

**International Federation of Red Cross and Red Crescent Societies**

français  
español

Search :

**Home**  
How to help  
Who we are  
What we do  
Where we work  
News  
Meetings & events  
Photo galleries  
Publications  
Directory  
Jobs  
Volunteers  
Youth  
Contact us  
Search

**One year on – Strong signs of recovery follow September 2009 disasters in Asia-Pacific**

In September 2009 four countries in the Asia-Pacific region – the Philippines, Indonesia, Vietnam and Samoa - were reeling from the impact of consecutive natural disasters that struck over a one-week period. More than 2,500 people perished and almost 11 million people were directly affected when the region suffered the combined impact of typhoons, an earthquake and a tsunami. Today, those same communities have made dramatic steps towards recovery, infrastructure has been repaired, water supplies restored and people who lost their homes once more have a roof over their heads.

▶ [Read the press release](#)  
▶ [Read the news story: Philippines - one year after typhoon Ketsana](#)  
▶ Follow us on [Facebook](#), [Twitter](#) and [YouTube](#)  
▶ [Latest Red Cross Red Crescent news](#)

**Haiti: Port-au-Prince lashed by violent storm**  
Almost 2,300 families are left in need of new shelter after a storm hit Haiti on Friday.

**Pakistan: concerns over food security**  
IFRC and Pakistan Red Crescent start planning for the longer term recovery.

**TOP ISSUES**

**World Disasters Report 2010**  
IFRC warns that 2.57 billion urban dwellers living in low and middle income nations are exposed to unacceptable levels of risk.

**MDG Summit**  
IFRC and its partners has convened two side events at the MDG Summit with a focus on immunization and malaria.

**Influenza pandemic**  
Preparation and response in

**GET INVOLVED**

**Donate online | Bank transfer**

**Become a volunteer**

**Youth activities**

**Contact your National Society**

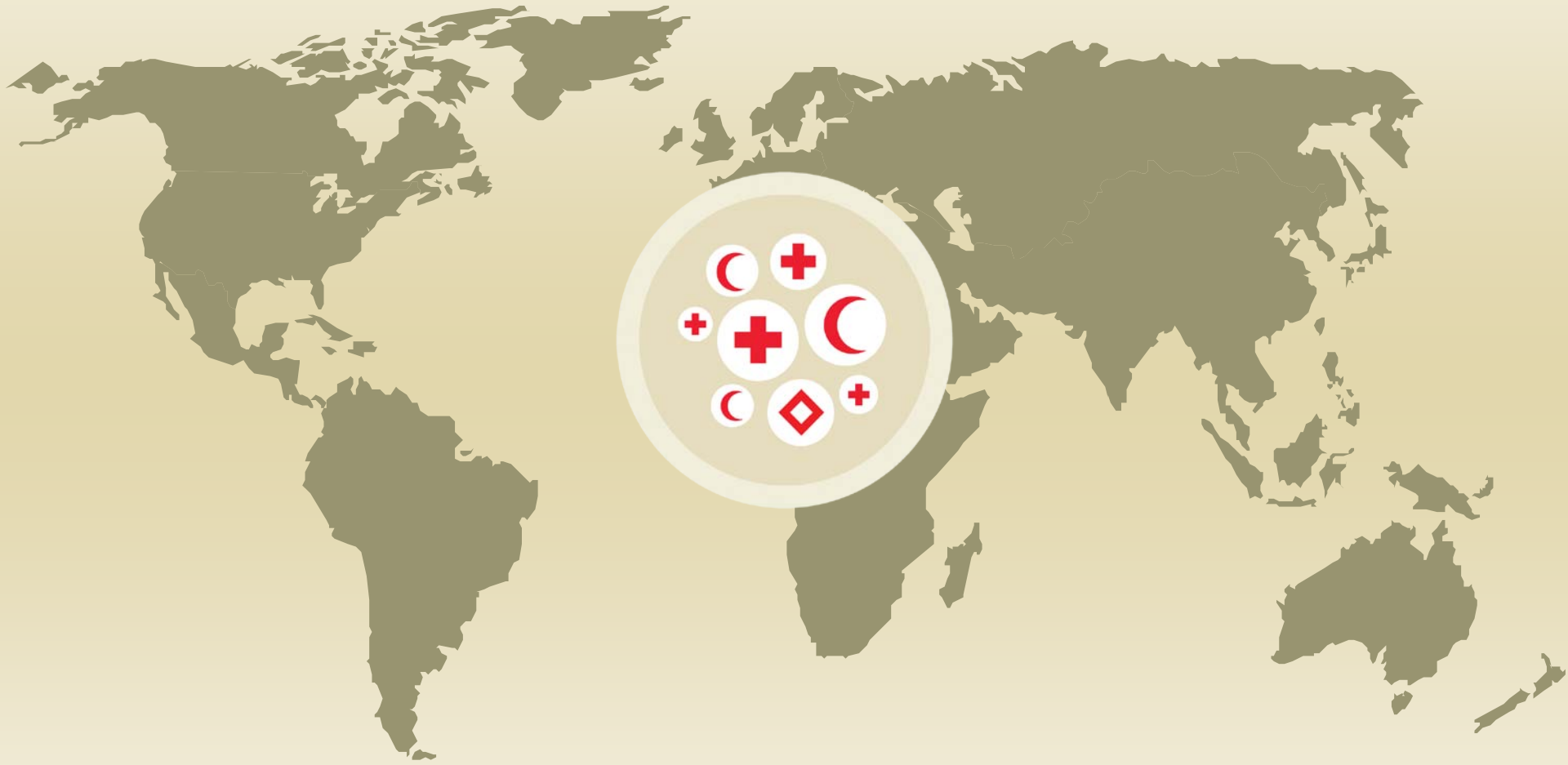
SHARE

**PHOTO GALLERIES**

# International Federation of Red Cross and Red Crescent Societies

# International Federation of Red Cross and Red Crescent Societies

- The Federation carries out *relief operations to assist victims of disasters*, and combines this with development work to strengthen the capacities of its member National Societies.
- The Federation's work focuses on *four core areas: promoting humanitarian values, disaster response, disaster preparedness, and health and community care*.
- 186 countries have Red Cross/Red Crescent societies.



**More than 180 countries and 100 million volunteers**

# International Federation of Red Cross and Red Crescent Societies

Each country is resourced differently, according to their unique skill sets:

- *Mexicans and Icelandic* perform Urban SAR
- *British* provide water sanitation
- *Germans and Norwegians* establish field hospitals
- *Americans* coordinate logistics, movement of materials

We provide *hope and help* around the world.

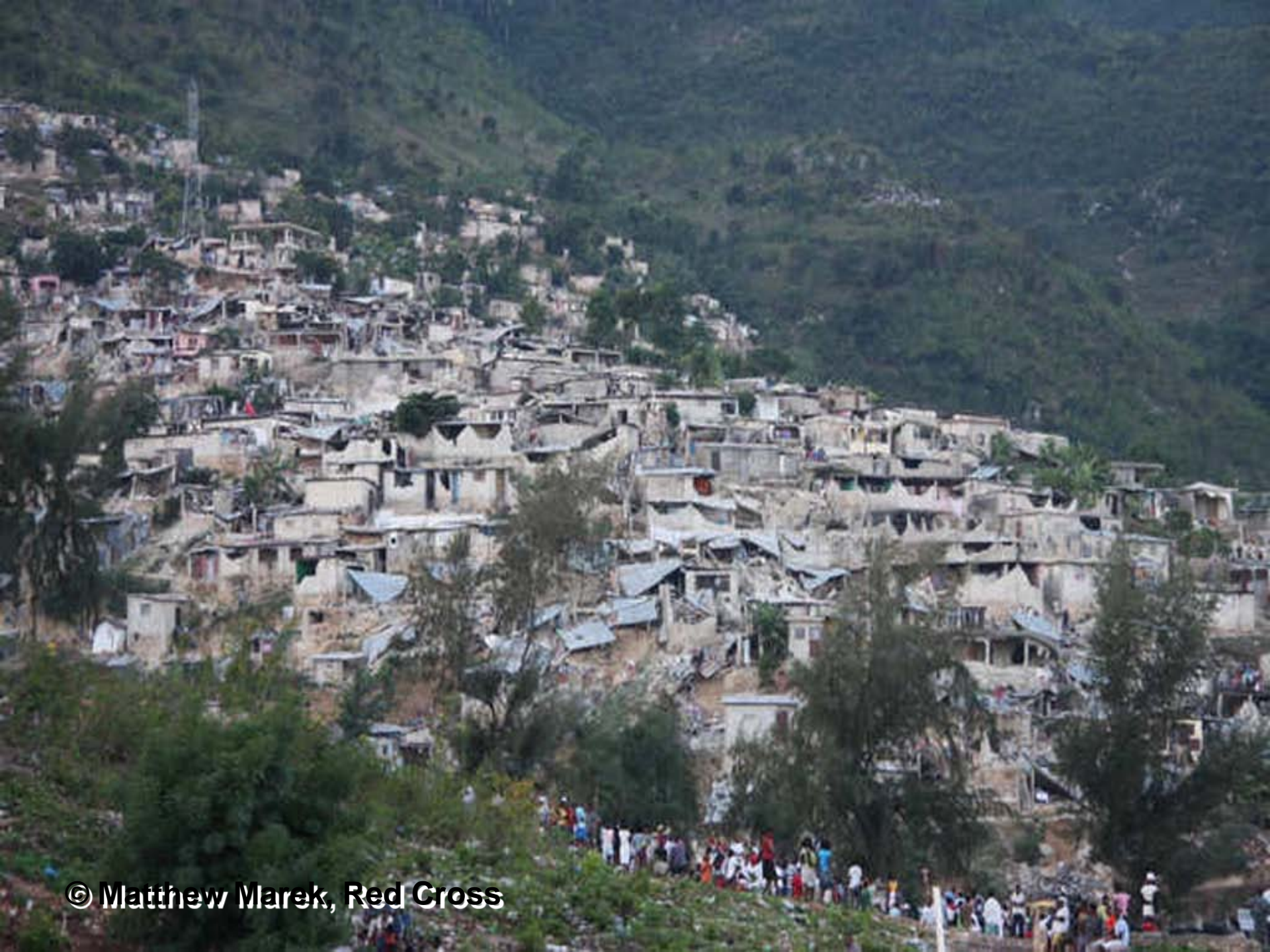




中国红十字会  
RED CROSS SOCIETY OF CHINA

Earthquake in China





© Matthew Marek, Red Cross





© Matthew Marek, Red Cross





© Matthew Marek, Red Cross

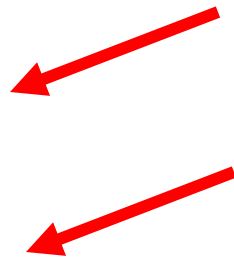
# Phases of a Disaster

- **Rescue**
- **Response**
- **Recovery**
- **Rebuilding**

# Phases of a Disaster

- **Rescue**
- **Response**
- **Recovery**
- **Rebuilding**

**The current  
challenges in Haiti**









**The American Red Cross story  
began on a battlefield.**



Clara Barton

## The *modern* Red Cross

We **shelter, feed and care** for disaster victims.


We **supply** nearly half the nation's blood.

We **teach** lifesaving skills.

We **help** the military and their families.

We **provide** humanitarian aid worldwide.





**Empowering ordinary  
people to perform  
extraordinary acts.**

**Preparation is critical to fast,  
effective disaster response.**





Each year we train

10 million people.





**We serve members of the military, veterans  
and their families.**







**Every two seconds, someone  
needs blood.**





**We respond to  
70,000 disasters a  
year.**





lief

All American  
Disaster Ass...

Midwest Floods



American  
Red Cross

ASTER  
ICES

All American Red Cross  
Disaster Assistance Is Free



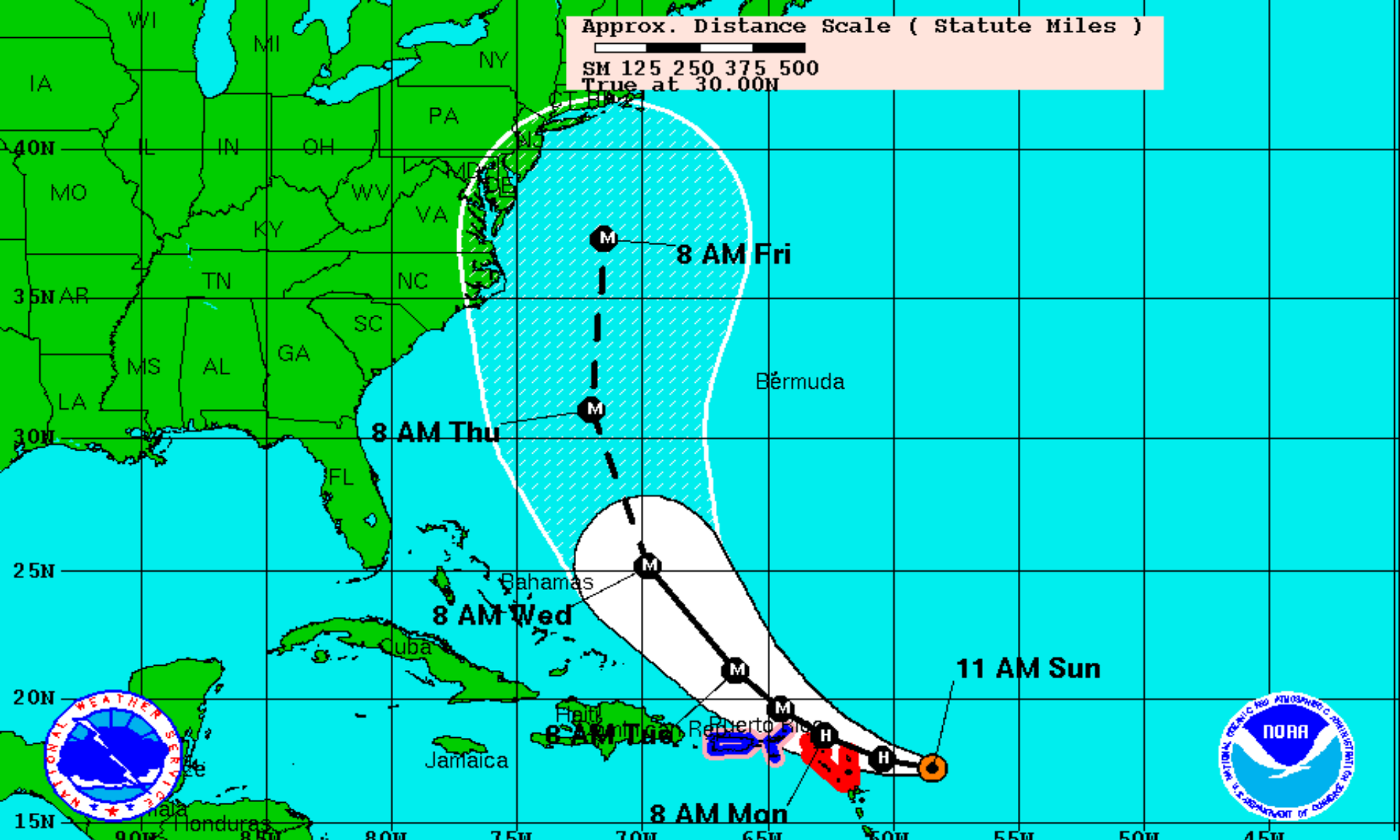




## **“Tropical Depression 16”**

**Rainfall: The depression is expected to produce 5 to 10 inches of rain over the Cayman Islands, Jamaica, and Cuba. Isolated maximum amounts of 20 inches are possible over the higher elevations of Cuba and Jamaica. These rains could cause life-threatening flash floods and mud slides.**

Approx. Distance Scale ( Statute Miles )  
 SM 125 250 375 500  
 True at 30.00N



**Hurricane Earl**  
*Sunday August 29, 2010*  
 11 AM EDT Advisory 17  
 NWS TPC/National Hurricane Center

**Current Information:** ●  
 Center Location 17.2 N 58.4 W  
 Max Sustained Wind 75 mph  
 Movement W at 17 mph

**Forecast Positions:**  
 ● Tropical Cyclone ○ Post-Tropical  
 Sustained Winds: D < 39 mph  
 S 39-73 mph H 74-110 mph M > 110mph

**Potential Track Area:**  
 ▽ Day 1-3 ▨ Day 4-5

**Watches:**  
 ■ Hurricane ■ Trop.Storm

**Warnings:**  
 ■ Hurricane ■ Trop.Storm

Approx. Distance Scale ( Statute Miles )  
 SM 125 250 375 500  
 True at 30.00N



**Tropical Depression Sixteen**  
*Tuesday September 28, 2010*  
 11 AM EDT Advisory 1  
 NWS TPC/National Hurricane Center

**Current Information:** ●  
 Center Location 20.6 N 82.5 W  
 Max Sustained Wind 35 mph  
 Movement NNE at 10 mph

**Forecast Positions:**  
 ● Tropical Cyclone ○ Post-Tropical  
 Sustained Winds: D < 39 mph  
 S 39-73 mph H 74-110 mph M > 110mph

**Potential Track Area:**

**Watches:**

**Warnings:**

# Disaster Services Mission Statement

The American Red Cross,  
**a humanitarian organization led by volunteers,**  
guided by its Congressional Charter and the  
Fundamental Principles of the International Red Cross  
Movement, will **provide relief to victims of**  
**disasters** and help people prevent, prepare for, and  
respond to emergencies.



**Mission:** *Disaster Services is America's partner and a leader in mobilizing communities to help people prevent, prepare for, respond to and recover from disasters and other life-threatening emergencies.*

## Range of Responses

70,000 disasters a year, including:

- House fires and apartment fires
- Tornadoes, Floods, Winter storms, Hurricanes, and Earthquakes
- Transportation Incidents
- Terrorist events



# When Disasters Occur

## What We Do:

- Feeding, sheltering
- Distribution of emergency supplies
- One-on-one casework/assistance
- Health Services
- Mental Health
- Family Connectedness
- Community Recovery
- Blood & Blood Products



## Current Capabilities: Feeding

- **Maximum Meals Served in a Day**

- 2004 – Charlie: 280,000
- 2005 – Katrina/Rita/Wilma: 995,000



- **Today – Resources**

- **Ability to distribute > 1,000,000 meals/day**
- **More than 300 Emergency Response Vehicles to deliver food and supplies, and 5 mobile kitchens**
- **With partners (Southern Baptists and others), provide significant capacity for meal preparation**
- **Stockpile of shelf-stable meals and shelter supplies has been integrated with DHS/FEMA stocks**

## Current Capabilities: Sheltering

- **Maximum Single Night Shelter Requirements**
  - Katrina: 140,000

- **Today – Resources**

- 501,424 cots and 750,000 blankets
- 327,104 comfort kits and 375,121 clean-up kits
- National Shelter System (NSS) shows more than 50,000 potential shelters with the capacity to shelter millions
- Sheltering limited by available facilities and trained staff





# Partnerships



The  
National  
Association of  
Judiciary  
Interpreters and  
Translators



Boat People SOS



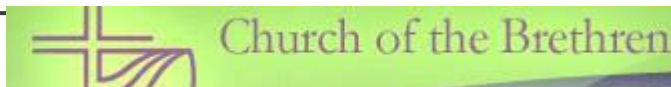
THE HUMANE SOCIETY  
OF THE UNITED STATES



Tzu Chi Foundation



Catholic  
Charities  
USA.





# When Disasters are not Occurring - Readiness / Preparedness

- Capacity building and risk planning
- Pre-positioned supplies, shelters
- Volunteer recruitment & training
- Disaster plans & drills
- Planning & engaging key partners
- Community outreach & mobilization



# Individual Preparedness

- Disasters or other emergencies can strike quickly and without warning
- The best way to make your family and you safer is to be prepared before disaster strikes:
  - Get a Kit
  - Make a Plan
  - Be Informed



# Sample Preparedness Information

**Be Red Cross Ready**  
Get a kit. Make a plan. Be informed.

**Prepárate con la Cruz Roja**  
Seguridad contra los terremotos

**Be Red Cross Ready**  
Flood Safety Checklist

**Prepárate con la Cruz Roja**  
Seguridad para las mascotas en caso de desastres

**Be Red Cross Ready**  
Tornado Safety Checklist

**Be Red Cross Ready**  
Wild Fire Safety Checklist

**Prepárate con la Cruz Roja**  
El cuidado de personas con gripe

**Be Red Cross Ready**  
Swimming Safety in Lakes, Rivers and Streams

**Be Red Cross Ready**  
Power Outage Checklist

**Be Red Cross Ready**  
Winter Storm Safety Checklist

**Be Red Cross Ready**  
Thunderstorm Safety Checklist

## Be Red Cross Ready

### Hurricane Safety Checklist

**Hurricanes are strong storms that cause life- and property-threatening hazards such as flooding, storm surge, high winds and tornadoes.**


**Preparation is the best protection against the dangers of a hurricane.**

**Know the Difference**

**Hurricane Watch**—Hurricane conditions are a threat within 48 hours. Review your hurricane plans, keep informed and be ready to act if a warning is issued.


**Hurricane Warning**—Hurricane conditions are expected within 36 hours. Complete your storm preparations and leave the area if directed to do so by authorities.

**What should I do?**




- Listen to a NOAA Weather Radio for critical information from the National Weather Service (NWS).
- Check your disaster supplies and replace or restore as needed.
- Bring in anything that can be picked up.

**What supplies do I need?**



- Water—at least a 3-day supply; one gallon per person per day
- Food—at least a 3-day supply of non-perishable, easy-to-prepare food
- Flashlight

**What do I do after a hurricane?**



- Continue listening to a NOAA Weather Radio or the local news for the latest updates.
- Stay alert for extended rainfall and subsequent flooding even after the hurricane or tropical storm has ended.

## When a Watch Is Issued

- ▶ Listen for weather updates. Hurricanes are unpredictable, so stay informed.
- ▶ Have your car ready. Check gas, oil, water and maintenance.
- ▶ Check your disaster supplies kit.
- ▶ Close all windows and doors and then hurricane shutters. If you don't have shutters, close and board up all doors and windows with plywood. When windows break, homes are destroyed.
- ▶ Bring in bicycles, lawn furniture, hanging plants, trash cans or anything that could be picked up by strong winds.
- ▶ Secure your boat. Remember that most drawbridges and swing bridges will be closed to all boat traffic after the evacuation order is issued.



# The American Red Cross

**95% of our workforce are volunteers.**

- **The American Red Cross has 33,000 paid staff and 700,000 volunteers.**
- **Most staff spend much of their time working with volunteers.**



# Our Challenges?

Fundraising

The economy

Competing with other charities

Certain disasters (e.g. floods) are less compelling than others

# Our Challenges?

## Social Media

**How to harness the communication of the public and its broad array of communication channels?**

# Our Challenges?

## Volunteer Engagement

**Like a volunteer fire department,  
our volunteers can often go months  
without a major call-out.**

95% of our workforce  
are volunteers.

**The American Red Cross has 33,000 paid staff and 700,000  
volunteers.**

**Most staff spend much of their time working with volunteers.**



In closing...

*WHAT EXACTLY* does the American Red Cross  
do during a major disaster? ? ?

# **The American Red Cross establishes a relief operation equivalent to a Fortune 500 corporation**

- **fully staffed;**
- **internal and external voice and data communications;**
- **leadership teams utilizing timely data reporting;**
- **... and we do it in 48 hours**

# **The American Red Cross establishes a relief operation equivalent to a Fortune 500 corporation**

- **The facility we use may be an empty building a schoolhouse, or a former retail store;**
- **We have to turn it into an office space and run cables for connectivity;**
- **If communications are down, we bring our own, including satellite trucks.**

# **The American Red Cross establishes a relief operation equivalent to a Fortune 500 corporation**

- We will often bring together thousands of people with very specialized skills — the vast majority of them volunteers;
- We transport them, house them, and feed them;
- We see to their physical and emotional well-being;
- ...and in three weeks, we rotate that staff.

**The American Red Cross  
establishes a relief operation  
equivalent to a Fortune 500 corporation**

*And 91 cents on every donated dollar  
goes to service delivery.*



# Thank You

*(Please wake the person next to you.)*

