Safeguard Iowa Partnership

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Safeguard Iowa Partnership Objectives

- Discuss the history of Safeguard Iowa Partnership
- Review the organizational structure
- Highlight lessons learned from events
- Review the challenges and keys to success

Safeguard Iowa Partnership
History

- Created in 2007 by the Iowa Business Council along with the Iowa Department of Public Health, Department of Public Safety and Iowa Homeland Security and Emergency Management

- Strengthen the capacity of the state to prevent, prepare for, respond to and recover from disasters through public-private partnership

Safeguard Iowa Partnership
History

- Statewide organization support all 99 counties
- Incorporated as 501c3 in July 2008
- Comprised of public and private partners
  - City, county, state and federal partners
  - Small, medium and large for-profit and not-for-profit

- Operating expenses funded by Iowa Business Council for three years
- Self-sustaining organization since 2010
- 1 Full-time employee

Safeguard Iowa Partnership
Organizational Structure

- Board of Directors
- Leaders Council
- Five Initiative Teams
  - Resources and Preparedness
  - Communication and Coordination
  - Education and Exercises
  - Partnership Development and Outreach
  - Partnership Marketing and Public Awareness
- Chapters
  - Cedar Rapids-Iowa City Corridor
  - Central Iowa
  - Northwest Iowa

Safeguard Iowa Partnership
Organizational Structure

- Board of Directors
  - 5 elected public-sector representatives
  - 5 elected private-sector representatives
  - 2 non-elected members
  - Quarterly face-to-face meetings
  - Setting policies and program direction
  - Raising funds
  - Promotion of business and government's participation in disaster preparedness issues
  - Bi-monthly executive committee calls
  - Decision-making body

Safeguard Iowa Partnership
Organizational Structure

- Leaders Council
  - Quarterly meetings
  - Sharing statewide and national information and developing relationships between partners
  - Leaders of Safeguard Iowa Partnership – board of directors, chair/vice chair of initiative teams, chapters, state and federal partners and sponsors

Initiative Team 1:
Resources and Preparedness

- Business Resource Registry

Initiative Team 2:
Communication and Coordination

- Functional communication system to distribute disaster preparedness, response and recovery related information
  - www.safeguardiowa.org
  - Weekly updates
  - Disaster information

- Information sharing between CIKR owners/operators and State of Iowa Fusion Center

- Safeguard Iowa Partnership – Emergency Operations Center Liaison Program

Initiative Team 3:
Education and Exercises

- Training/Education
  - Webinars
  - Face-to-Face training
  - Annual Conference
  - Business Continuity
- Exercises

Initiative Team 4:
Partnership Development and Outreach

- Increase business and government involvement
  - Retain
  - Growth
- Financial sustainability model

Initiative Team 5:
Partnership Marketing and Public Awareness

- Support function for the initiative teams
- Develops and distributes marketing materials
  - Website
  - Brochures
  - Marketing materials
  - Branding
- Quarterly testimonials
- Publications and articles

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Safeguard Iowa Partnership
Organizational Structure

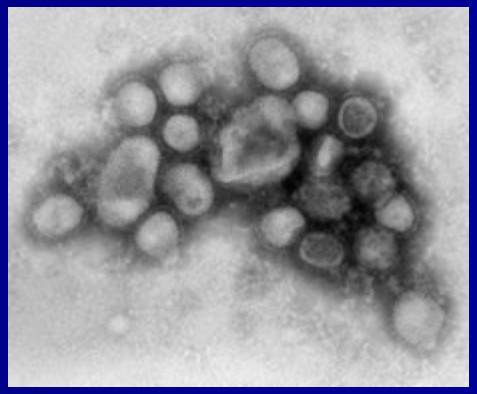
- Chapters
  - Identify gaps and issues for strategic planning purpose
  - Distribute information among partners
  - Network between public- and private-sector partners
  - Execute strategic plan

Events
Lessons Learned

- 2008 severe weather
  - Activated to state emergency operations center and multiple county emergency operations centers
  - Daily situation reports distributed via e-mail
  - Single point of contact for business community
  - Private businesses donated resources
  - Interaction with federal private sector offices, U.S. Chamber of Commerce Business Civic Leadership Center, and local, state and national associations

Events
Lessons Learned

- 2009 Novel Influenza A (H1N1) outbreak
  - Activated to Iowa Dept. of Public Health internal emergency coordination center
  - Daily situation reports and information from international, national, state and local partners posted to HSIN-SIP portal
  - Single point of contact
  - Resources – pandemic flu stockpile
  - Gathered information on business actions



Events
Lessons Learned

- 2009-10 Winter Weather Disasters
  - State EOC not activated
  - Frequent severe weather reports
  - Historical year for winter weather
  - Single point of contact
  - Resource deployment

Events
Lessons Learned

- 2010 Floods
  - State EOC activated
  - Deployment of SIP-EOC Liaisons

Challenges

- Volunteer driven organization
- Funding
  - Sustainability
  - Public and Private funding
  - Regional, national and international operation challenges

Keys to Success

- Shared defined strategic focus
- Ownership and accountability
- Staff at the state level
- Sustainability

Keys to Success

- Buy-in
- Communication methodology
- Marketing and Education
- Infrastructure

Safeguard Iowa Partnership

Questions

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