

# FACES OF EMERGENCY MANAGEMENT

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#IAEM18

The *Diversity* Ad Hoc Committee  




# Cultural Competency

- The US Department of Health and Human Services, Office of Minority Health (OMH), offer individuals working in the areas of emergency management, public health, and other health-related organizations a framework for developing and implementing culturally and linguistically competent policies, programs and services
- Cultural competency is defined as “the ability of individuals and systems to respond respectfully and effectively to people of all cultures, classes, races, ethnic backgrounds, sexual orientations, and faiths or religions in a manner that recognizes, affirms, and values the worth of individuals, families, tribes, and communities, and protects and preserves the dignity of each.

# Five Elements of Cultural Competency within Disaster Preparedness

1. Awareness and Acceptance of Difference
2. Awareness of One's Own Cultural Values
3. Understanding and Managing the “Dynamics of Difference
4. Development of Cultural Knowledge
5. Ability to Adapt Activities to Fit Different Cultural Contexts

**Implicit Bias** refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.



# Who We Are



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# Dynamics of Difference

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- An example of Implicit Bias
  - NFPA 1616 Committee work on shelter operations
- Understanding the dynamics of difference
  - *Means* the interpersonal interactions that occur in a cross-cultural encounter.

# Dynamics of Difference

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- Managing the dynamics of difference
  - When one culture interacts with the population of another, both may misjudge the other's actions based on learned expectations
  - Individuals bring to the a relationship unique histories and experiences that influence the interactions.
  - Individuals should use caution against misinterpretation and misjudgment of people.

# Awareness and Acceptance of Difference

Multiple studies have shown that due to various risk factors, minority communities suffer disproportionately large losses during major disasters. And if our profession is to effectively represent the communities it serves, it must get younger, more ethnically diverse, and more female. The importance of cultural knowledge and experience is especially crucial during such times of crisis



**EMWeekly.com by Thomas Henkey, CEM- May 19-2016**



# Awareness and Acceptance of Difference

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- The number of people with legal blindness will increase by 21 percent each decade to 2 million by 2050 - <http://www.nei.nih.gov>.
- There are roughly 10 million LGBTQ adults in the U.S., or roughly 4.1 percent of the population.-Gallup Report 2017

# Working w/Persons of High Vision Needs

- What I learned
  - Assistive Technology
  - Portable Opticable character recognition
  - Screen Reading Devices
  - Effective Communication
  - Brill label Maker
- Subject Matter Expert for Volunteer and Donations Committee and Section 508 compliance pertaining to information accessibility



# The Solutions

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- Best Practices in Creative Programming
- Planning to Reach Diverse Populations
- Connecting with Organizations
- Understanding Information Accessibility -
- Audience Examples

# Cultural Brokers Reaching Young, Female & Minority Audiences

SERVE DC – **Commander Ready** Program targets youth ages 5-13 who live in the Washington DC, games and activities to introduce youth to emergency preparedness in a nonthreatening, safe way

SERVE DC -**Teen (CERT)** training for teens on critical skills needed to respond in case of an emergency at home or school.

SERVE DC – **Summer Youth Emergency Preparedness Academy (SYEPA)** Young Adults entering workforce on careers in emergency management and public safety.



# Using Community Partners to Engage The Whole Community

**Volunteer Prince William of Virginia**-Serves the disability community by partnering with the ARC of Greater PW to offer classes on emergency preparedness to persons with intellectual and physical disabilities and the medically fragile.

## Other Community Partners:

- Church's Groups
- Food Pantries

# Planning with Demographics

**Fairfax County's OEM-** targeted events to populations that have low enrollment in their public information warning system.

Partnerships with organizations like Service Source and the Office for Children allows them to reach caretakers and people with access and functional needs.



# Targeting Diverse Audiences

**Arlington's County OEM** -Partners with AFAC to teach the Elderly, Low Income, and Limited English population how to Cook Food When the Power's Out

- Promote preparedness
- Recipes for Disaster
- Emergency Kit Cook-Off

**Prince George County OEM** -Hosted workshops with FEMA's youth council members at CERTCON to allow youth to talk to emergency managers about how to get a career in Emergency Management.



# Improving Outcomes

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- Develop Partnerships & Relationships
- Invest in Inclusionary Planning
- Create New Models
- Build Assessible Products
- Take Training & Courses
- Recruit from Colleges that have minority students



# Resources to Bookmark - ADA National Network

**ada National Network**  
Information, Guidance, and Training on the Americans with Disabilities Act

Search

THE ADA ▾ THE NATIONAL NETWORK ▾ RESOURCES ▾ EXPLORE BY ▾ EVENTS ▾

## ADA Resources for People with Disabilities

[Read More](#)

**Contact Us**  
Have an ADA question? Call 1-800-949- or [Email Us](#)

**Learn About The National Network**

### Future ADA Issues

**What Barriers Still Exist For People With Disabilities?**  
[Captioned Video -- 1:10 min.]

**Disability and Our Aging Population**  
[Captioned Video -- 1:42 min.]

**Changes in Technology**  
[Captioned Video -- 1:11 min.]

<https://adata.org/>

# Planning for People with Disabilities and Others with Access and Functional Needs Toolkit

*Planning for People with Disabilities and Others with Access and Functional Needs Toolkit*



## Planning for People with Disabilities And Others With Access and Functional Needs Toolkit



# READING RESOURCE



## ENHANCING DIVERSITY AND INCLUSION IN MEMBERSHIP ASSOCIATIONS

A WHITE PAPER BASED ON AN INTERVIEW STUDY

CONDUCTED BY:

**NC STATE UNIVERSITY** INSTITUTE FOR  
**NONPROFITS**

Professor Jeffrey Leiter

Nicholas Solebello

Professor Mary Tschirhart

# Texas Dept of Rehab- Youtube Tutorials



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Word 2013 & 2016: Using the Accessibility Checker

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# Develop An Understanding

PrepTalk: L. Vance Taylor "We Succeed or Fail Together"



In his PrepTalk, Vance Taylor shares the personal story of a shelter that failed to take into account the needs of people with access and functional needs and how emergency managers can achieve better integrated planning. Taylor is the Chief of the Office of Access and Functional Needs in the California Governor's Office of Emergency Services.

*“Emergency management will never meet the mission without diversity. True Diversity – in all forms, is not just a snapshot of individuals from various backgrounds co-existing and contributing in any organization, but rather the opportunity for active engagement with varying ideas, approaches, and solutions to problems. This is a complex field and we need the greatest collaboration possible to face and address these problems. We make significant improvements in the lives of people every day and we need to be able to relate to our diverse communities.”*

—Vilma Milmoe, Senior Policy Advisor, Emergency Management Institute

# More Resources

- Diversity in Emergency Management and the New Normal - <https://www.fema.gov/blog/2016-03-18/diversity-emergency-management-and-new-normal>
- The Emergency Manager: Changing of the Guard - <http://www.emergencymgmt.com/disaster/Changing-of-the-Guard.html>
- More Diversity is Needed in Emergency Management - <http://www.emergencymgmt.com/training/More-Diversity-Needed-Emergency-Management-Opinion.html>
- Working with the LGBT Community: A Cultural Competence Guide for Emergency Responders and Volunteers - <http://hrc-assets.s3-website-us-east-1.amazonaws.com//files/assets/resources/EmergencyResponders - LGBT Competency.pdf>
- Cultural and Linguistic Competency in Disaster Preparedness and Response Fact Sheet - <http://www.phe.gov/Preparedness/planning/abc/Pages/linguistic-facts.aspx>
- When Disaster Strikes: Promising Practices - <http://www.mdcinc.org/sites/default/files/resources/When%20Disaster%20Strikes%20-%20Promising%20Practices%20-%20Immigrants.pdf>
- CDC's Social Vulnerability Index & Map - <https://svi.cdc.gov/>

# Questions & Contact



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