



# **Building Disaster Resilient Communities**

**NALEO Policy Institute**

**American Red Cross**

# Our 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

Down the Street. Across the Country. Around the World.®



**Disaster Relief**



**Biomedical**



**Preparedness,  
Health &  
Safety Services**



**International**



**Service to  
the Armed  
Forces**

# Disaster Readiness

- Every 8 minutes, the Red Cross responds to a disaster in the United States, mostly house fires in local neighborhoods and communities
- Tropical storms, tornadoes, hurricanes, wildfires, floods, aviation accidents, school shootings, and terrorist events
- Not a government agency – fundamental principle of Independence

# Preparedness in Your Pocket



- Red Cross mobile apps offer vital information you need to prepare and respond to emergencies—big and small.
- To download, visit [redcross.org/apps](https://www.redcross.org/apps), text 'APPS' to 90999 or search 'American Red Cross' in your mobile app store.
- Select Red Cross apps also available in Español!

# Proactive Outreach



# Examples From Arizona, New Mexico and Texas

- Home Fire Campaign in fire prone areas
- El Paso, Hobbs, Phoenix: Latinos Preparados
- Houston: partnership with Mexican Consulate
- Laredo: partnership with Texas A&M Colonias in Webb and Zapata Counties
- Beaumont: Consulate and Archdiocese, youth programs; expanding to include Conroe, TX

# Working with Your Local Red Cross

- Meet with the local Red Cross CEO/Executive Director
- Encourage people to become Red Cross volunteers
- Newsletters/updates to constituents
- Social Media
- Invite us to your events
- Attend our events
- Visit a disaster site/shelter
- Help recruit board members for your local Red Cross
- Connect us with community leaders
- Presentations at civic/chamber meetings



# Legislative/Regulatory Opportunities

- Fire code/standards for safer homes
- Flood mitigation
- “Paid leave” for state/local employees who serve as Red Cross volunteers on disasters
- Tax issues – hotel taxes for displaced disaster victims
- First Aid/CPR/AED training for teachers, students, coaches
- Appropriations/Donations to local Red Cross

Always a privilege to serve!



# Contact Information

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