

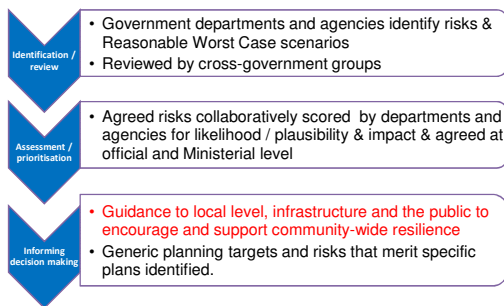
## Emerging Civil Protection Arrangements and Priorities 23 October 2012

Ian Whitehouse  
Deputy Director, Resilience Capabilities  
Civil Contingencies Secretariat

## How has the VSCPF helped shape national policy

- VSCPF has done a great deal to inform & influence the direction of national policy on the role of voluntary organisations in Civil Protection, including:
  - development of legislative framework & its supporting statutory guidance (*Emergency Preparedness*), and subsequent review
  - development of the supporting non-statutory guidance (*Emergency Response and Recovery*) & subsequent review
  - Development of guidance on humanitarian assistance
  - Development of guidance on recovering from emergencies
  - Development of guidance on dealing with mass fatalities
  - Community Resilience Programme
  - Civil Contingencies Act Enhancement Programme

## Annual NRA Cycle



## Also in the mix....

### External drivers on risk profile

- Global economic downturn - Eurozone? Domestic consequences?
- Diversifying threat picture
- Global instability - Middle East, Pakistan, East Africa, next?
- Science and technological developments
- Demographic, social and environmental

### Political drivers

- More belt tightening
- Localism and devolution
- Continued reform – efficiency and growth
- Focus on delivery
- Openness/transparency

## Ensuring the right capabilities in place at all levels to deal with emergencies

- Ensuring **structural changes** to partners do not negatively impact on their response capabilities. NCS a baseline?
- Agreeing & helping emergency services deliver a long-term work programme to improve **blue-light interoperability** through common doctrine, training, equipment & organisation for major kinds of emergencies;
- Delivering improved **IT/Telecommunications** support for resilience and interoperability: continued roll-out of NRE (and way ahead); DEIT; public emergency alerting.

## Reinforce measures to improve preparedness for the top priority risks

- Continue work to mitigate the risk of **high impact terrorist attacks**;
- Work to improve response planning for an incident at a **civil nuclear site** (nb possible tier 1 exercise 2013);
- Improve preparedness for **coastal flooding**, by acting on lessons from Exercise Watermark;
- Ensure the new **Pandemic Influenza Preparedness Strategy** is put into effect. Includes exercising of the new health sector structures from 2012 onwards (nb tier 1 exercise 2014);
- Researching impacts of **newly emerging risks**: (a) effusive volcanic eruptions & (b) extreme solar weather.

### Focus on building community, small/medium business, & infrastructure resilience

- **Community Resilience.** Guidance done. What next? 'barrier busting' fact sheets (insurance, public liability issues etc);
- Further developing plans to improve resilience of the most critical infrastructure assets to the most damaging risks in the NRA. **Sector Resilience plans** to be extended to cover other hazardous sites & space?
- **Supporting EPC** in designing & delivering suitable training beyond the Cat1 market.

### National Capabilities Survey 2012 – Questions asked of LRF's about the Voluntary Sector

- Q. **Does the voluntary and community sector have a defined role within your emergency planning?**
- Only in the response phase
  - Only in the recovery phase
  - In the response & recovery phase
  - No defined role
- Q. **How many voluntary sector representatives are involved in your LRF functions and what is their average attendance?**  
(There then follows a list of options which recognise the difference between LRF meetings and LRF sub-group meetings)

(nb the 2012 NCS will commence on 5 Nov for 2 weeks)

### So what might you have seen over the past year?

- Conclusion of the **Civil Contingencies Act review**, so that legislation & statutory guidance fully reflects the lessons of the past 8 years, publication of revised chapters of *Emergency Preparedness*;
- **Business Continuity:** Publication of *Business Continuity for Dummies*, meeting commitment to improve business continuity of SME's;
- **Resilience Telecommunications:** continued roll out of the NRE (& plan for the way ahead);
- .....and not forgetting the **Olympics** and **Paralympics:** work underway collating feedback from the venue host areas to capture planning, validation & operational lessons & resilience legacy from the operational phase.

### What's the Basis of our Ongoing Partnership?

- **Support specific programmes:**  
e.g. community resilience;
- **Review the national risk picture** & translate this into your sector & organisational planning;
- **Get your own house in order:**  
can you cope with the loss of:  
staff, transport, electricity/gas,  
mains water & sewerage,  
telecoms, IT systems, key  
suppliers, etc?
- **Support others** to do likewise,  
especially at a community level.

### Get Ready for Winter ([www.metoffice.gov.uk/getreadyforwinter](http://www.metoffice.gov.uk/getreadyforwinter))

- Over last decade, the average number of excess winter deaths in England has been just **over 25,100**;
- **Joint working** with departments & agencies & voluntary sector organisations
- Purpose to **join up messages to individuals & communities on getting ready for winter:**
  - Raise awareness of winter risks & their consequences;
  - Highlight very simple & straight forward advice & top tips for health & wellbeing & protecting your home;
  - Provide access to a webpage on Met Office which will contain relevant information & links;
- **Voluntary sector partners fully engaged** & supportive of the campaign.

### Get Ready for Winter ([www.metoffice.gov.uk/getreadyforwinter](http://www.metoffice.gov.uk/getreadyforwinter))

- **Press notices**, industry events, etc – embedding GRFW in other relevant Government activity;
- Lots of **local activity** to take place, inc. events to encourage people to think about preparing for winter;
- Over time:
  - The **webpage will stay live over winter**
  - Work with Met Office to **increase comms activity** where bad weather is forecast;
  - **Updated tips for Christmas 2012** - ordering medication early, advice on reducing risk of burst pipes, etc;
  - Webpage will **link to any Government messaging** in the event of bad weather occurring.

## Resilience and Emergencies: one year on

reflections at a turning point

James Cruddas, Deputy Director, Resilience and Emergencies  
23 October 2012

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## The RED work programme

Enable resilient localities	Ensure preparedness for high impact or wide area emergencies	Discharge our lead government department responsibilities	Provide government support when emergencies do occur
<ul style="list-style-type: none"> <li>helping localities identify the risks they face and mitigate them</li> <li>pooling knowledge and experience with local resilience forums elsewhere facing similar risks</li> <li>barrier busting across Whitehall</li> </ul>	<ul style="list-style-type: none"> <li>assessing the potential impact of different types of HIWA emergencies</li> <li>facilitating the design by LRFs working collaboratively of a response capability to HIWA emergencies</li> <li>facilitating liaison between local responders and central government in preparing for HIWA emergencies</li> </ul>	<ul style="list-style-type: none"> <li>identifying and mitigating the risks, threats and vulnerabilities within the department's fields of responsibility</li> <li>sustaining a capability to manage for government the response to and recover from WA and national emergencies</li> <li>taking responsibility for post-event inquiries and identification of lessons learned</li> </ul>	<ul style="list-style-type: none"> <li>operating for government a 24/7 liaison officer service to local responders</li> <li>operating for government a 24/7 information service on the impacts of emergencies and their management</li> </ul>

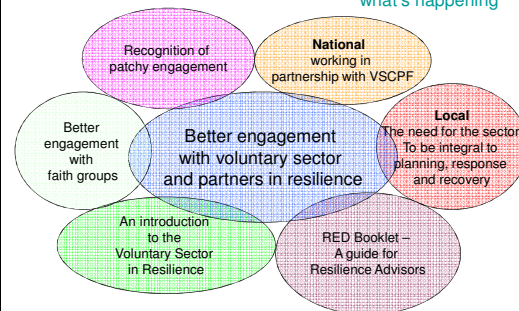
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## How are we doing?

<b>Strong relationships...</b>	<ul style="list-style-type: none"> <li>partnership with Civil Contingencies Secretariat – which we continually deepening</li> <li>healthy working relationships with Local Resilience Fora, both on a day to day basis and during emergencies, at all levels</li> <li>increasingly influential voice within Whitehall</li> </ul>
<b>More to do</b>	<ul style="list-style-type: none"> <li>encourage Local Resilience Fora to move from risk assessment to risk management, to prioritise, and to collaborate</li> <li>build and sustain relationships with 'category 2 responders'</li> <li>ensuring the voluntary sector (in all its guises) is engaged</li> </ul>

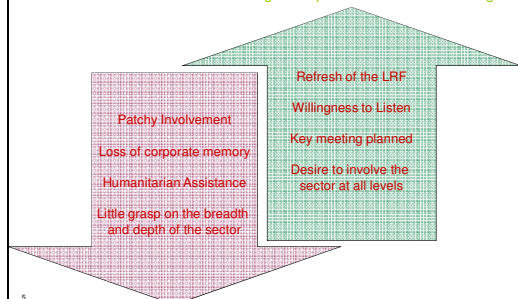
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## Working with the voluntary sector – what's happening



4

## Working with the Voluntary Sector – South Yorkshire LRF Widening Participation and Decision Making



5

## Emergency Preparedness Resilience and Response (EPRR) New Arrangements for Health

Voluntary Sector Civil Protection Forum  
23<sup>rd</sup> October 2012

## Introduction

- From April 2013, major changes to the health system announced in the Health and Social Care Act 2012<sup>1</sup> become fully operational, including:
  - Establishment of Clinical Commissioning Groups (CCGs), the NHS Commissioning Board (NHS CB) and Public Health England (PHE) the latter of which will assume the current responsibilities of the HPA
- Abolition of PCTs and SHAs
- New and enhanced role for local authorities and Directors of Public Health
- Establishment of Health and Wellbeing Boards to bring together the right stakeholders to forge a new culture towards a shared local vision of good health and wellbeing for all
- Changes will impact significantly on current health system arrangements for Emergency Preparedness, Resilience and Response (EPRR)

## New Changes to the Health EPRR Landscape<sup>2</sup>

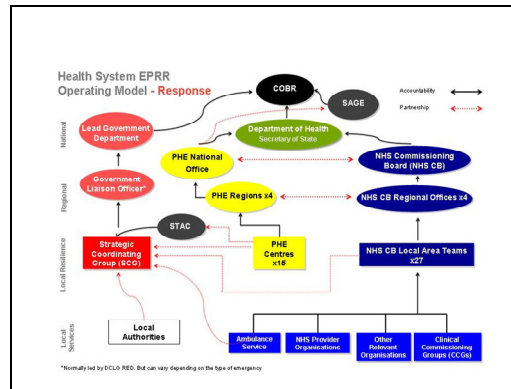
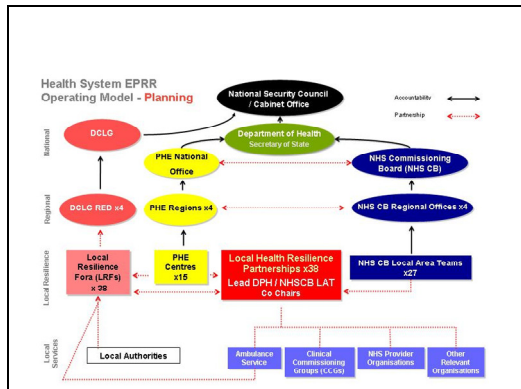
- NHS structural changes including the establishment of the NHS Commissioning Board (NHS CB) to manage the changed NHS system and improve patient outcomes
- The creation of Public Health England (PHE) incorporating the responsibilities and function of the HPA
- The introduction of Local Health Resilience Partnerships (LHRPs) formed by NHS and local authority partners to strengthen multi-agency emergency planning
- An enhanced role for local authorities with a stronger role in shaping health services, including responsibility for local health improvement

## New Changes to the Health EPRR Landscape

- A new role for Directors of Public Health based in local authorities
- Establishing clinician led Clinical Commissioning Groups (CCGs) to commission the majority of NHS services and support NHS CB to discharge its EPRR functions

All of the above contribute towards the shaping of new arrangements for multi-agency planning within the health system.

**NB:** The roles and responsibilities of frontline provider organisations such as acute trusts and the ambulance service will not change fundamentally



## Health System Responder Status

### Category One under the Civil Contingencies Act 2004

- NHS Commissioning Board (at all levels)
- Public Health England (including Centres)
- Local Authorities via Directors of Public Health
- Majority of NHS Provider Organisations e.g. Acute Hospital Trusts, Ambulance Service

### Category Two under the Civil Contingencies Act 2004

- Clinical Commissioning Groups

### No Collective Responder Status

- Local Health Resilience Partnerships (LHRPs)
- Scientific, Technical and Advisory Cells (STAC)

## Local Health Resilience Partnerships (LHRPs)

- New non-statutory planning bodies for the local health system
- Largely coterminous with LRF boundaries and consistently implemented
- Provide strategic forums for joint planning and preparedness for emergencies
- Supporting the health sector's contribution to multi-agency planning and preparation for response through LRFs
- Accountability for emergency preparedness and response remains with individual organisations, in line with their respective statutory duties
- Co-Chaired between a local Director of Public Health and an NHS Commissioning Board Director
- Membership will include local health agencies including NHS providers, the ambulance service and Clinical Commissioning Groups (CCGs)

## LHRPs - continued

### The new system aims to offer considerable benefits, including:

- A more consistent approach across England, permitting better understanding of health preparedness at LRF level and nationally
- Leadership of planning and resilience at a senior level with a focus on cross-agency preparedness including improved links with local government
- An opportunity for better integration between health and local government emergency planning for the protection of each community
- A resource pack to support the implementation of LHRPs was launched on the 26th July 2012 <http://www.dh.gov.uk/health/2012/07/resilience-partnerships/>

## Department of Health

- Secretary of State for Health to have direct line of sight to front line on EPRR arrangements through NHS CB and PHE
- Provide assurance to Ministers and Cabinet Office of health system preparedness for a UK Government response to domestic and international emergencies, in line with the National Risk Assessment
- Ensure plans are in place for identified risks to health in the National Risk Register and associated planning assumptions, taking advice from PHE
- Ensure coordination of the whole system response to high-end risks impacting on public health, the NHS and the wider health care system
- Support the UK central Government response to emergencies

## NHS Commissioning Board (NHS CB)

- National link on EPRR matters between the NHS CB, DH and PHE
- Provides assurance to DH of the capability of the NHS to respond to emergencies
- Leadership and coordination of the NHS, including provision of information on the NHS position, during national emergencies
- Participates in national multi-agency planning processes, including risk assessment, exercising and assurance
- Provides a link with national NHS bodies, e.g. NHS Blood and Transplant, health care regulators, etc
- Supports the response to incidents that affect more than one region
- NHS CB Chief Operating Officer has executive lead responsibility for EPRR
- NHS CB Director of Operations & Delivery responsible for the day-to-day leadership of NHS resilience matters on the COO's behalf

## Public Health England (PHE)

- Sets risk-based national EPRR implementation strategy for PHE
- Ensures there is a comprehensive EPRR system that operates for public health at all levels and assures itself that the system is fit for purpose
- Responsible for leading the mobilisation of PHE in the event of an emergency or incident
- Works together with the NHS at all levels and where appropriate develop joint response plans
- Delivers public health services e.g. surveillance and microbiology services to emergency responders, Government and the public during emergencies, at all levels
- Participates in and provides specialist expert public health input to national, sub-national and LHRP planning for emergencies
- Undertakes at all levels, its responsibilities on behalf of Secretary of State for Health as a Category 1 responder

### NHS CB - Regions

- Establish LHRPs across the region, coordinating with PHE and local government
- Ensure LATs are designated to each LHRP and LRF
- Provide strategic EPRR advice and support to NHS CB LATs
- Ensure integration of NHS CB LAT and LHRP emergency plans to deliver unified NHS response across more than one LHRP
- Maintain capacity and capability to coordinate the regional NHS response to an emergency 24/7

### Public Health England Regional Offices

- Ensure the delivery of the national EPRR strategy across their region
- Support the NHSCB with the establishment of LHRPs across the region
- Provide strategic EPRR advice and support to PHE Centres
- Ensure integration of PHE emergency plans to deliver a unified public health response across more than one LHRP
- Maintain PHE's capacity and capability to coordinate regional public health responses to emergencies 24/7

### NHS CB Local Area Teams (LATs)

- 27 Local Area Teams
- Ensure local roll-out of LHRPs, coordinating with PHE and local government partners
- Ensure NHS has integrated plans for emergencies in place across the local area
- Develop (where appropriate) joint emergency plans with PHE and local authorities, through the LHRP
- **Determine in light of the impact on NHS resources, and with advice from the Director of Public Health, at what point the lead role in response to an incident or emergency will transfer, if required, to the NHS**
- Discharge NHS CB EPRR functions and duties at the local level

### NHS CB LATs - continued

- Seek local assurance of the ability for NHS funded organisations to respond to, and be resilient against, emergencies that cause increased demand or disruption to patient services
- Provide the NHS co-chair of the LHRP, who will also represent the NHS on the LRF
- Have the capability to lead the NHS response to an emergency at a local level
- Ensure a 24/7 on-call roster for NHS emergency response in the local area, comprising staff with the appropriate competences and authority to coordinate the health sector response to an emergency

### Public Health England Centres

- Support the NHS CB with local roll-out of LHRPs, coordinating with local government partners
- Ensure that PHE has plans for emergencies in place across the local area
- Where appropriate, develop joint emergency plans with the NHS and local authorities, through the LHRP
- Provide assurance of the ability of PHE to respond in emergencies
- Discharge the local PHE EPRR functions and duties, including maintaining capability to lead the PHE response at local level
- Provide a representative to the LHRP, as required, and to represent the PHE on the LRF

### Local Authorities and Directors of Public Health

- Provide a lead DPH to co-chair the LHRP
- DsPH to provide leadership for the public health system within their local authority area
- LAs through their DsPH to take steps to ensure that plans are in place to protect the health of their populations and escalate any concerns or issues to the relevant organisation or to the LHRP as appropriate
- DPH to work closely with PHE to provide initial leadership for the response to public health incidents and emergencies within their local authority area
- DPH will maintain oversight of population health and ensure effective communication with local communities
- Fulfil the responsibilities of a Category 1 responder under the CCA 2004

### Clinical Commissioning Groups (CCGs)

- Ensure contracts with NHS funded provider organisations contain relevant emergency preparedness, resilience (including business continuity) and response elements
- Support NHS CB in discharging its EPRR functions and duties
- Provide a route of escalation for the LHRP should a provider fail to maintain necessary EPRR capacity and capability
- Fulfill the responsibilities as a Category 2 responder under the CCA including maintaining business continuity plans for their own organisation
- To be represented on the LHRP (either on their own behalf or through representation by a 'lead' CCG)

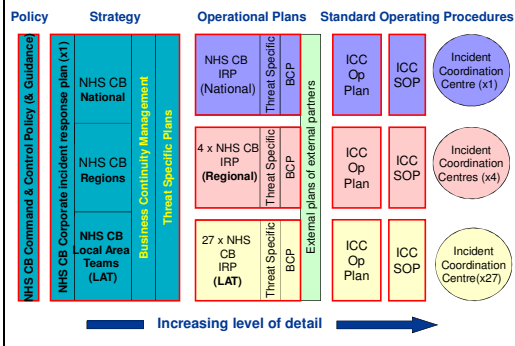
### NHS Funded Provider Organisations

- Fulfill relevant legal and contractual EPRR requirements and ensure a robust and sustainable 24/7 response to emergencies
- Provide the resilience to manage emergencies and incidents that affect only them, with escalation where necessary
- Identify an Accountable Emergency Officer (AEO) to take executive responsibility and leadership at service level
- Collaborate with local multi-agency partners to facilitate inclusive planning and response
- Ensure preparedness to maintain critical services in periods of disruption and facilitate NHS EPRR assurance, including business continuity
- Majority of providers will be Cat 1 responders; some will be Cat 2

### Next Steps Before April 2013

- NHS CB will begin to take responsibility for changes to the NHS in preparation for the abolition of SHAs and PCTs
- PHE will begin to take responsibility for HPA EPRR functions
- New local EPRR planning groups for health called Local Health Resilience Partnerships (LHRPs) will be established with multi agency representation from the NHS and local authorities
- LHRPs will begin to meet with their LRF partners to establish local arrangements
- New structures are being established and appointments being made for EPRR roles in readiness for April 2013
- A range of testing and exercising activities will be taking place as part of an assurance process in readiness for April 2013

### NHS CB incident response strategy



### References and Further Information

- Health and Social Care Act 2012  
<http://www.legislation.gov.uk/ukpga/2012/7/contents/enacted>
- Changes to Emergency Preparedness, Planning and Response published 3<sup>rd</sup> April 2012 (Gateway 17266)  
[www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_133353](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_133353)
- LHRP Resource Pack 2012 published 26<sup>th</sup> July 2012 (Gateway 17820)  
<http://www.dh.gov.uk/health/2012/07/resilience-partnerships/>
- Implementing the arrangements for emergency preparedness, resilience and response published 2<sup>nd</sup> August 2012 (Gateway 17933 )  
<http://www.dh.gov.uk/health/2012/08/epr-arrangements/>

### Changes in the Police Service

Detective Superintendent Jen Williams  
ACPO

### Effect of Austerity

- Austerity
- Re-organisation
- Regionalisation

### Political Change

- Police and Crime Commissioner
  - Elected
  - Police and Crime Plan
  - Integrated Assessment
  - Control of funding
  - Competing demands

### Strategic Policing Requirement

- PCC and Chief Constables to have regard
- The threats identified:
  - Terrorism
  - Other Civil Emergencies
  - Organised Crime
  - Threats to public order or safety that cannot be managed by one Force alone
  - Large scale cyber incident

### Civil Emergencies

- Civil Contingencies Act 2004
  - Assess the risk of emergencies
  - Emergency Plans
  - Business Continuity
  - Arrangements to warn and inform
  - Share information and enhance co-ordination
  - Duty to co-operate

### Voluntary Sector

- Necessary Support
- Reducing resilience
- Specialist Skills
- Local Resilience Forum (LRF)



## Challenges

- Command and Control
- Planning
- Understanding
- Informing
- Training
- Testing and exercising
- Health and Safety
- Reliance

## Consequence Management

- Critical incident management
- Community links and support
- 2 way communication

## The Future

- Changing landscape
- Resilience
- Support

## Environment Agency approach to flood resilience & the voluntary sector

Kim Tan  
Senior Engagement Advisor  
Flood and Coastal Erosion Risk Management

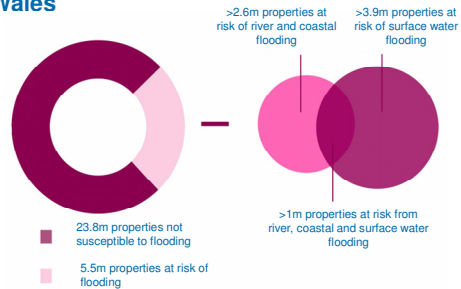
## Incident management cycle



## Recent significant floods

- **2007 Summer floods**
  - 55,035 properties flooded
  - M5, M50, M40 closed
  - Electricity and water infrastructure impacted
- **2009 Cumbria Floods**
  - 1,800 properties flooded
  - Six bridges collapsed
- **2010 Cornwall Floods**
  - Around 250 properties flooded
- **Summer 2012 Floods**

## Properties at risk of flooding in England & Wales



## Delivering and supporting community resilience

- Flood resilience
- Climate Ready support service
- Supporting others: severe weather

## Principles

- Multi-hazard resilience
- Community ownership
- All sources of flooding
- Integrated and sustainable

### Climate change adaptation

- ⇒ Supporting communities to consider climate risks and severe weather in emergency planning
- ⇒ Climate Ready support service
- ⇒ New responsibility - part of health and wellbeing theme on climate change adaptation

### Flood resilience: preparing in advance

- ⇒ 2009 – new approach
- ⇒ Direct, high impact engagement
- ⇒ Vulnerable
- ⇒ Working with strategic partners
- ⇒ Measureable
  
- ⇒ Informed >870k people
- ⇒ 2011/12: directly engaged >37k people

### Key messages

- ⇒ Find out if you live or work in an area at risk
- ⇒ Sign up for free flood warnings
- ⇒ Prepare a personal flood plan
- ⇒ Contribute to a community flood plan
- ⇒ Consider buying and installing flood protection products

### Flood resilience: before and during flooding

- ⇒ 450 flood warden schemes across England and Wales
- ⇒ Flood warning service and products:
  - Floodline
  - Floodline Warnings Direct
  - 3 day forecast on internet
  - river and sea levels on internet

### Delivering community resilience

- ⇒ New Flood resilience teams
  
- ⇒ Volunteer business partner role
  
- ⇒ Ways of working

### Working with others - national

- ⇒ Met Office / Flood Forecasting Centre
- ⇒ WRVS pilot
- ⇒ National Flood Forum
- ⇒ Cabinet Office Civil Contingencies Secretariat

### **Working with others - area**

- British Red Cross
- WRVS
- Women's Institute
- St John Ambulance
- Groundwork
- BTCV

### **Benefits of working with Voluntary Sector Partners**

- Tactical support and guidance
- Local delivery
- Integrated community resilience
- Trusted messenger
- Community ownership
- Sustainable approach

## Responding to Flood Incidents

Paul Hendy – Director – Scottish Flood Forum  
 Phone – 077 477 02299  
 e-mail – paul.hendy@scottishfloodforum.org  
 Web – www.scottishfloodforum.org

## Mission Statement

**To create understanding and awareness of the risks and effects of flooding to Communities throughout Scotland, and to facilitate effective support to them.**

### The N / S Flood Forum

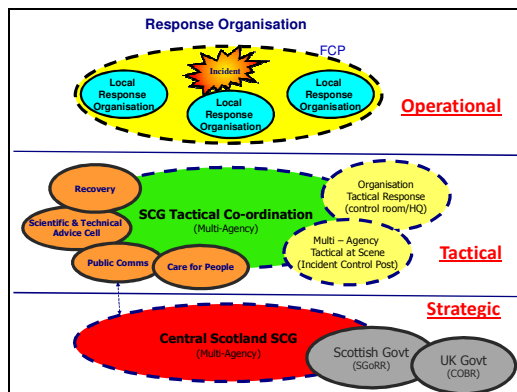
- Supports a network of over 250 Community flood resilience groups to share information, experience and best practice
- Aims to develop a national resource centre
- Provides advice on flood resilience
- Runs an established web site including a newly introduced community forum –  
[www.floodforum.org.uk](http://www.floodforum.org.uk)  
[www.scottishfloodforum.org](http://www.scottishfloodforum.org)

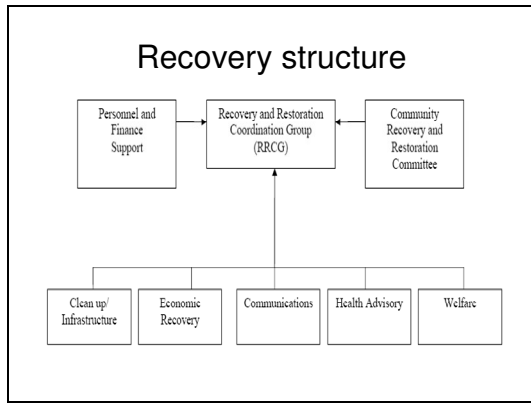
### Our focus is to:

- Implement a recovery training programme to develop better community / individual resilience.
- Community flood action plans / BCP
- Provide advice on flood risk awareness and resilience
- Run a dedicated web site and 24 hr Helpline
- Flood trade fairs and flood awareness days

### Emergency Planning where do we ALL fit in?

- Number of Layers
  - National Resilience (Civil Contingencies Secretariat)
  - Regional Resilience Forum
  - Local Resilience Forum (LRF)
  - Local Authority
  - Community Self Help Groups (Localism / Big Society)
  - Individuals / Household





- Recovery is the process of rebuilding, restoring and rehabilitating communities and individual's lives following emergencies.
- It is a process that embraces the intricacies of the relationships and processes that define all kinds of communities,

- ### So how do we do it?
- Recovery should be a partnership between members of affected communities and the many agencies with a part to play acting at different levels locally and nationally.
  - That partnership should be built upon tried and tested management structures and arrangements that are flexible enough to be relevant to the tasks in hand at all times following emergencies.

- ### N / S FF - Recovery Support
- Rapid deployment of KEY support to Local Authorities – combined with support training
  - Operational advice and strategy to flooded communities, individuals and businesses
  - Establish Community recovery centres providing skilled advice and on going support,
  - Professional help and advice to resolve insurance claims, and social issues including flood trauma support etc.

- ### Recovery Structure:
- Drop-in Centres
    - Offering: -
    - Food & Drink, Listening Ear
    - Access to Practical Support
    - Claim Process, Furniture, NI property
  - Telephone Helpline
  - Computer / Internet access
  - Newsletter - Weekly
  - Advice Days
  - Resident & Displaced People Database -

- ### Benefits of centralised support
- Convenient to clients by having a range of services in one location
  - Centralised and authoritative source of information.
  - Provides effective communication to staff as well as user
  - Prevents overlap and duplication of services
  - Proactive approach early on means longer term outcomes achieved
  - Centralised provision offers
    - Better opportunity for support
    - Agencies to be in contact,
    - All work more closely and collaboratively

### Recovering our Communities

- VO - close to Communities – understand their needs and priorities,
- They bring Innovative ideas and muster support
- Good at campaigning for local cause
- Independent and have unique identity
- Provide specialist information and data

### Recovering our Communities

- Are used to dealing with Vulnerable people on a day to day basis,
- Have contact with individuals who may not be know to help organisations
- Are respected and trusted
- Have key local knowledge
- Increase the support structure
- Remain when task is finished

### Getting it right for the people who matter the most

- Issues to be faced:
- Cost of active inclusion may be prohibitive
- Potential misunderstandings of each other's roles, responsibilities, work practices, and lines of accountability.

### Voluntary Sector

- Each had their own services
- Each had their own process for data, confidentiality and administration
- Each had their own unique style of working
- Each had their own system of accountability,

### There were -

- Different systems
- So we did not talk to each other
- There was no standardised in any way

### Which meant it was impossible –

- To get and share information about enquiries, on outcomes and support hard to deliver client promises

### Clients...

- Often had multiple needs
- Usually had to liaise with different services who didn't talk to each other
- Had to do all of the chasing
- Usually ended up being passed from pillar to post

Stopped working independently and began to work together as a team –

Stopped trying to be ego centric and realised that the client was really ...

# No 1

## A lot better...

- A Joined up centre
- Customer support centres – in the right place – offering
- Web & E-mail access
- No competing 'prima donnas'
- And a team working for the best interests of the Client & Community

## Challenges

- Need to determine what support is required to enable people to cope with, adapt to and recover from the situation they face.
- We must build our response on the community's own priorities, knowledge and resources.
- We must build community confidence, by establishing strong partnerships with all agencies.

## Special Challenges

- To focus on the needs of vulnerable persons and under-served communities to ensure everyone gets the services they need for an effective recovery.
- To be realistic – Most organisations will have other competing priorities so it is better to just focus on a few things.
- Involvement – Getting key organisations involved and encourage long term ownership
- Cohesion – Keeping the entire support network cohesive and moving forward.
- Fragility – The alliances are fragile as agencies can depart anytime they choose.

## The Ideal ?

- A community with well rehearsed emergency flood plans
- Superior flood mitigation processes in the wetter months
- Appropriate building flood protection, suitable to local flood hazards and risks;
- Adequate Insurance cover suitable for the risks
- Subsidised property protection

Contact Details:

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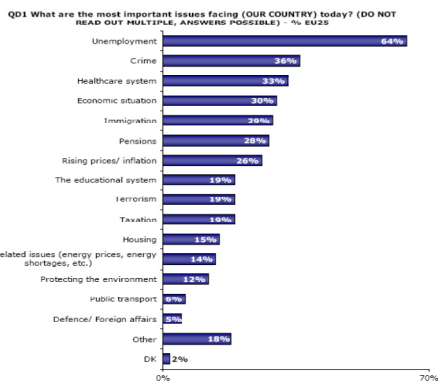
## Risk Communication: Informing Public and Professional Responses to Extreme Events

Dr. Brooke Rogers & Dr. Julia Pearce  
Department of War Studies  
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Voluntary Civil Protection Forum  
23<sup>rd</sup> October 2012

## Why Is Effective Communication Important?

- Public psychological and behavioural responses will help determine subsequent morbidity and mortality rates.
- The extent to which individuals feel prepared for a disaster can play a significant role in helping to manage expectations and maintain perspective, thus facilitating community resilience.
- Effective public communication can enhance the likelihood that at risk populations will take precautions.
  - Encourage appropriate protective actions.
  - Reassure those not at risk
    - Reduce rumours and fears.
    - Facilitate relief efforts
    - Maintain public trust /confidence in agencies responsible for ensuring public welfare
- Improve knowledge and understanding as well as managing expectations in order to decrease the likelihood of overburdened emergency response systems:
  - Create familiarity around terminology, procedures, messengers.
  - Challenge and inform planning assumptions.



## Comparing Apples and Oranges

- Expert Perceptions of Risk:**
  - Can I identify a clear cause and effect relationship?
  - Can I quantify the amount of harm?
  - Do I suspect a hazard, based on past experience?
  - Is there a possibility of an accident?
  - Is there possible exposure to the risk (e.g. pollutant/violence)?
  - Is there evidence of damage?
- Risk Perception Factors:**
  - Voluntary vs. Involuntary
  - Familiar vs. Non-familiar
    - Unknown Risk: New, unknown to those exposed, delayed effects.
  - Control vs. Lack of Control
  - Fair vs. Not Fair
  - Natural vs. Technological
  - Dread vs. No Dread
    - Dread Risk: catastrophic potential, fatal consequences, uncontrollability, inequitable, and high risk to future generations

## Informing Planning Assumptions:

- Emergency planning assumptions often fail to incorporate human behaviour and are based on contradictory expectations:
  - Panic:**  
"Camera crews wouldn't take them long to get there, so it'll be on television within minutes and people around them will be starting to panic" (CIE G1, P4)
  - Compliance:**  
"I think quite generally in any incidents like that they see a uniform and they sort of feel a bit better, 'I feel safe' and you've just got to say something to most of them and they'll just do as you tell them" (ibid)
- This also applies to organisational planning assumptions and staff behaviours (i.e. absenteeism, parental duties, ability to work remotely, etc.).

## What will the public do?

- There is some evidence for panic, particularly in situations where there have been fires in enclosed spaces (e.g. Iroquois Theatre fire in Chicago)
- However**, overwhelming evidence suggests that when faced with disasters and emergencies, people become interdependent and co-operative and panic is rare
  - 9/11 WTC evacuation** - e.g. <20mins from 78<sup>th</sup> floor
  - 7/7 tube bombings** - 1<sup>st</sup> hand accounts of pro-social behaviour
  - Survivors of 11 emergencies** - crowd sociality
- What appear to be panic behaviours may be:
  - Lack of choice**, rather than poor decision making (e.g. mass move towards exit)

## From reassurance to encouraging protective behaviours....

### Intention to comply with advice

At home  
95% UK & 93% Polish  
would stay inside

In post office  
30% UK & 70% Polish  
would stay inside

### BUT when accounting for other behs....

At home  
43% UK & 7% Polish  
would stay inside

In post office  
10% UK & 5% Polish  
would stay inside

### Key factors influencing public intention to comply:

- Ease of compliance
- Intention to collect children from school
- Coping appraisals (response efficacy, self efficacy, response cost)
- Trust in authorities providing advice

## Conclusions

- Effective public communication:
  - Is an essential part of any emergency response
  - Should be targeted at encouraging specific behaviours
- Change in behaviours to reduce risk should be regarded as rational actions rather than panic
- Behavioural interventions must take into account public perceptions about:
  - The event
  - The efficacy of recommended behaviours
  - The ease of recommended behaviours
  - The cost of recommended behaviours
  - Those who are tasked with communicating the response
- Generic principles of crisis communication may need some adaptation for particular contexts

## Conclusions

- It is important to communicate with members of the public before, during and after a crisis event. These phases all require different forms of communication.
- Don't be afraid to say 'we are responding' → Provide regular updates.
- Pre-event communication ≠ the IKEA approach.
- Consider preparing:
  - Generic information about hazards, signs and symptoms + protective actions before an incident to create familiarity with terminology and response orgs.
  - Agent-specific communication for use during an incident.
  - Strategies and communication about secondary stressors and longer-term follow up.
- Manage expectations and build trust!

## Implications for the Voluntary Civil Protection Sector:

- **How can the voluntary sector contribute to this process?**
  - Consider acting as an independent reviewer of existing plans and existing studies.
  - Increase awareness about initiatives.
  - Recognise that communities can serve a variety of functions: Disseminating information, mobilising care and support, attending to the basic needs of its members.
  - Emergency drills and exercises (e.g. flooding, pandemics, snow)
  - Consider the all-hazards approach (transferable skills/behaviours).
  - Concentrate on local relationships and interpret response in the context of pre-existing relationships.
  - Create an awareness of shared values and agreement (common goals/overlaps of interest).
- Keep up the good work!!!

**Moya Wood-Heath**

**Chair, Voluntary Sector Civil Protection Forum**

**Voluntary Sector Civil Protection Forum**

- Red Cross convened, CCS supported, formed in 2003
- all major UK voluntary and statutory civil protection organisations
- to identify and maximise voluntary sector contribution to UK civil protection arrangements
- UK-wide platform
- influencing policy on humanitarian response to incidents
- strategic contact point between voluntary and statutory organisations

**Suggested liaison structure**

**local resilience forum**

Category 1 and 2 responders  
with appropriate representation of the voluntary sector

**voluntary sector as a sub-group**

to achieve effective, cohesive links with  
Category 1 and 2 responders

**functional involvement**

to achieve relevant links such as in humanitarian assistance,  
medical support , search and rescue

**Exercises, events and presentations**

- EU, UK, national, local-level
- governmental, public sector, commercial, professional, voluntary
- building individual and community resilience
- business continuity
- humanitarian assistance
- psycho-social support
- Exercise Spire and Themis
- advising on formation of the European Voluntary Civil Protection Forum (EVCPPF)

**Examples of activities and initiatives**

- Task and Finish working and steering groups
- contribution to Statutory and Non-Statutory Guidance
- producing DCLG RED Advisors 'Brief guide on engaging the voluntary sector in civil protection'
- updating Voluntary Sector Engagement Guidance note
- developing voluntary sector questions for the National Capability Survey
- co-ordinating voluntary sector involvement in 'Get Ready for Winter Campaign'
- contributing to the LRF Chairs' meetings
- supporting Category 1 Responders in Olympic and Paralympic Games and torch relay activities
- further development of Informed Prepared Together products
- National Resilience Extranet

**Voluntary Sector Civil Protection Forum next steps**

- Annual Meeting report in November 2012
- review of results of voluntary sector questions in National Capability Survey
- identification of LRF engagement good practice
- encouragement and support for development of local voluntary sector fora
- development of library of case studies to promote voluntary sector engagement