As a Result of this Program We Hope You…

- Better understand the services and resources the Red Cross has available to help, support, prepare, and care for the people you serve
  - Tools: Programs, Planning, Training, etc.
- Strengthen your ability to reach out to communities, schools, business to encourage them to prepare for emergencies
Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
Our Services
Blood Services

7.9 million units of blood and blood products

40% of the nations supply more than 2,700 hospitals
North Central Blood Services Region

The American Red Cross has an extensive blood services operation located throughout the state of Minnesota. The blood center in St. Paul also serves counties in South Dakota, Iowa and Wisconsin.

- Provide blood to **70 percent of hospitals in the Twin Cities** metro area.
- Serve More than **two-thirds of hospitals in MN**, including the Mayo Clinic, Allina Hospitals and Clinics, Fairview Health Services, Health Partners, CentraCare System and Minneapolis VA Health Care System.
- Partner with civic organizations and communities, holding blood drives at community centers, fire stations, city halls and county offices and over 100 area high schools and colleges.
Services to the Armed Forces

331,000 emergency assistance services to service members and their families
Support to the Military Members and their Families

475 times a day, the Red Cross connects deployed service members with their families

- VA Hospital
- Reconnection Workshops
- Holiday Mail for Heroes
Lifesaving Skills

5 million people attend Health and Safety courses
In Our Region

More than 200 people learn lifesaving skills in first aid, CPR, or aquatics in our region every day.
International Services

• Messaging & Tracing
• Intl. Humanitarian Law Classes
• International Disasters & Health Initiatives
We Care for Disaster Victims
Red Cross Helping 24 Affected By Prior Lake Fire

Red Cross: 14 Affected In S. Mpls Duplex Fire

Red Cross Helping Families Displaced by Mpls. Apartment Fire

Red Cross Assisting Family Of 7 After North Minneapolis Fire

Red Cross: 14 displaced by Shoreview apartment fire

Red Cross Helps Burnsville House Fire Victims

Red Cross Supports Relief Efforts Following Cedar/Riverside Fire
We Work in Partnership

- SOUTHERN BAPTISTS
- NAACP
- THE SALVATION ARMY
- AMERICORPS
- NATIONAL COUNCIL OF LA RAZA
- HSEM
- Habitat for Humanity
- Save the Children
- MINNESOTA NATIONAL GUARD
- BRIDGING

American Red Cross
Building Safe & Resilient Communities

Pillar Processes

- Engage Volunteers and Employees
- Mobilize Community
- Align with Government
- Information Management and Situational Awareness
- Deploy Material Resources and Technology

Prepare

Respond

Recover
Disaster frequency & severity on the rise…

1975: 100 major disasters, 60m affected, 125,000 killed

2011: 407 major disasters, 209m affected, 35,000 killed

…and preparedness saves lives
Emergency Situations Affecting Communities

• Severe Weather
  – North Minneapolis Tornado
  – Fires & Floods & Storms

• Man Made Crisis
  – Bridge Collapse
  – Water & Gas Main Breaks
  – HazMat

• Workplace Injury
  – Medical Emergency

• Work Place Violence
  – Accent Signage
Disasters in the United States

Average Each Year:

• Cost = $52 billion
• Fatalities = 480
A record was set in 2010 with 104 tornadoes across MN.
Consider this...

- 25% percent of businesses fail following disaster.
- 94% of small business owners believe a disaster could seriously disrupt their business within the next two years.
- Close to 60% of Americans are wholly unprepared for a disaster of any kind.
- 1/3 of businesses surveyed do not have a business continuity plan.

- 82% agree: “If someone could make it easy for me to be prepared, I’d do it.”

American Red Cross
When it matters most, 
the American Red Cross is:

Building Safer More 
Resilient Communities …

Preparedness 
Initiatives
Foster relationships among the whole community, including neighbors, businesses, non-profits, government, schools, faith-based groups and emergency management, and

Build trust among these diverse groups and community agencies prior to a disaster
Preparedness Education: Last Year We….

- Reached 88,953 people with disaster preparedness and emergency prevention information
- Reached 13,017 people from diverse communities with information presented in Hmong, Somali and Spanish
- Reached 26,131 kids with our Safety Mobile
Preparedness Actions

Make a Plan  Build a Kit  Get Involved
1- Make a Plan

Minimize damage and increase resiliency in the event of an emergency
2- Get a Kit

+ Complete First Aid Kit
+ Food and Water
+ Flashlight and Batteries
+ Battery Powered Radio
+ Tools and Supplies

Keep in an accessible place with Enough water, food and supplies for 3 days for everyone in the house
Obtain training and tools through the American Red Cross and stay apprised of emergencies that could be happen in your area.
Be Red Cross Ready Workshop

- Designed for Families
- Led by trained facilitator
- 60 – 90 Minutes
- Guides participants through the 3 steps

Get a Kit.  
Make a Plan.  
Be Informed.
Preparedness Leadership Summit

- Half-day Training
- Targeted Community Leaders
- Preparedness trends
- Listening Session
- How to work with Red Cross
- Tangible next steps
Fire Safety Canvassing

- Organize a group to canvass in your community

- We will provide you with:
  - Training
  - Fire Safety Door Hangers
  - Logistics and Planning
  - Vests
  - Tracking Material
Interactive Booths

- U.S. Bank Prepare Fair
- Burnsville Fire Open House
- State Fair
Ready Rating

- Designed to allow businesses, schools and organizations to **dramatically improve** their level of preparedness

- Quantifies an organization’s preparedness with a **proprietary assessment tool**. Helps fulfill federal & state standards

- Generates **customized reports** with confidential feedback to help members

- Enables creation of a customized **Emergency Response Plan** through an easy, on-line, self-paced tool

- **Free**, thanks to our generous sponsors
Who Are the Members?

- Businesses – small to large
- Schools – public and private
- Non-profits
- Healthcare organizations
- Financial institutions
- Insurance agencies
- Retailers
- Manufacturers
- Real estate agencies
Preparedness & Resiliency

Red Cross Mobile Apps

- First Aid
- Pet First Aid
- Team Red Cross: Volunteer
- Tornado
- Wildfire
- Shelter Finder
- Earthquake
- Hurricane

Redcross.org/mobileapps

ReadyRating™ is a free, web based tool for schools & businesses that makes readiness measurable, with customized, confidential feedback.

Readyrating.org
Preparedness Planning for Your Business

Businesses can do much to prepare for the impact of the many hazards they face in today's world including natural hazards like floods, hurricanes, tornadoes, earthquakes and widespread serious illness such as the H1N1 flu virus pandemic. Human-caused hazards include accidents, acts of violence by people and acts of terrorism. Examples of technology-related hazards are the failure or malfunction of systems, equipment or software.

http://www.ready.gov/business
Tools and Resources

The American Red Cross has created this Disaster and Safety Library to assist you in preparing your home, school and workplace in the event of a disaster or emergency. Here you will find fact sheets, preparedness checklists, recovery guides and other helpful information to keep you informed and safe.

- Chemical Emergency

- Drought

- Earthquake
  - Earthquake Safety Checklist
  - Earthquake Safety Checklist - Arabic
  - Earthquake Safety Checklist - Chinese
  - Earthquake Safety Checklist - French
  - Earthquake Safety Checklist - Haitian
  - Earthquake Safety Checklist - Korean
  - Earthquake Safety Checklist - Spanish
  - Earthquake Safety Checklist - Tagalog
  - Earthquake Safety Checklist - Vietnamese
Preparedness Courses & AED’s

- CPR/First Aid/AED
- Emergency Medical Response
- Responding to Emergencies
- Bloodborne Pathogens
- Babysitting
- Adv. Child Care (18 to 24 yr olds)
- OSHA 10 AND OSHA 30
- Free School Programs
- Dog and Cat First Aid
- Nurse Assistant Training
- Wilderness First Aid
- Aquatic Programs
Become an Ambassador

- Lead by example
- Help us build a culture of preparedness
- Share your thoughts and ideas

In order for a community to be prepared for a disaster, everyone needs to take the necessary steps to become disaster-ready.

- Statement by DHS and American Red Cross
Northern Minnesota Region

NMN Region FY13
Total Assisted 250,000+
Disaster Operations 481
Community & Youth 45,373
Aquatics Enrollees 35,864
CPR/First Aid/CNA 51,381
Services to Military 8,241
App Downloads 20,000

Over 300,000 were helped with blood and blood products
# Making a Daily Impact

<table>
<thead>
<tr>
<th>Count</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td>People assisted by the American Red Cross every 60 seconds.</td>
</tr>
<tr>
<td>290,000</td>
<td>A child receives a measles vaccination from the Red Cross and our partners.</td>
</tr>
<tr>
<td>43,000</td>
<td>A person receives life-saving Red Cross health, safety and preparedness training.</td>
</tr>
<tr>
<td>21,000</td>
<td>Someone receives a blood transfusion from a Red Cross donor.</td>
</tr>
<tr>
<td>475</td>
<td>The Red Cross connects men and women who serve in the armed forces with their families.</td>
</tr>
<tr>
<td>200</td>
<td>American Red Cross volunteers help a family who lost everything in a house fire or other disaster.</td>
</tr>
</tbody>
</table>
Engaged Board Members
Emergency Situations Affecting Business

- Severe Weather
  - North Minneapolis Tornado
  - Fires & Floods & Storms
- Man Made Crisis
  - Bridge Collapse
  - Water & Gas Main Breaks
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Preparedness Education: Last Year We....

- Reached 88,953 people with disaster preparedness and emergency prevention information
- Reached 13,017 people from diverse communities with information presented in Hmong, Somali and Spanish.
- Reached 26,131 kids with our Safety Mobile
- Responded to 473 local disasters, helping 1,065 families
American Red Cross

Whatever comes your way, you’ll know what to do.

Red Cross mobile apps put help in your hand.

Download our preparedness apps today. Call **REDCROSS from your mobile phone and we’ll send you a link to download the apps, or search the iTunes app store or Google Play for American Red Cross.

Tony Carr - Business Account Executive - (651) 305-2431
Digital Evolution of American Red Cross Training

Open your books…

Open your Computer…

Level 4 Simulated Learning
Coming summer 2014
Simulation Learning: Workplace

- Advanced technology and graphics engage you in the learning experience
- Learn in “low-stakes” environments to respond in “high-stakes” realities
- Make decisions – and mistakes – without fear
- Increases efficiency in learning so users can get back to work sooner
Preparedness, Health & Safety Services

The Red Cross in 2011:

- Trained 4 million people how to save lives through Red Cross first aid, CPR or AED use.

- Conducted the largest swim program in communities across America.