



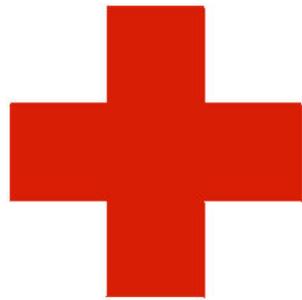
New Initiatives & Partnerships

Scott Chippendale, Chairman, Appalachian Chapter (Oak Ridge)

Mary Beth Birge, Disaster Director, Knoxville Area Chapter



American Red Cross



American Red Cross

What is the Red Cross?

NON PROFIT

LED BY VOLUNTEERS

**MISSION TO PREPARE
FOR AND RESPOND
TO EMERGENCIES**

**CONGRESSIONAL
CHARTER TO
PROVIDE RELIEF TO
DISASTER VICTIMS &
COMMUNICATIONS
FOR MILITARY AND
THEIR FAMILIES**

Nationwide we respond to 70,000 disasters a year!

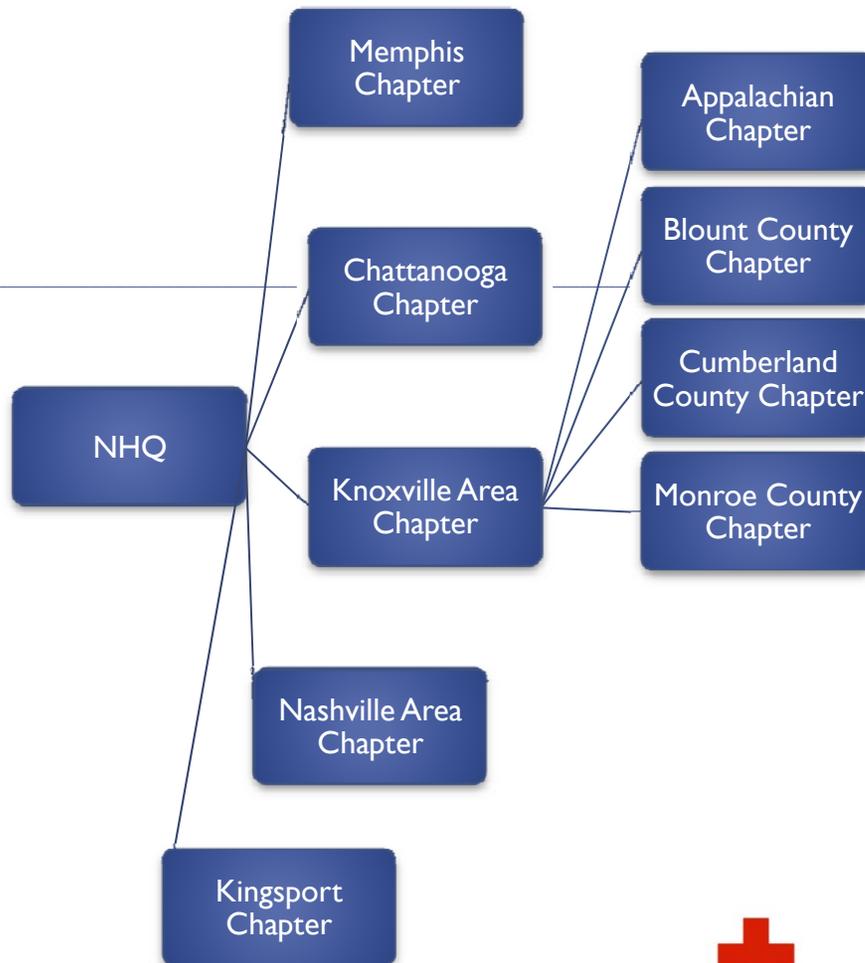
What the Red Cross Does for Our Community

- Provides over \$250,000 in financial assistance to disaster victims
- Provides 1800 emergency messages 24-7 for military personnel and their families
- Trains over 15,000 people a year in CPR/First Aid
- Operates 41 school health clinics
- Trains over 15,000 children to be prepared for emergencies: fire safety; first aid; hygiene



American Red Cross

How We Organize to Respond



Through a network of 700 chapters, we are ONE Red Cross, all working under the same symbol to provide humanitarian relief.



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Disasters Occur...

- Responds locally with their Disaster Action Team
- Scale Grows, requests assistance from the Region then State—then NHQ
- Nationwide system of volunteers who can deploy within a moments notice



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Services We Provide

- Sheltering
- Mental Health
- Health
- Client Casework
- Welfare Inquiry
- Sheltering
- Bulk Distribution
- Coordinate Partners
- Staff EOC's
- Mobile and Fixed Feeding
- Planning Recovery & Assistance
- Disaster Assessment



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Enhanced Service Delivery Model

- Reinvigorating our casework process to ensure that our clients have a more personal contact with caseworkers in shelters and through neighborhood outreach to those areas most impacted.
- In many large disasters, you may find the Red Cross meeting client's needs by distributing essential items and providing community referrals rather than providing financial assistance.
- Red Cross caseworkers will spend more time working one-on-one with clients and providing access to available resources from local, state, and national partners (government and non-government).



American Red Cross



People getting food after Hurricane Gustav

Feedback from the clients, the public, and our partners tells us that disaster clients greatly depend on our feeding and sheltering services.

Understanding this priority, we are shifting our resources away from individual financial assistance and toward expanded feeding, sheltering and distribution of relief supplies on **MAJOR** disasters.

This emphasis, coupled with an improved casework process, will ensure a better and more complete response to disaster caused needs.



American Red Cross

Enhancing Our Services

- These changes also allow the Red Cross to place greater emphasis on working with partner organizations and donors who can provide in kind donations of the supplies needed by those affected by disaster.
- These changes are a result of a Red Cross initiative that took a serious look at how we provide help during disasters—everything from the smallest house fire to the largest natural disaster. We wanted to know if we were providing services that people actually needed, and if we were doing so in the most efficient way possible.



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**WORKING WITH
PARTNERS**



American Red Cross

OUR GOAL WORKING WITH PARTNERS

- Facilitate a COORDINATED response by including faith-based and other civic groups
- Limit the number of times clients have to tell their story
- Help our community bridge the gap between short- and long-term services—and better identify unmet needs.
- Engage and encourage partner activities which helps the relief response—and doesn't slow it down
- Try to limit the spontaneous deployment of partners



VOAD is – working together



And More

Need	Partner	Need	Partner
Displaced Animals	Disaster Animal Rescue Team	Spontaneous Volunteer Processing	Presbyterians
Cooking/Kitchens	Southern Baptists	Mental Health	Mental Health Assoc.
Snacks	Second Harvest	Prescriptions (no-insurance)	Walgreens
Clean up kits & vols	LDS Church	Volunteers	Episcopal Church
Damage Assessment	Methodists	Shelter Locations	Churches, Gov't facility, civic fac.
Spiritual Care	Chaplain Assoc.	Long-Term Recovery	Lutherans and Catholic Charities
Blankets	Church World Svc	Gas Cards	Salvation Army
Warehousing/IKD	Adventists	Volunteer Recruitment/Other Needs	Compassion Coalition
Spanish speakers	El Puente	Furniture	Ecumenical Warehouse

Coordinated Assistance Network



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- Organization & Leadership »
- Solutions & Tools »
- Privacy Matters »
- CAN Mission »
- CAN Facts »
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About CAN

How CAN Works

In the recovery phase of a natural or man-made disaster, national and local aid organizations work around the clock to bring vital services to those who are suffering.

But this work has often been hampered by the inability of disaster relief organizations to quickly and effectively communicate with one another about client needs and services offered. That is why seven leading organizations came together to form the Coordinated Assistance Network, or CAN.

CAN partners participate in community-led preparedness and response coalitions that focus on ways to best apply resources to most effectively serve those in need.

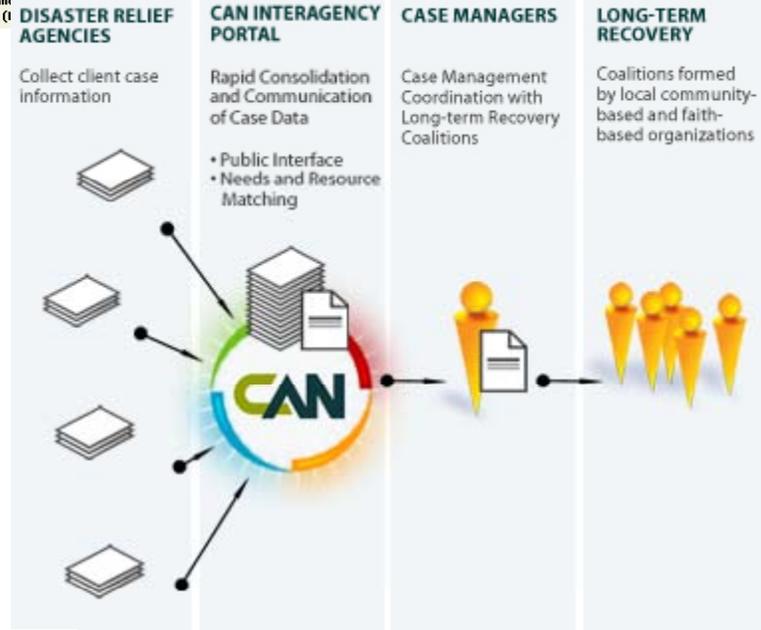
CAN works within these coalitions to develop innovative solutions that make tangible improvements in the way that relief and recovery services are provided to individuals and communities as a whole.

For example, before CAN was deployed during the Florida hurricane season of 2004, clients had to register personal information with every agency with which they came in contact. After deployment, partners could share secure, up-to-date information about clients and services via the CAN web site, ensuring timely delivery of services and eliminating duplication of effort.

The result? Relief efforts are better coordinated and therefore more effective. And clients needing services from those agencies no longer have to repeat their information over and over in an already stressful time.

News and Updates

CAN would like to welcome our newest Participating Agencies:
Halifax Urban Ministries (FL), Elderbridge Agency on Aging (IA), GA Voluntary Agencies Active in Disaster-VDAD (GA), and lowemine.org (I



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National Shelter System (NSS)



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American Red Cross National Shelter System

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The National Shelter System

Shelter Information Management

The National Shelter System

The Red Cross National Shelter System (NSS) stores information regarding over 54,000 potential shelter facilities and is used to track and report shelter information during disasters. This tool is viewed by the Red Cross, the Federal Emergency Management Agency (FEMA) and a growing number of state agencies. This powerful tool enables emergency managers and disaster workers to identify the location, managing agency, capacity, current population, and other relevant information of all shelters operated in response to events.

Information in the NSS facilitates the Red Cross, FEMA, state and local emergency management, and non-government organizations development of strategies to ensure prompt and effective mass care service delivery. In addition, it serves as a planning tool before disaster strikes.

New NSS users must self register to use the system by clicking on the Login Tab then the link 'New users click here'. Follow the steps to gain access to the system.

Red Cross users with questions about the NSS should contact Red Cross IT Service Desk using the webform at <https://crossnet.redcross.org/support/CaseRequest.aspx>. The webform is the most efficient way to get service from the IT Service Desk. Red Cross users need access to CrossNet to use the webform, and should select "National Shelter System" in Step 2, for the field "Case Type/System Affected". Red Cross users may also call the IT Service Desk at 1-888-778-7762 or 1-703-206-6011.

Users who are not Red Cross employees or volunteers should contact the FEMA NSS Support Team (phone: 202-646-1640; email: esf-06-mass-care-1@dhs.gov).

Shelter Population Tracking & Mapping



The American Red Cross National Shelter System

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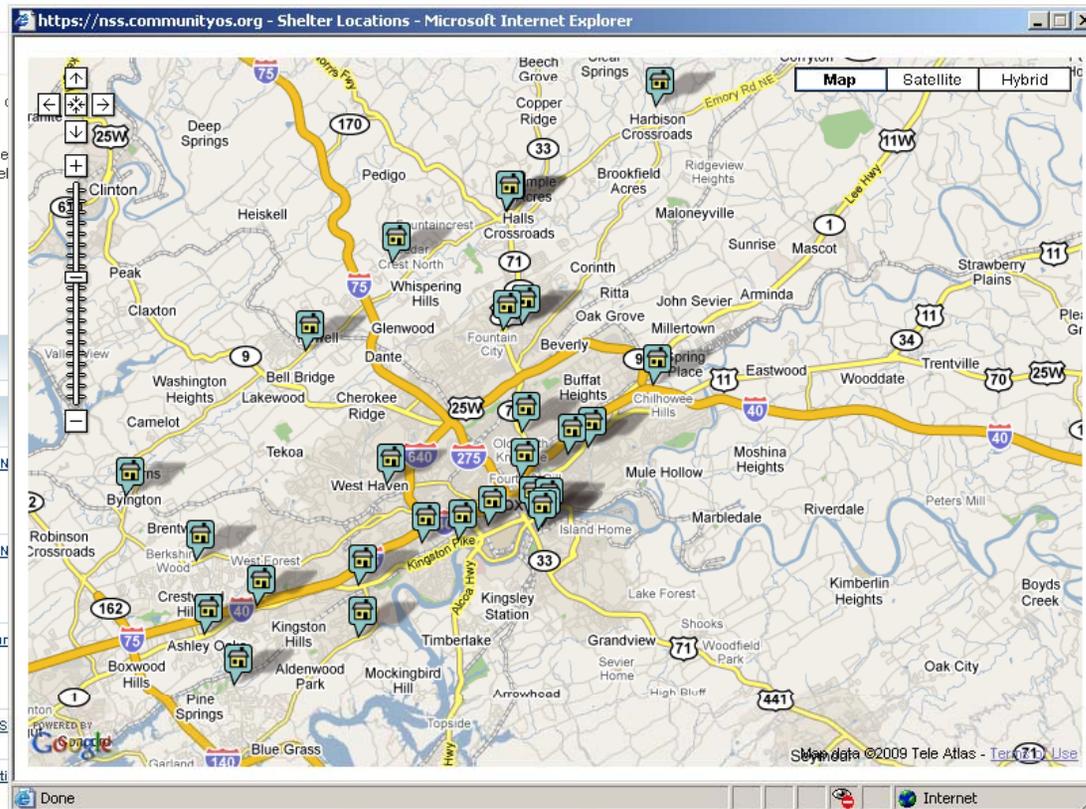
Shelter Mapping Results

Search Criteria
County/Parish: "Knox"

There are 117 shelters matching the criteria.

You may view a map of all of the shelters or you may have an available map and some shelter information.

FEMA DRO #	ARC DRO #	Agency
		ABIN
		ABIN
		Adar
		All S
		Austi



shelters will

MAP

The Red Cross is important to Emergency Management

- Organized and trained people that help alleviate some of the needs citizens in your community experience during disasters.
- Free up responders by relieving some aspects of care
- Disasters don't end when the "emergency response" is over....Disasters are just beginning and we can help!



American Red Cross

A Favor...

- Ask yourself on the next deployment, who is taking care of the victims?
 - Call us 24/7:
 - 865-584-2999 Knoxville
 - 865-483-5641 Oak Ridge
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