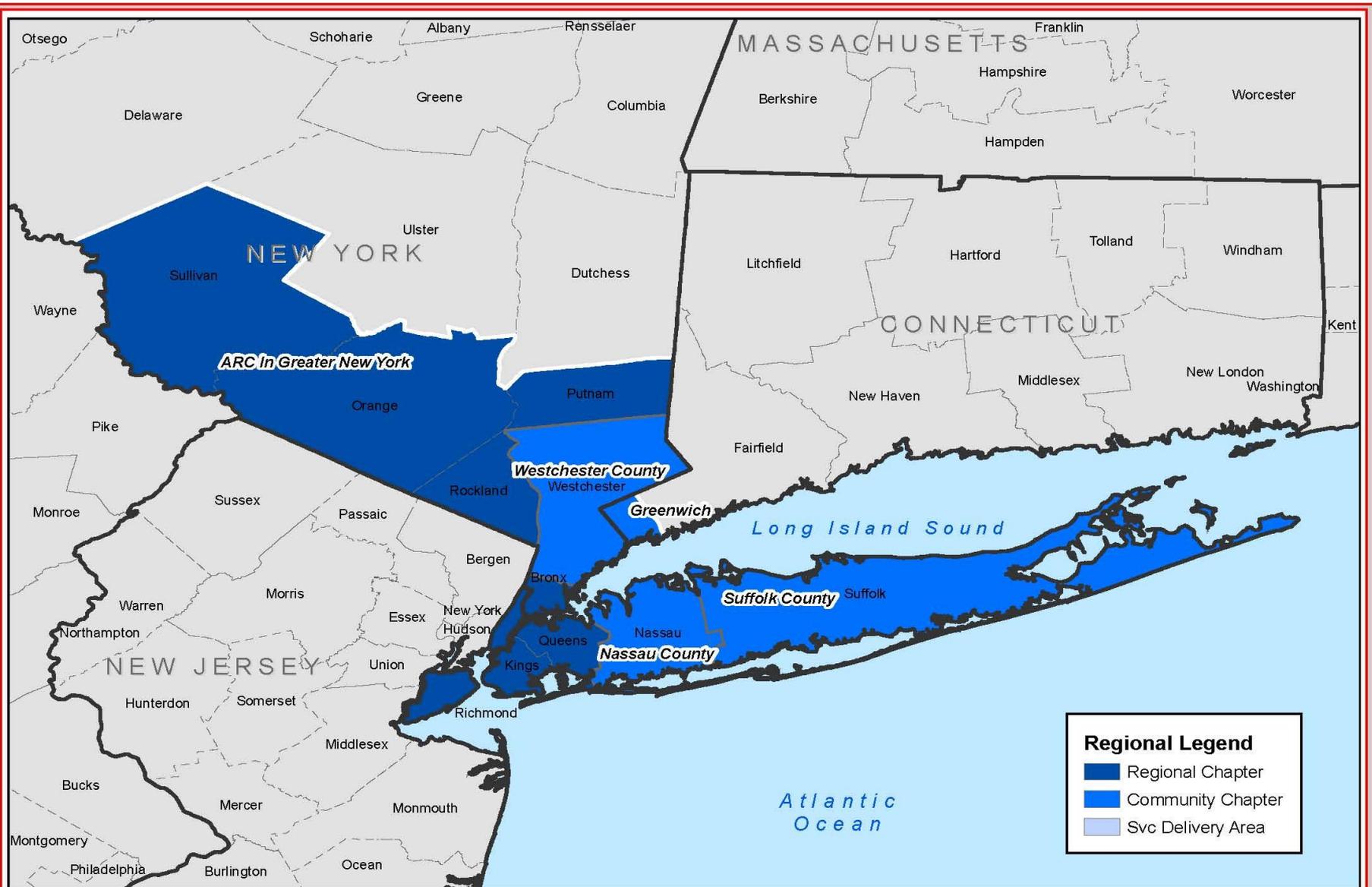
- **Disaster Planning and Response:**
 - 8-10 responses per day
 - 100,000 provided relief annually
- **Safety & Preparedness:**
 - 100,000 trained annually in life saving skills
 - 100,000 provided free preparedness information annually
- **International Services:**
 - IHL Dissemination
 - Tracing and Red Cross Messages
- **Service to Armed Forces (SAF):**
 - *Get to Know Us Before You Need Us*
 - Emergency financial assistance



184 Paid Staff - 8,300 Volunteer Staff

New York State Emergency Management Office Regions and American Red Cross Regions





New York Region, New York NY

Lifesaving Courses

ARC/GNY trains more than 125,000 people annually in Lifesaving Skills including CPR, First Aid, AED, Care Giving and Aquatics.



American Red Cross in Greater New York

October-December 2007

Course Catalog

More Than 400 Sessions In
CPR • First Aid • AED Training • Lifeguarding • Pet First Aid
Babysitting • Instructor Training & Bridging
And
International Services

Learn Valuable Lifesaving Skills!

Course En Español
Páginas 14 - 15

Frequent sessions in
Bronx, Brooklyn, Manhattan, Queens,
Staten Island and Orange, Putnam,
Rockland and Sullivan Counties

Register Online 24/7 at www.nyredcross.org

Preparedness Training & Information

ARC/GNY provides emergency preparedness training to more than 140,000 people per year.

American Red Cross in Greater New York

BE RED CROSS READY!



Get a Kit
Make a Plan
Be Informed

www.nyredcross.org



WHAT'S IN YOUR EMERGENCY GO BAG?



It's no joke. Emergencies like fires, floods and blackouts happen, and most New Yorkers are not prepared. That's why everyone in your family needs a **GO BAG** - a collection of supplies ready to carry if you have to evacuate your home.

Here's what should be in your GO BAG:



Your **GO BAG** should be a sturdy easy-to-carry container like a backpack or suitcase on wheels. Keep it easily accessible. Keep a second, smaller supply kit in your car.

WANT TO LEARN MORE? Take our interactive Readiness Quiz at www.nyredcross.org and you'll receive a free 16-page Family Preparedness Guide. Plus you'll be eligible to win a fully-stocked Red Cross GO BAG for two.

Get Ready, New York!
GET A KIT • MAKE A PLAN • BE INFORMED
www.nyredcross.org/newyork001



Sponsored by a grant from the New York City Council
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IS THIS YOUR EMERGENCY COMMUNICATION PLAN



If your family is separated during a fire, flood, blackout or other emergency, do you know how you'll stay in touch? Most New Yorkers don't. That's why you need a family emergency communication plan that works.

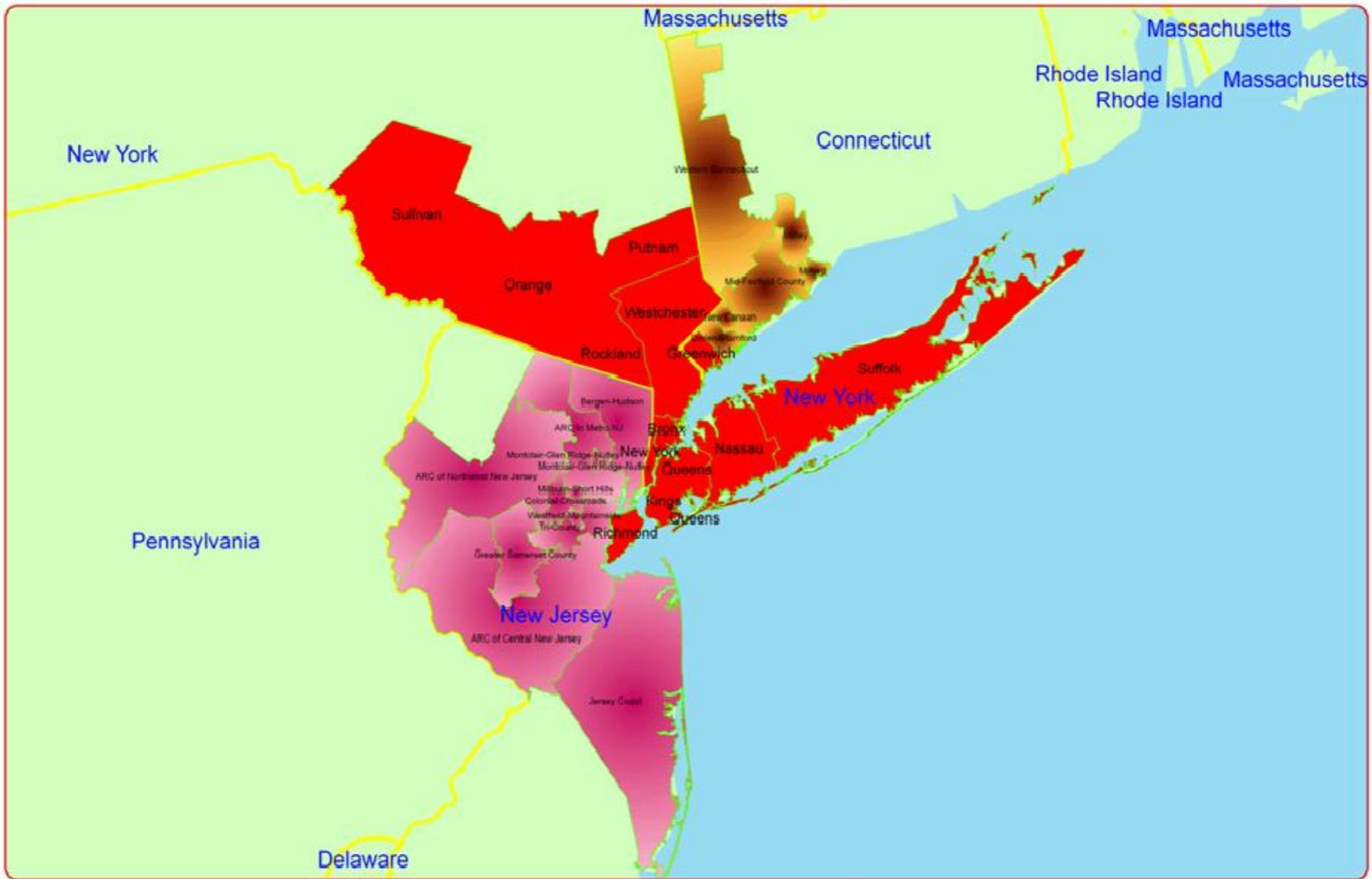
- Pick two places to meet - one near your home and another farther away in case you can't get back to your neighborhood.
- Ask an out-of-state friend or relative to be your family contact, because it may be easier to call out of the area if local phone lines are overloaded.
- Make sure everyone knows and carries the meeting places and contact information at all times.

WANT TO LEARN MORE? Take our interactive Readiness Quiz at www.nyredcross.org and you'll receive a free 16-page Family Preparedness Guide. Plus you'll be eligible to win a fully-stocked Red Cross GO BAG for two.

Get Ready, New York!
GET A KIT • MAKE A PLAN • BE INFORMED
www.nyredcross.org/newyork000



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Tri-State New York Metro Risk Area

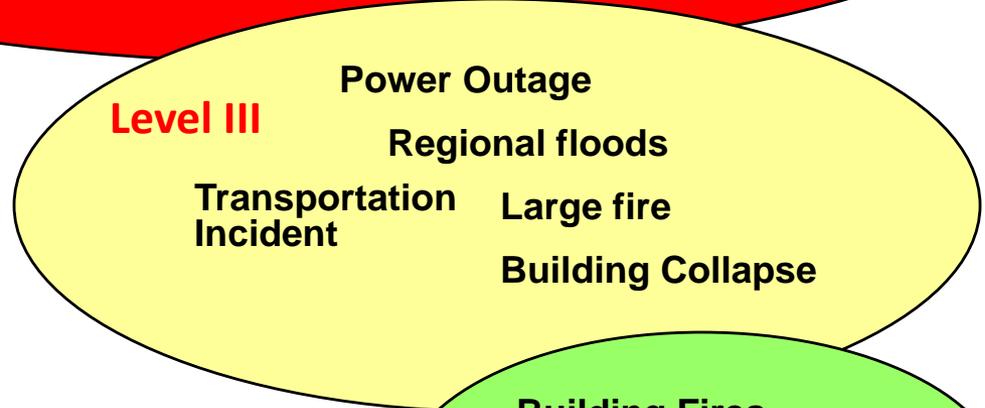
New York City Risks & Probability Matrix

Severity of Outcome

High



Last 25 years:
4 Catastrophic
and 10 Major
Disasters



Low

Low

Probability

High

Disaster Action Teams



Disaster Action Team

- The DAT is sent to the scene of a disaster to provide immediate emergency services to disaster victims and emergency workers.
- May be the first Mass Care workers to respond.
- Work an on-call schedule and by geographic location.
- DAT members wear many hats when on a response.



**American
Red Cross**

EOC/GLO

Governmental Liaison Officer



Emergency Operations Center





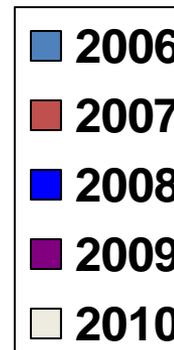
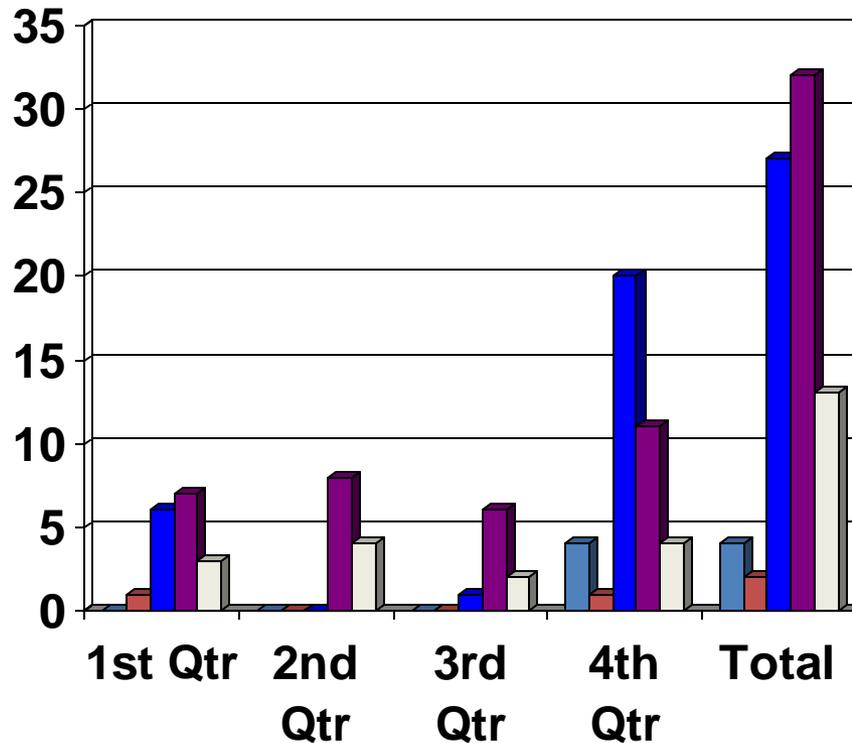
Tabletop Functional Full Scale



ARC/GNY Drills and Exercises



9 SHELTER EXERCISE



NB – fiscal year

0	0	0	4	4
1	0	0	1	2
6	0	1	20	27
7	8	6	11	32
3	4	2	4	13

2006
2007
2008
2009
2010

Training with Public and Partner Groups

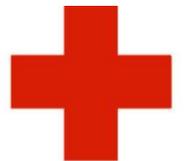
Human Services Council & ARC/GNY

Table Top Exercise





ESF-6 Mass Care



**American
Red Cross**

PRO-Teams

Primary Response On-Call Mass Care/Shelter Teams



ANSWER THE CALL!

March to 200

**Become a
Shelter Supervisor**

Mass Care Institute II
February 25–28, 2010

Mass Care Institute III
March 25–28, 2010

To join the "March To 200" contact Monica Czwarno
at 212-875-2018 or e-mail Masscare@nyredcross.org

Logistics Teams

Goal

Vehicles: 70

Cots: 50,000

Blankets: 100,000

Meals: 10,000

Water: 10,000





Transportation



Emergency Response Vehicle (ERV)



HUMMER



Pathfinder



Logistics Initial Response Vehicle (LIRV)



Transportation



Kitchen Support Trailer



Spirit of America Kitchen



Henry's Kitchen



SYSCO Kitchen



American Red Cross



Material Support Services



Transportation



BMW SUV



Emergency Communications Response Vehicle (ECRV)

Mobile Administrative Supply Unit (MASU)





AVERT Teams

Academic Volunteer Emergency Response Teams



ECC 24/7 Watch



Ham Radio Training



Public Affairs

REAL HEROES



WANTED



Disaster Assessment



HAZNY (Hazards New York). *HAZNY* was developed by the American Red Cross and the New York State Emergency Management Office





State National Vista



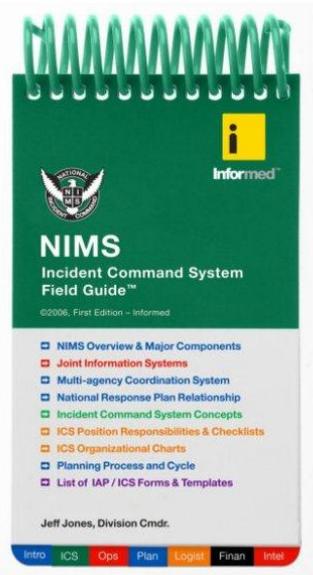
Disaster Training



First Three Quarters of FY

05	96	1,044
06	329	8,471 (K/R)
07	264	2,488
08	408	4,292
09	334	4,827
10	315	4,388





CIMS
Citywide Incident Management System

3rd Annual

ARC/GNY Manhattan Disaster Institute

August 21-27, 2010

at MCNY

80 classes in one week 380+ in attendance



My Red Cross	My Profile	My Groups	My Schedule	My Training	My Chapter	Administration	Need Help?
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My Training

Welcome to the **My Training** section of MyRedCross. You will find below a list of all the courses offered by the Greater New York Chapter: Disaster Training / FEMA / International Services / and Online Classes.

Manhattan Disaster Institute – August 17 - 23

Download the Schedule and Registration Information Here: www.nyredcross.org/MDI_Schedule.doc

How to Register:

1. Click on a course name to open the course information page
2. Carefully read the course information
3. Click on the **Sign Up** button for the Date / Time you would like to attend
4. On the Class Detail page you should confirm the information and click on the **Register Now** button
5. Successfully Registered - you will receive an email confirmation

Prerequisites:

Many of the Disaster Training courses have required prerequisites that participants must complete before registering to attend a class. The registration system will prevent you from registering for a class if you do not meet all of the prerequisites. If you would like to register for a class and intend on taking the prerequisites before the scheduled date please send an email to disastertraining@nyredcross.org with the following information:

Course Name	Open Classes
Fulfilling Our Mission	2
Mass Care Overview	5
Shelter Operations	5
Shelter Simulation	3
Exercise Controller Training	0
Exercise Evaluator Training	0
Amateur Radio Licensing Workshop Information	0
Call Agent - New York National Disaster Call Center	0
Client Casework: Providing Emergency Assistance	2
Collaborating to Ensure Effective Service Delivery	0
Disaster Assessment Basics	1
Disaster Frontline Supervisor	1
Disaster Frontline Supervisor Simulation	1
Disaster Instructor Specialty Training	1
Disaster Kitchen Supervision	0
Disaster Kitchen Training	0
Emergency Operations Center / Incident Command Liaison	0
ERVs: Ready, Set, Roll	0
Financial & Statistical Information Management	0
Foundations of Disaster Mental Health	0
Fundamentals of Chapter Disaster Operations Management	0
Fundamentals of Disaster Assessment	2
Fundamentals of Disaster Public Affairs: The Local Response	0
Fundamentals of Disaster Public Affairs: The National Response	0
Fundamentals of Instruction and Facilitation	1
Health Services Response Workshop	0
Local Field Operations	0
Local Field Operations Simulation	0



Online Training

This is the online learning or *e-Learning* system for the American Red Cross in Greater New York, also known as a *Learning Management System* or "LMS". Here you will find American Red Cross courses and related materials.

Course categories

Disaster Services Online Courses

[Catastrophe Readiness and Response](#)
[Mass Care Overview](#)

International Humanitarian Law

Disaster Drills and Exercises

[ARC GNY Drills and Exercises Documents](#)

[Indian Point TTX Planning Committee 110409](#)

[Manhattan CPG FSE Planning Committee 111409](#)

[NYS ARC Exercise Planning Committee 060510](#)

[Sullivan Full-Scale Shelter Ex Planning Committee 101709](#)

Disaster Response

[Directors Meeting](#)

Disaster Planning

[Directors Meeting](#)



Search courses:

Site news



Welcome to the Disaster Planning and Response Directors

by [Mick Maurer](#) - Tuesday, 20 October 2009, 04:50 AM

This is an introduction to our onlinetraining.nyredcross.org website and some of the features for meetings of 20 people or less. The platform is part of our Disaster Training COOP.



Welcome/Bienvenue to the Canadian Red Cross

by [Mick Maurer](#) - Tuesday, 20 October 2009, 04:48 AM

This is a quick introduction to our e-Learning platform, which is part of our COOP in a pandemic.

Calendar

October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Online Users

(last 60 minutes)

[Mick Maurer](#)

NY Red Cross Twitter Feed

[redcrossny](#): Responded to VACATE @ 143-21 Springfield Blvd, Queens, NY 11413 and helped 4 Residents. Red Cross auto update.

[redcrossny](#): What does the Red Cross do in Greater New York? <http://www.nyredcross.org/arcgny> Share with your friends.

e-Learning COOP

Dimdim Web Meeting Room Name: disast... Dial-In: 702-473-3463 Passcode: 347278 **Tools** 00 : 00 : 27 [End Meeting](#)

Show Items (2)

- Computer Screen
- Whiteboard
- Documents
- Web Pages

Participants (1)

disaster-... [Invite...](#) [Manage](#)

Public Chat [Welcome to your Web Meeting.](#)

How Sharing: Web Meeting Collaboration Workspace [Record](#) [Full Screen](#)

dimdim
Meet freely.

The world's **easiest** web conference.



disaster-e... (Video Broadcaster) 75/21 12/21

Live

Hands Free [Talk](#)

Powered By [Dimdim](#) [Emotion](#)

Type text and press Enter.

[Get Support](#) [Check your connection](#) [Test audio & video](#) [New Video Tutorials](#) [Learn about Dimdim Pro](#)

International Courses

Service Delivery Site Management	0
Serving People with Disabilities Following a Disaster	2
Siebel Remote Training	0
Weapons of Mass Destruction / Terrorism: An Overview	1

GNY Mass Care Workshops

Course Name	Open Classes
Mass Care - Shelter Management Workshop	0
Mass Care - Shelter Registration Workshop	0
Mass Care - Dormitory Management Workshop	0
Mass Care - Feeding Workshop	1
Mass Care - Providing Information and Other Client Services Workshop	0
Mass Care - Food Protection for Soup Kitchen Workers	0

International Services Courses

The American Red Cross helps vulnerable people around the world to prevent, prepare for, and respond to disasters, complex humanitarian emergencies, and life-threatening health conditions. Moreover, the American Red Cross in Greater New York is proud to fulfill its mission of disseminating international humanitarian law and raising the awareness of the public in the Geneva Conventions and in the international work of the Red Cross through these classes. [Read More](#).

Course Name	Open Classes
Introduction to International Humanitarian Law	3
Fundamental Principles of the Red Cross	3
From Principles to Actions	3
International Red Cross and Red Crescent Movement	3
The Movement in Action	3

FEMA Training

Recognizing our national headquarters' intent in the June 21, 2006 Disaster Service Connection 2006-18, the chapter is requiring each of us to successfully complete Federal Emergency Management Agency (FEMA) training. [Read More](#)

Course Name	Open Classes
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Internships



Internship Program

- * Disaster Training Intern
- * Drills & Exercises Intern
- * Government Affairs Intern
- * Marketing & Public Relations Intern
- * Ready Rating Intern
- * Staff Relations Intern
- * Staff Relations Recruitment Intern

Clara Barton Center of Excellence



American
Red Cross

Together, we can save a life



Every 8 minutes, disaster strikes...



Create 'ARC University':

MPA Humanitarian & Emergency Assistance Degree (36 credits) overview:

Required Classes

- Introduction to Humanitarian Emergencies
- Disaster Response Operations and Management of Humanitarian Assistance
- Financial Management for Public, Nonprofit, and Health Care Organizations
- Fund-Raising for Public & Nonprofit Organizations
- Emergency/Disaster Preparedness & Planning Concept
- Exercising & Maintaining a Plan
- Values & Ethics for Administrative Decision Making
- Evaluating Service Delivery Systems
- NIMS/NRF

Elective classes: Students must complete 7 of the following:

- Program Skills in Crisis and Transition Settings
- Psychosocial Effects of Complex Emergencies
- Public Health Emergencies in Large Populations
- Homeland Security Law and Policy
- Terrorism and Humanitarian Relief
- The Federal Government & Disaster Planning & Response
- Research Methods in Humanitarian Assistance & Human Rights
- Catastrophic Readiness & Response
- Logistics Management & Resource Support
- ESF-6 Coordinating Mass Care, Emergency Assistance, Housing & Human Services
- Research Ethics and Integrity: U.S. and International Issue
- Seminar in Humanitarian Relief and Human Rights
- Mental Health Aspects of Disaster: Humanitarian Relief Preparedness and Response
- Seminar in Health, Human Rights, and Vulnerable Populations

Capstone Experience: The MPA capstone experience in Humanitarian & Emergency Assistance is an opportunity for students to apply the skill and competencies acquired in the program. Students will work individually or in small groups to develop specific projects or concepts. This will help integrate humanitarian assistance and human rights issues with various emergency/disaster preparedness and response skills and competencies gained through the year. Faculty will provide guidance and assistance to students who will present their final work to the concentration.

Create 'ARC University': FEMA ESF #6: Description and Agencies

- Purpose of Emergency Support Function (ESF) #6
 - Mass Care, Emergency Assistance, Housing, and Human Services coordinates the delivery of Federal mass care, emergency assistance, housing, and human services when local, tribal, and State response and recovery needs exceed their capabilities.
- ESF Coordinator: Department of Homeland Security/Federal Emergency Management Agency

List of Support Agencies

- Department of Agriculture
- Department of Defense
- Department of Health and Human Services
- Department of Homeland Security
- Department of Housing and Urban Development
- Department of the Interior
- Department of Justice
- Department of Labor
- Department of Transportation
- Department of the Treasury
- Department of Veterans Affairs
- General Services Administration
- Small Business Administration
- Social Security Administration
- U.S. Postal Service
- American Red Cross
- Corporation for National and Community Service
- National Voluntary Organizations Active in Disaster
- Other voluntary agency and nongovernmental support organizations

Source: www.fema.gov

Down the street. Across the country. Around the world.

I 
NY





**American
Red Cross**
New York State



MICHAEL T. MAURER

MANAGING THE AFTERMATH OF DISASTER

Reducing the Social and Psychological
Impact on Communities



ARC in the 21st Century – volunteer professionalization



Thank you

Contact:

- maurerm@nyredcross.org
- mickmaurer@nyu.edu
- mmaurer@mcny.edu



Webpages:

- <http://mickmaurer.com>
- <http://disaster-exercises.typepad.com/my-blog/>

