Director’s Corner

“The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don’t play together, the club won’t be worth a dime.”

This quote from the famous baseball player Babe Ruth stuck a chord with me recently as Spring Training began and the last days of winter faded into distant memory. When professional peers from other universities and organizations ask me how the UW’s disaster and crisis planning is so successful with just three full-time staff, I reply that I actually work with over 120 dedicated colleagues at the UW who share in our common vision of making the UW an international example of a Disaster Resilient University. In fact, the first thing visitors to our EOC see when they walk in are all the name badges of the 126 responders and volunteers representing over 20 different UW departments and external agencies. These folks are all part of our team that collectively plan, train and exercise to ensure that the UW remains open and operational, 24/7, 365 days a year. We recently received a handmade metal Seattle Seahawks #12 plaque from a local volunteer firefighter. Of course by now, many of us are still feeling the “victory of defeat” from the last Super Bowl. But, with the seasons changing and the eternal hope of future success, we realize that even in our somewhat gloomy field of disaster management and response, that anything is possible with a strong team behind you. The new artwork is now permanently installed in the EOC just above the name badges of our partners symbolizing this commitment toward teamwork. Stop by some time and check it out!
Partner of the Quarter: Clarice Hall

When the name of our January – March 2015 UWEM Partner of the Quarter Award nominee was announced, many of our colleagues were a bit confused… and rightfully so. They thought she actually worked for us in our department. This amazing woman has truly been a significant factor in the success of the UW’s disaster preparedness posture over the past decade. While short in stature, she literally towers above her colleagues when her passion for disaster readiness is brought to light. The unanimous decision by the panel of judges has selected Ms. Clarice Nakata-Hall our next Partner of the Quarter. Clarice currently works as a Project Manager in the UW Information Technology Department where she provides logistical, technical (and some say emotional) support to the UW-IT department. However, she also support University-wide efforts where it relates to all issues related to technology business continuity. From 2005-2007, Ms. Hall worked for UWEM assisting us in a variety of projects, including the highly-visible and exciting “QuakeFest” in 2006. Clarice is a longstanding member of the UW’s Emergency Management Planning Committee and often assists in emergency and crisis events working the EOC and as part of the crisis communications group. Her passion for disaster preparedness and planning is evident as her enthusiasm and unique sense of humor made her the obvious choice for this prestigious award. Congratulations Clarice. Keep on making us all laugh by your continued passion for your work.
Welcome New UWEM Student Employee

Larry DeBellis is the Virtual Emergency Operations Center (VEOC) Developer / Program Manager, he is charged with taking the VEOC to the next level by liaising with Unit Response Centers throughout the University’s campus and integrating their functional operation processes into the virtual environment within the EOC. Larry is a retired Non-Commissioned Officer from the U.S. Army where he served as a Senior Human Intelligence Collector and also a Communications Specialist. Larry served 10 years in the military and conducted dozens of operations, to include deployments to the Middle East and South East Asia.

Having retired in 2013, Larry has continued to expand his higher education goals by receiving his Associate in Applied Science in Intelligence Operations Studies from Cochise College in Arizona in 2013. Larry continued his education roadmap and received his Associate in Applied Science in Environmental, Safety & Security, and Bachelor of Science in Homeland Security & Emergency Preparedness from Thomas Edison State College 2014.

Larry was accepted to the University of Washington in the Summer of 2014 and soon began his studies towards a Master’s degree in Infrastructure Planning and Management (expected Summer 2016), as well as a Graduate Certificate in Information Security & Risk Management (expected Spring 2015). In addition to the responsibilities at UWEM, Larry also volunteers at the King County Emergency Coordination Center (ECC) where he serves at the Secretary for the ECC Support Team.

In his free time Larry can be found in his pottery studio working with locally resourced porcelain on his pottery wheel. Larry developed the passion for pottery during an elective course at Sound Puget Sound Community College and now his pottery can be found on Twitter and Instagram. Larry also enjoys the open source information aspect of the social media environment; connecting with people, places, and things from around the globe with merely the click of the mouse. In December of 2015 Larry will have been married to his beautiful bride for 20 years; Jenn has supported Larry through his professional and military careers. They enjoy the loving playfulness from their 7 year old cat Lucky (saved from...
EOC Functional Exercise: Royal Flush

On March 26, 2014, 56 Emergency Operations Center (EOC) responders, seven external agencies, eight controllers, five evaluators and two observers all participated in the annual university wide disaster exercise. In previous years, the University has tested response capabilities for critical infrastructure breakdowns, earthquakes, hazardous material spills, a plane crash, civil unrest and even an active shooter scenario. This year the decision was made to test our response to a boil water advisory issued to the Seattle campus and surrounding neighborhoods. The purpose of this exercise was to evaluate player actions against current response plans.

Royal Flush was a functional exercise (FE) designed to establish a learning environment for players to exercise emergency response plans, policies and procedures as they pertain to a disaster that is significant enough to warrant the activation of the university’s EOC. An FE is a complex event that requires detailed planning. To conduct an effective exercise, subject matter experts and local representatives from numerous agencies took part in the planning process as well as the exercise conduct and evaluation.

This exercise was produced at the direction of the University of Washington with the input, advice, and assistance of the Royal Flush design team.

The University’s Emergency Management Planning Committee endorsed the following goals and objectives for this exercise. All exercise goals were demonstrated during exercise play and ultimately accomplished to some degree. Through demonstration of these objectives, the exercise players successfully simulated an effective response to scenario events. At the same time, exercise play revealed ways that future responses could be made more effective.

1. EOC responders will employ their roles and responsibilities as defined by the UW All-Hazards Emergency Management Plan.

2. EOC responders will demonstrate their ability to develop situation awareness and provide information and reports as necessary.

3. The EOC will practice coordination between the UW EOC and external partners (Seattle OEM).

4. The EOC will practice coordination between the UW EOC and Unit Response Centers (URCs).

5. The EOC Media & Communications Team will coordinate, manage, and disseminate public information materials and monitor that the correct information has been received by the general public.

Overall, the Royal Flush Exercise was a huge success in that it met and addressed all five of the primary objectives. Yes, mistakes were made, but all were done in a non-lethal atmosphere where participants took this opportunity to learn from this experience and make continuous improvements to their plans, systems, networks, and policies. Disasters don’t happen every day. The best way for us to learn about planning gaps and create new plans and procedures is through exercises like the Royal Flush. Mistakes can be made and no one gets hurt. Exercises create an environment for no fault learning through hands on experience. Many great lessons were learned during the Royal Flush that will be addressed for future events.
Beast Quake Helps Scientists Track Real Earthquakes

This past football season scientists with the Pacific Northwest Seismic Network installed seismometers throughout CenturyLink Stadium to provide real-time monitoring of the stadium’s movement during football games.

The Pacific Northwest Seismic Network monitors earthquake and volcanic activity throughout the region. Network scientists first got interested in football when a seismometer a block away from the stadium showed vibrations during Marshawn Lynch’s legendary Jan. 8, 2011, touchdown run. The resulting seismograph became a celebrity in its own right and coined the term Beast Quake.

A Beast Quake happens when the energetic jumping and stomping of so many fans at once shakes the stadium and reverberates through the surrounding soil. The footstomping is a real-world test of technology to detect the bigger shaking that originates underground.

Click here to ready the full article in the UW Today.

Happy Anniversary Nisqually

One of the largest recorded earthquakes in Washington State recently had an anniversary: February 28, 2015 marked 14 years after an intraplate earthquake measuring 6.8 on the moment magnitude scale lasted 45 seconds, being felt as far as Spokane, WA and parts of Canada.

About 400 people in the region were injured as a result of the Nisqually Earthquake. There was only one death caused by the earthquake: a fatal heart attack that occurred during those 45 seconds. The earthquake caused approximately $305 million of uninsured losses and a total of $2 billion in damage to the Washington alone.

The buildings that were most heavily damaged, including masonry buildings in First Hill, Pioneer Square, and SoDo neighborhoods, the air traffic control tower at SeaTac Airport, the capitol building in Olympia, and some buildings at Joint Base Lewis-McChord, have all since been replaced or retrofitted with more earthquake resistant buildings or technologies.

Okay, so the 2001 Nisqually Earthquake was not a happy time for many people, but the anniversary can be happy if it inspires preparedness! It is important that we remember the resulting damage from this quake, so we can prevent similar losses when the next big one hits.

To get started in preparing yourself, your family, and/or your workplace, please watch this fun 2-minute video from the office of Bellevue Emergency Management, and then visit our website.
This is no longer a hypothetical issue. Right now, in Western Washington and handful of organizations and individuals are testing a new Earthquake Early Warning (EEW) system. According to the Pacific Northwest Seismic Network, earthquake early warning is being implemented in many locations around the world. The 2011 Tōhoku Earthquake demonstrated some of its advantages. The earthquake was recognized as serious within 30 seconds of its initiation offshore. Tokyo residents had nearly 30 seconds warning of approaching strong ground motion. Cell phone alarms warned millions of people when large aftershocks were likely to soon rattle them.

On the west coast of the US, with federal funding, CalTech and UC Berkeley have developed and are testing an early prototype EEW system in California. In November 2012, the Moore Foundation awarded grants to CalTech, UC Berkeley and the UW to develop and begin testing this prototype system. UW's specific research objective is to develop the capability of issuing an alert tens of seconds after the onset of a large Cascadia Subduction Zone earthquake. This alert could provide tens of seconds, or even minutes of warning, to Puget Sound area businesses and residents before strong shaking reaches them. The UW's Pacific Northwest Seismic Network organized a small workshop in February 2013 to brief potential EEW users of progress in the system's development. Participants have begun conversations on how EEW system alerts might be integrated into operations and communications systems to reduce losses.

Right now, members of UWEM and other UW partners are conducting this year-long “test drive” of the system to provide feedback and input and hopefully work out some of the bugs. This is exciting news that hopefully will be available to any member of the general public. Just think of what YOU would do if you had anywhere between 10 seconds and 2 minutes to prepare. Click here for a factsheet on the EEW Program.
A significant amount of existing research indicates that the world’s climate is changing and the effects regardless of the cause could have devastating impacts on our society. Several climate change-related trends may present critical challenges to the public at large and consequently for emergency managers as well. These include rising temperatures, increased storm intensity and frequency, rising sea levels, changing drought and fire risk, and shifting threats to health and disease patterns.

Projected changes in long-term climate are expected to precipitate more frequent extreme events such as heat waves, heavy downpours, infectious diseases, drought, and flooding. Sea levels will likely rise. Floods and droughts are likely to become more common and more intense. Regional and seasonal precipitation patterns are likely to change, and rainfall will become more concentrated into heavy events with longer, hotter dry periods in between. Climate change has already altered and will continue to alter the water cycle, affecting where, when, and how much water is available for all uses.

In the Pacific Northwest, the average annual temperature has risen by 1.5°F, with increases in some areas up to 4°F. Changes in snowpack, stream flows, and forest cover are already occurring. Winter precipitation is projected to increase while summer precipitation is projected to decrease. Pressures related to the region’s rapidly growing population could compound future climate change impacts.

Impacts on Water Resources

A reliable water supply is crucial for hydroelectric energy production, agriculture, ecosystems, and basic human survival. Much of the region's water is stored naturally in winter snowpack in the mountains. Climate change will threaten this natural storage, with important consequences for the timing of runoff and amount of water available in streams and rivers throughout the year.

Impacts on Forests, Agriculture, and Food Supply

Higher temperatures, changing stream flows, and increases in pests and disease threaten forests, agriculture, and salmon populations in the Northwest.

Impacts on Coastal Resources

Climate change, particularly sea level rise, is projected to increase coastal erosion and loss of beaches in the Northwest. The heavily populated south Puget Sound region, which includes Olympia, Tacoma, and Seattle, is one of the most sensitive regions in the Northwest to coastal erosion.

Regardless of why the climate is changing, it is changing, and it will affect how society operates in the future. Some of the impacts and subsequent losses will be more cultural, recreational or aesthetic, but sustaining life and safety will also be a significant concern. As the resources that we consume for our daily survival become strained, tension will increase. With rising populations and aging infrastructure the ensuing scenarios could be fairly bleak, but as emergency managers it is our duty to prepare and plan for all hazards and potential impacts whether they are caused by climate change, terrorist attacks or earthquakes.

For more information visit [www.epa.gov](http://www.epa.gov) and [www.fema.gov](http://www.fema.gov).
The United States Geological Survey defines lahars as "mudflows and debris flows that originate from the slopes of a volcano." Lahars contain high concentrations of rock debris and can travel tens of meters per second. Most, but not all, are preceded by volcanic and seismic activity. The recent State Route 530 mudslide provides some insight into the destructive capability of a lahar. The damage that was caused to the community, infrastructure and environment is just a fraction of what could happen during a lahar.

The Cascade Mountain range is home to 11 major lahar hazard zones, five of which are found across Washington. Washington lahar-hazard zones contain an estimated 191,555 residents, 108,719 employees at 8,807 businesses, 433 public venues that attract visitors, and 354 dependent-care facilities with individuals who will need assistance to evacuate during an emergency. Mount Rainier lahar-hazard zones contain the highest percentage of assets, followed by Mount Baker, Glacier Peak, Mount St. Helens and Mount Adams. Residential populations within lahar-prone areas increased between 1990 and 2010, mainly in the Mount Rainier lahar-hazard zone, with some communities doubling and tripling their at-risk population. Many of these new residents may be unaware of the lahar threat in their region.

In an attempt to mitigate risks in lahar pathways, the USGS, in conjunction with local Emergency Management departments, have installed lahar detection and warning systems in major population centers. The system consists of acoustic flow monitors that detect the ground vibrations of a lahar. Computerized evaluation of data confirms the presence of a flowing lahar and issues an automatic alert to emergency management agencies. Emergency managers can then initiate response measures, such as evacuations.

If you live, work or play in a region with lahar risks, the following steps can help you prepare for an event.

1. Have a family plan which includes:
   a. Where you will meet if you cannot get home.
   b. Out-of-area contact person for all family members to call, confirming you are okay and what your plans are.
   c. Grab-and-go backpacks for family members with food, water, necessary medications, and copies of important family records.
   d. Include a plan for your pets.

2. Know the fastest evacuation route from where you live and/or work.

3. Plan to WALK OUT.
   a. Automobile accidents create huge bottlenecks. You will be able to get out faster if you walk.

4. Do not go to the school for your children. The schools have an evacuation plan and will execute it. Check with your local school district for detailed information on where you can expect to reunite with your children.

5. Keep Moving, whether walking or driving, don’t stop, keep moving. People behind you need to get up the hill, too. Police will not respond to automobile accidents.

For more information visit www.usgs.gov
Why You May Need an Emergency Kit

Having an emergency supply kit is an essential part of keeping you and your family safe in times of emergency. Following a catastrophic disaster in your area, you could find yourself without many of the modern day luxuries you likely take for granted everyday. Electricity may be out for weeks leaving you in the dark and causing water treatment plants to stop working. Your home may suffer structural damage and be unsafe to occupy. You or your loved ones may suffer injuries and need immediate medical treatment at a time when it might not be available.

Being prepared means being equipped with the proper supplies you may need in the event of an emergency or disaster. Keeping your supplies in an easy-to-carry emergency preparedness kit that you can use at home or take with you during an evacuation could potentially save you or your loved ones. The following is a list of basic emergency supplies, and explanations for why they are essential.

Food - After a large disaster, stores may be closed for several weeks in your area and roads may be unsafe for evacuation. You should have a minimum of a three-day supply per person, but a supply for at least one week is recommended.

Water - Second to air, water is the most primary element to human survival. You must consider the fact that running water may be either unsafe to drink or simply unavailable after an emergency. Just keeping bottled water at home is not enough. It is recommended that at a minimum you have a three-day supply of drinking water per person in your emergency preparedness kit. However, a survival rule of thumb is to have a gallon of emergency water per person for sanitation purposes.

Light - As electricity may be out for several weeks after a disaster, you will need emergency lights to navigate through the dark.

Emergency Radios - In the event of an emergency, information and forms of communication may be limited. Notifications about shelters, rally points, evacuation plans, food, water etc. may be only available through radio communication.

Emergency First Aid Kits - In the event of a disaster or just everyday accidents, emergency first aid kits are always a must. You probably already have a first aid kit in your home, but individual items likely get taken out of it for occasional injuries. A first aid kit for exclusive emergency use should be maintained at all times.

Emergency Sanitation Supplies - It’s not a pleasant thought, but plumbing will likely be unavailable after a major disaster. For proper health and sanitation conditions, your emergency preparedness kit should include emergency sanitation supplies. This typically is a five-gallon container with toilet bags, toilet chemicals, and tissue packs.

In addition to these items there several other supplies and tools that can be extremely helpful in an emergency:

- Medical supplies (hearing aids w/ batteries, glasses, contact lenses, syringes, etc.)
- Baby supplies (bottles, formula, baby food, diapers)
- Games and activities for children
- Pet supplies (collar, leash, ID, food, carrier, bowl)
- Two-way radios
- Extra set of car keys and house keys
- Manual can opener
- Whistle
- N95 or surgical masks
- Matches
- Rain gear
- Towels
- Work gloves
- Tools/supplies for securing your home
- Extra clothing, hat and sturdy shoes
- Plastic sheeting
- Duct tape
- Scissors
- Household liquid bleach
- Entertainment items
- Blankets or sleeping bags

For more information visit:  Where to Buy Supplies
Food Safety During Blackouts

While a power outage from the occasional winter storm might not be considered an emergency to most people, extended blackouts can have a serious impact on many communities. A widespread blackout can occur from an accident, a windy storm or an earthquake. The first priority for most people in our region will be to find some form of light, and then heat. What might be forgotten is the importance of keeping your food safe after loss of electricity. Bacteria in food grow rapidly between the temperatures 40 and 140 degrees Fahrenheit. These tips from The U.S. Department of Agriculture (USDA) might save you from a lot of wasted food, but more importantly from getting sick from unsafe food.

To minimize the potential loss of food and lower the risk of foodborne illness before a blackout:

- Gather an emergency food supply of shelf-stable food, packaged foods, boxed or canned milk, bottled or canned water, and canned goods;
- Set your refrigerator at or below 40 degrees Fahrenheit;
- Have coolers or frozen gel packs on hand to keep food cold in the event the power is out longer than 4 hours; and
- Keep freezer items close together, so to help the food stay cold longer.

When the lights go out:

- Keep your fridge and freezer closed. If the power is out for less than four hours, your food should be safe.

If the blackout is lasts longer than four hours:

- Discard any perishable food items, such as meat, poultry, fish, and leftovers that have been exposed to temperatures above 40 degrees Fahrenheit for more than two hours;
- Use a food thermometer to test the temperature of food, do not taste it! You cannot rely on appearance and odor alone to determine if food is safe;
- Make sure to discard any food that has come in contact with raw meat, seafood, or poultry juices.
Volunteer Season is Approaching

Many of the permanent staff and student employees volunteer time outside of work to help in the community. Not only does this reinforce a sense of shared community and responsibility, it often offers the opportunity to practice our emergency skills in different ways and venues. Volunteering in the community can be very rewarding as well. It gives a sense of accomplishment as we work together to make Seattle and our surrounding area the best it can be. Most importantly, though: It’s a ton of fun!

UWEM staff have been volunteers in various special events around the region such as the Susan G. Komen three-day walk to Fight Breast Cancer, the 2014 Seahawks’ Superbowl Victory Parade, the annual Partners in Emergency Preparedness Conference and Seafair.

As Spring and Summer begin to emerge in the Puget Sound region, there are many opportunities for you to get involved in volunteer work. One of the largest and best is Seafair. The Seafair Foundation is the non-profit organization that brings the biggest of the annual Summer events to Seattle such as the Seafair Airshow, the Albert Lee Cup Hydroplane Races, the Seafair Torchlight Parade and the Seattle Marathon to name a few.

Seafair uses hundreds of volunteers in a wide variety of roles, including emergency management. The Seafair Emergency Management Group is a volunteer team that is responsible for emergency planning and coordination between the public safety agencies serving Seattle (police, fire/EMS and emergency management) and the event organization group within the Seafair Foundation. There is always room for one more volunteer and if you are interested, check out the Seafair Volunteer site here.

If Seafair isn’t your thing, but you still want to volunteer in the community check out the site that can help connect volunteers with opportunities.

Where Resources Meet Intention

One key component of Emergency Management is being able to communicate effectively with others. For those that don’t know, the University of Washington Emergency Management (UWEM) department is supported by various Unit Response Centers (URCs) around campus. Think of these as Emergency Management branches for their own departments. For example, there is a UW-IT URC, as well as a URC for Housing and Food Services, Health Sciences, and so on for a total of seven. While the idea is that URCs will be available and capable to address a disaster of sorts that only affects their own department, the grander scheme is having these URCs available to support the UW Emergency Operations Center (EOC) during a live event.

What has recently become a point of interest within UWEM is a standardization of processes among the URCs so that they can communicate better with UWEM, and with each other. However, because the seven URCs on campus are at various levels of development, it has become apparent that the first step to standardization is a Capabilities Maturity Model (CMM).

This type of model is essentially building a step-by-step process for the development of URCs, so that there is a base understanding and a base of capabilities consistent across the network. Another way to visualize CMM is using rungs of a ladder for each step, or tier. For example, a Tier 1 URC would have a location to use, a group of staff committed to the cause, and hold meetings 6 times a year. Once this is accomplished, then next step on the ladder to achieve Tier 2 status might include: administering Table-Top exercises once per quarter, and having a predetermined number of hours of training collectively for the group.

By using a Capabilities Maturity Model for developing URCs in different departments, we can better ensure that the varying amount of resources available to each department will be taken advantage of in the best way possible.
UW Emergency Management supported UW Police Department and Seattle Police Department while spending time hearing the concerns of citizens in the University District. This event took place on Saturday, February 21 during the City of Seattle’s first “Find it, Fix it walk”. Ana Mari Cause, Interim President of the University, alongside Seattle’s Mayor Ed Murray spoke on the importance of partnership, collaboration, and communication between agencies at the University. Throughout the morning we walked together in the streets of the University District with several executives discussing how we can make the neighborhood a better environment for all. The new president spoke on the importance of communication and collaboration among departments at the University of Washington. We had a great day working alongside our friends at UWPD and are eager to continue to strengthen the lines of communication and collaboration in an effort to have one of the most prepared and resilient universities in the country. See the video from the Find It – Fix it walk by clicking here.
There can be a lot of different ideas on what a disaster is. Many of the ideas center around the threat itself, so people have a tendency to interpret an event as a disaster based on a threat of some kind. These threats basically, fall into two categories.

There are natural disasters such as:

- Storms
- Earthquakes
- Wildfires
- Pandemic Flu
- Volcanoes
- Flooding
- Landslides, etc.

And human-made disasters (intentional or not) such as:

- Cyber-attacks
- Failure of aging critical infrastructure (power, sewer, water, etc)
- Transportation Accidents
- Civil unrest
- Hazardous Materials Releases
- Terrorism, etc.

Hollywood and television producers tend to promote these stereo-types of disasters with dramatic movies and shows that are based on specific threat-scenarios such as “Volcano”, “Twister”, “Outbreak” and of course, “Sharknado”.

Emergency managers look at the world in a little different way. We are aware of the threat, but plan for the impact to society the threat may cause. The specific threat-scenario is not actually the disaster. It is the impact to our way of life that is the defining element of a disaster. The loss of life, loss of utilities, disruption of transportation and overwhelming of the emergency services system all are impacts that can occur from an incident and are (among many other things) what defines a disaster.

In the case of “natural” disasters, these incidents are always natural processes that we humans get in the way of. They are simply Mother Nature doing her thing, same as has always occurred in Nature. They cannot be stopped by people, only managed in terms of the potential impact to our society. Natural **disasters** really only occur when natural processes disrupt our cities and communities (what we emergency managers call the “built environment”).

For example: What if there is a drought in the Mojave Desert? Meh. Who cares? Deserts are dry and drought is a normal process in a desert. However, what if those same conditions existed in a major metropolitan city such as Seattle, New York or Los Angeles? The impact for people living in those cities would be significant. That is when the “disaster” actually occurs.

The same is true of human-caused disasters, but with more frequency and often less overall impact. They are also the only type of disaster that has an element of threat prevention to it (i.e. they are entirely preventable). Human-caused disasters and accidents such as fires, hazardous materials releases and industrial accidents happen every day in our country, but with a highly localized disruption and through artificial conditions created by us.

The severity of impact of these human-caused events, and not the type of the event itself, is what usually determines whether or not they are considered a routine incident or a disaster.

For example: A power outage measured in a few hours’ duration during a pleasant Spring afternoon with no significant damage or disruption is likely to be considered a minor issue. Conversely, a power outage last 3 days or more in sub-freezing weather that causes a lot of damage and disruption to the community is probably a disaster. It is the severity of the disruptive results (the impact) of the incident that often determines whether we consider it to be a disaster or not.

How does this apply at home or in the work-place? The center of your emergency planning is at its most effective when it is focused on impacts rather than threats. So at home, rather than say “we need to plan for a fire in the home, just in case” (a threat-oriented plan) consider planning for any situation that forces an immediate evacuation of the home (an impact-oriented plan).

It’s through this type of view and methodology that Emergency Managers are able to ensure a well-balanced, “All-hazards” approach to emergency planning takes place.
The permanent professional staff of UWEM, in addition to all being Certified Emergency Managers (UWEM is the ONLY emergency management agency in the state that can claim that distinction), also hold graduate degrees and are expected to pursue at least 100 additional hours of training per year. It's a significant commitment, yet there is a purpose behind it. We train now so we can perform well later.

Incident management, the coordination of information and resources to stabilize and resolve a hazardous or complex event, is a perishable skill. Incident management is one of the key skills any emergency manager must have and it is one of the more difficult skills to establish and maintain proficiency at. The reason for this is that there are not daily major incidents or disasters (thank goodness!) and each incident or disaster, while it may share some common elements with previous occurrences, is unique with its own special challenges and considerations for response, coordination and management.

During most major incidents and disasters, emergency managers are not on-scene specialists the way police, fire and EMS emergency responders are. We work at the other end of the spectrum, seeking to control and resolve a major incident at a strategic level, by supporting on-scene operations (whether directly in a command post or remotely while at an Emergency Operations Center) and by coordinating information, identifying problems and coordinating resources to help resolve those problems. This way we work as partners with our on-scene emergency responders to preserve life-safety, stabilize incidents, and protect property and the environment.

The tricky part is that we never know what is going to happen next. So, in order to be as prepared as possible, we train. A lot. Our training follows an "All-Hazards" viewpoint, so that our emergency managers receive training in a wide variety of potential incidents and learn to manage them. These can range from wildfires to hazmat spills to earthquakes to terrorism. While all incidents share some commonality in their impacts to society, the specific way the incidents themselves are stabilized can be very different due to the unique variables of conditions and availability of resources with-in each incident.

Over the years, our staff has attended a broad spectrum of training for every aspect of the emergency management cycle (preparedness, response, recovery and mitigation). This is why we often say "Semper Gumby" (always flexible) and that emergency managers are a "Jack of All Trades" (we know a little bit about everything).
The annual Puget Sound Cyber Security Workshop was held in March at Emerald Downs, bringing together cybersecurity, security, emergency management, and civil service professionals from around the nation. Topics of presentations ranged from global industries cybersecurity to federal agency partnerships with the private sector to individual user protocol for basic online security. Cybersecurity is an essential function that has worked its way through all fabrics of our society to include our critical infrastructures and emergency management; the risk is great, and even greater if ignored.

### Emergency Managers’ Role
- Work with IT / CISO to make recovery plans
- Identify resources in advance
- Network engineers
- Digital forensics specialists
- Cyber insurance
- Exercise response ops
- Practice with sector peers
- Support education / outreach

### Cost of Cyber Attacks 2014 Report
- Projected “price tag” of cyberattacks: $3T by 2020
- That’s $3,000,000,000,000!
- Data Accessibility vs. Data Security
- Cyber risk is a CEO-level issue
- Roadmaps for scalable CyberSec operating model
- Well-practiced set of skills for response
- Trust is a necessary operating principle

### Cost of Cyber Attacks 2013 Study
- Cybercrime costs orgs = $11.56M (annual average)
- Range was $1.3M - $58M
- Increase of 26% or $2.6M from 2012
- Orgs experienced 122 successful attacks per week
- Average resolution / recovery time was 32 days
- Average incurred cost for recovery was $1,035,769 total or approx $32,469 per day
Every time you connect to the internet you are vulnerable to hackers, criminal, and online vandals waiting to exploit you in a variety of maliciousness activities. Online users can take ‘tried and true’ steps to protect themselves from online bandits.

1. Create smart and strong passwords
2. Use email wisely
3. Be smart when using instant messaging (IM) programs
4. Shop safely
5. Watch out for phishing scams
6. Fun and carefree online gaming
7. Pay attention to your children’s online activities
8. Subscribe to an internet security software maker

While these seem like basic tips that everyone would automatically practice, these simple steps still prove to be among the top vulnerabilities in internet users. Even when you are offline, your information is still online; protect yourself.

Read more: http://home.mcafee.com/advicecenter/?id=ad_ost_tohtpyo
Triangulation of Cyber Security, Social Media + You

Social Media has transitioned the way that people communicate, socialize, shop, advertise, and date. Conversely social media has transitioned the way people bully, threaten, steal, stalk, harass, and even lose a potential dream job. What goes on social media stays on the internet forever!

- Social Media: the entrance point viruses, malware, and phishing
- Mobility: instant access to social media, emails, SMS, cloud, and video
- Cloud: Quick and easy information sharing
- Artificial Intelligence: who really knows how deep this affect society
- Lazy People: no Anti-Virus Security, really? No, really?
- Bad People: No good, no ethos, or no morals
- Posting stupid pictures of yourself online

Face it, the internet is a hostile place for your reputation and your brand; whether it is personal, corporate or government related. The control and management of your cyber security, reputation management, and social media appearance start and end with you.

Learn more [HERE](#)!

Flood Safety Awareness

March 16 – 22 was flood safety awareness week. Floods are extremely unpredictable and destructive. They can happen anywhere, even in regions that have no prior history of flooding. Not only will there be physical damage to property, floods can be extremely emotionally taxing. Taking a day to prepare emergency kits and practice with your family can help you to survive the effects of a flood and lessen the stressful and costly recovery process. Here are some tools from Ready.Gov to help prepare and mitigate possible damages to property and possessions.

**Prepare:**

There are two basic steps to prepare for a flood:

- **Build a Kit**
- **Family Communications Plan**
Using Social Media for Situational Awareness

Emergency Managers are starting to see how valuable and credible the information given by the public can be while monitoring evolving crises and disasters. The way people are communicating and disseminating critical information is constantly changing; as emergency managers we have a responsibility to keep up with the evolving culture around us. The key is to start now; if you wait until the disaster is in full swing to establish simple monitoring tools, you will be too late. Many emergency managers are worried about the expectation created by opening up a line of communication. This article will address oppositions and answer common concerns. I will give you contacts and free information on how we can help you get social media monitoring set up and started at your own Emergency Management Office.

When I have talked to Emergency Managers about how imperative it is to have a set employee designated and trained for monitoring I seem to get the same reactions: first they generally scoff at the idea because there is no money for the position, then thought of implementing a position solely focused on monitoring the information coming in seems like it could create several ramifications based on the publics unqualified expectations of service. When I hear this excuse as a reason not to implement situational awareness via social media it makes me cringe. This is not taking the place of 911, monitoring is simply looking at information people are positing generally without the knowledge that we are even watching. Fear of public expectations in an ever-evolving technologically savvy environment is pure laziness. Having the ability to evolve in ever changing and dynamic situations is key, not preparing the resources and tools in advance is asking for trouble. The goal here is to create an opportunity to succeed rather than coming up with ominous excuses to fail. While this is the first of many concerns of Emergency Managers what I am finding is like all of us we just need to know where to start. My goal with this article is to get Emergency Managers excited about monitoring Social Media.

The key is to start now; if you wait until a disaster to learn, it will be too late. First we will address some basic concerns, attempt to educate you, and finally get you started. If you wait until the disaster is in full swing to establish an aggregator and site generally you will be too late.

Trust is hard to earn, and easy to lose. As an Emergency Manager we need to not only be able to have a system in place to verify information, but we need to have a policy and procedure in place prior to spreading information. Our job as a situational monitor is to be attentive to information that comes to us and work toward verifying the information is accurate. If you see 100 pictures come across that a bridge has collapsed, it is relatively easy to assume the bridge has collapsed; but it is important to note that our position is not one of assumption, it is a position of verification. Here at the University of Washington Emergency Management we have a system in place to document information brought into the EOC via Social Media and have created a tool that sends collective information to the media, planning, and operational sections to have boots on the ground verify the information is valid. At the point of information validation, the PIO will essentially have the responsibility of deciding what information is to be passed along to the public.

Gathering information is relatively simple, the problem most emergency managers come across is not having the plan in place of what to do with the information when it comes in. Lack of use and not actively monitoring everyday will be a major roadblock in an emergency. Although there are hundreds of different social media sites that the public actively uses, starting with one major site is not a bad idea; the smallest first step in any direction generally leads to leaps and bounds. As you become more comfortable monitoring you will begin to see how people post, and where they post for certain types of situations. Starting with basic Aggregator site is a great place to begin.

Sharing information is not a replacement for 911’s services; it is an open line of communication for pushing and pulling information quickly and efficiently. My goal is to get people excited about starting to monitor and addressing some of the misconstrued ideas that monitoring social media takes a masters degree and a $10,000 social media aggregation system. - Jen Knick
April: 72-hour Comfort Kits

Chances are you have to rely upon supplies you have available in your home for at least the first three days following any major disaster.

Store items in something that is portable and easily carried, like a plastic tub with a tight-fitting lid. In the event of fire or rapid evacuation, you'll appreciate having more that just the clothes on your back.

May: Important Documents

After a major disaster, you may need financial assistance and will want to document any property loss for insurance and income tax purposes. Having ready access to the documents necessary for completing application forms, as well as those which would be difficult to replace, will help reduce delay and frustration.

June: Extended Event Supplies

Coping with the impact of a disaster is never fun. However, much of the inconvenience and discomfort the disaster causes can be reduced by planning alternative ways to take care of your needs.

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VOLUNTEER’S WANTED

UW Emergency Management is always looking for volunteers to be trained and ready to work in the Emergency Operations Center (EOC) upon activation. If you are interested in learning more about this wonderful opportunity please email: disaster@uw.edu

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