



**American
Red Cross**

MEMA Hurricane Preparedness Symposium 2023



**American
Red Cross**

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Massachusetts Demographics



~7 million residents



351 cities/towns



~700 volunteers

Elements of Successful Hurricane Preparedness

3 Major Elements



SHELTERING: Public facilities used for regional shelters during & after disasters



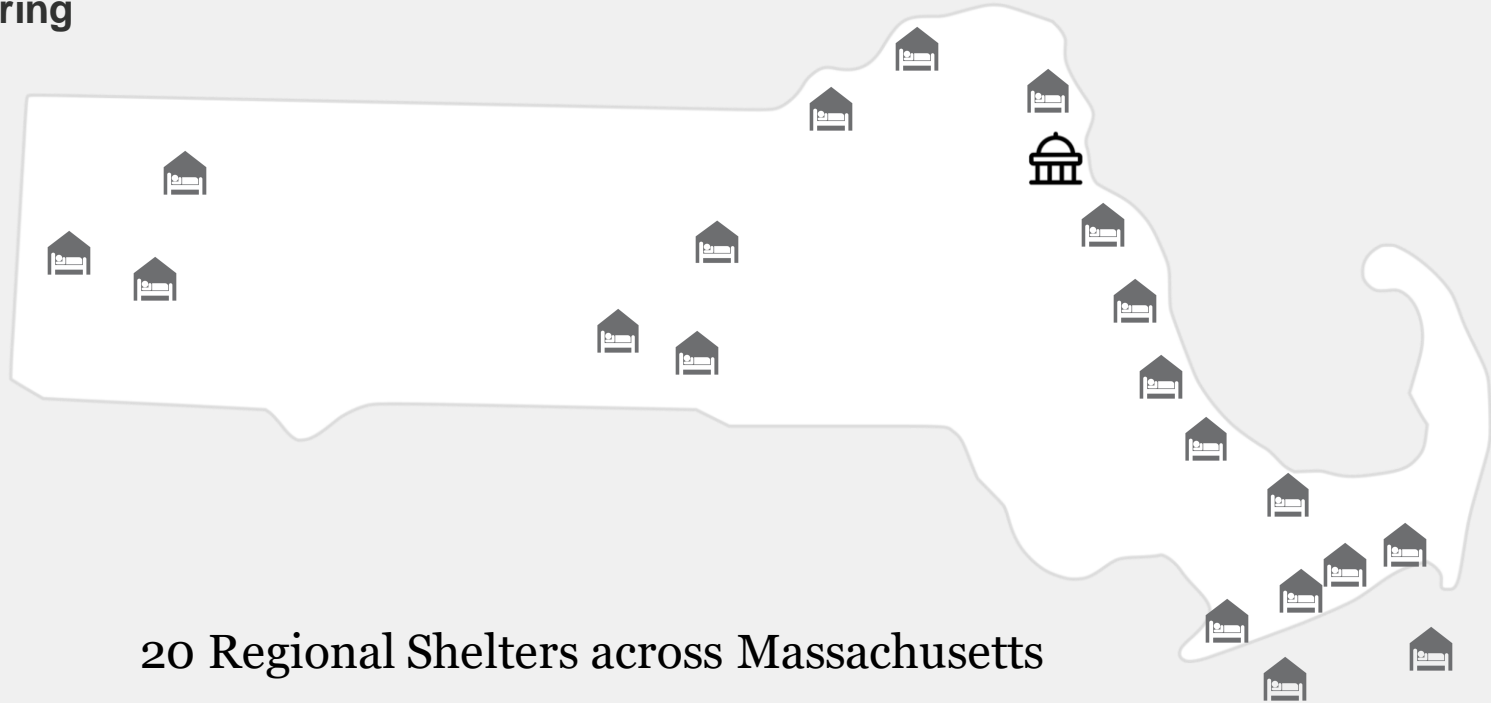
LOGISTICS: Getting the right stuff to the right place at the right time



VOLUNTEERS: Make up over 90% of the Massachusetts Red Cross workforce

Elements of Successful Hurricane Preparedness

Sheltering



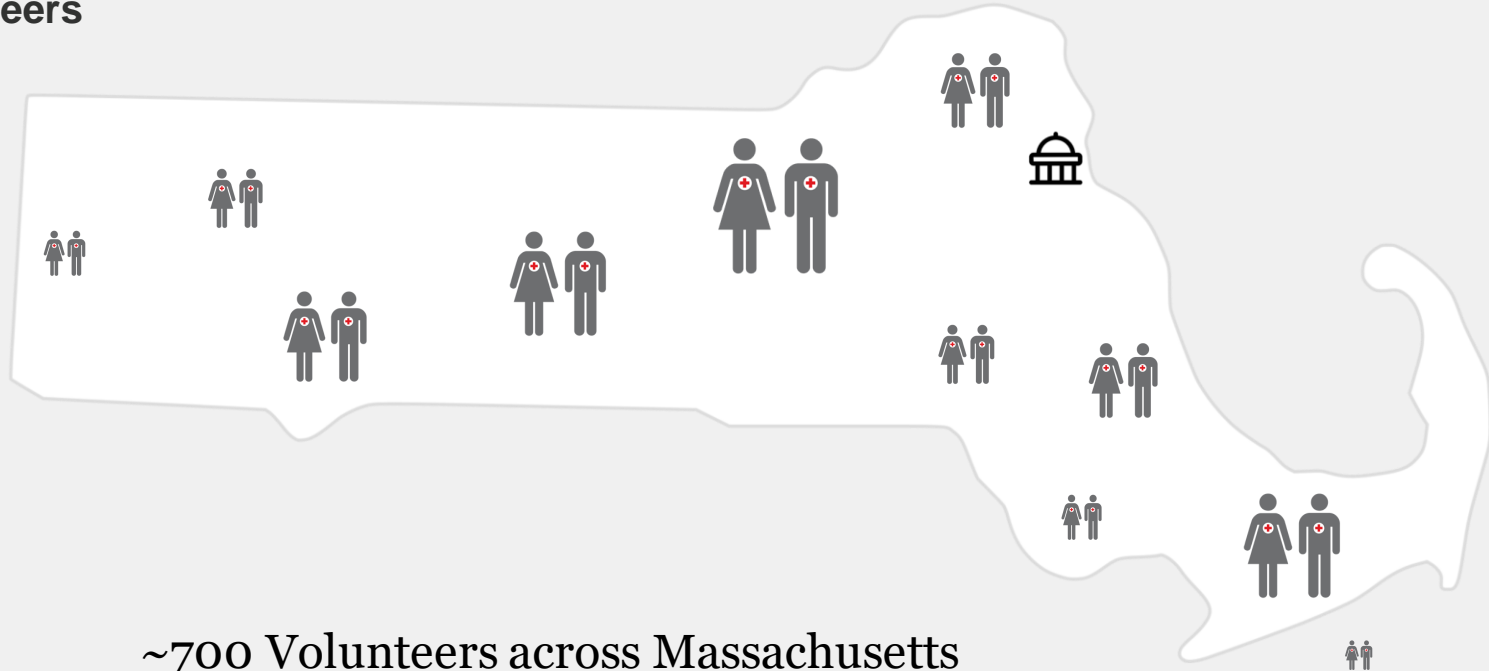
Elements of Successful Hurricane Preparedness

Logistics



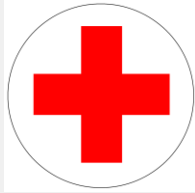
Elements of Successful Hurricane Preparedness

Volunteers



American Red Cross (ARC) Mass Care FAQs

What is the ARC's Relationship with MEMA?



MEMA and ARC are partners that communicate regularly to support large responses in cities and towns.

Both groups rely on each other to coordinate and augment resources when requested by the city/town.

American Red Cross (ARC) Mass Care FAQs

How Can ARC Help Me as an Emergency Manager?

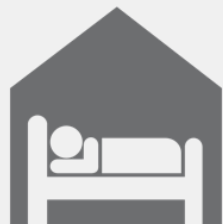


ARC partners with other organizations to provide 24/7 coverage to assist people displaced by disasters like home fires, hurricanes, blizzards, floods, etc.

Assistance may include emergency financial assistance, shelter, food, clothing, toiletry items, health services, mental health services, and recovery caseworkers.

ARC Mass Care FAQs

What Types of Shelters Are There?



Independently Managed Shelters

- Not supported by ARC
- Popup, ad hoc or spontaneous shelters

Partner-Managed Shelters

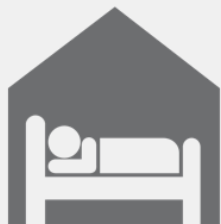
- Supported if following ARC principles
 - Human and material resources
 - Subject matter expertise

ARC-Managed Shelters

- Managed by ARC in cooperation with partners
 - Facility owners, niche providers, staff acting as ARC

ARC Mass Care FAQs

What is the Difference Between Regional and Town Shelters?



Regional Shelters

- ARC supports clients during a regional weather event
- *Anyone* is allowed to stay regardless of residency.
- ARC prioritizes Regional Shelters

Town Shelters

- Stood up for local weather events
- *Not* prioritized by ARC
- Supported only when volunteers and materials are available

ARC Mass Care FAQs

What Services Does ARC Provide to Shelter Residents?



Health and Welfare

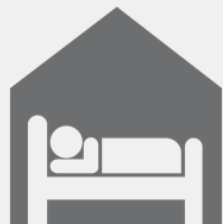
- Food and drink
- Comfort/hygiene kits
- Disaster Health Services
- Disaster Mental Health
- Disaster Spiritual Support
- *Casework

Financial Aid

- *Emergency financial assistance (i.e., debit card)
- *Referrals to other support agencies

ARC Mass Care FAQs

What Equipment Does ARC Provide for Shelters?



ARC can supplement Town's supplies and equipment

- Cots and blankets
- Durable medical equipment
 - Bariatric cots and wedge pillows
 - Canes, walkers, and wheelchairs
- Sweatpants, sweatshirts, socks, shower shoes, etc.

Talk with your local Disaster Program Manager (DPM) to determine our collective capacity for various scenarios

ARC Mass Care FAQs

What About Animals in Shelters?



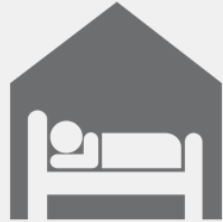
ARC co-locates household pets whenever feasible

Pets will not be allowed

- In the dormitory
- Food preparation/serving/eating areas
- Disaster Health Service areas
- Designated child recreation areas
- Areas that would present health hazards
- Areas that would disrupt service delivery

ARC Mass Care FAQs

What About Animals in Shelters?



Service Animal

A dog trained to perform tasks for an individual with a disability
The task(s) must be directly related to the person's disability

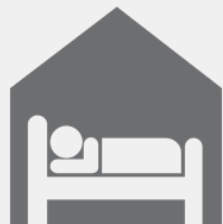
Psychiatric Service Animal

A dog trained to sense an anxiety attack and take a specific action
would qualify as a service animal

Emotional Support, Therapy, Comfort, Companion Animal
These are not service animals

ARC Mass Care FAQs

What About Animals in Shelters?



Service Animal

- Allowed to accompany its owner wherever they go
- Does not have to be documented, or wear a vest
- Cannot be asked to demonstrate its work
- If the client's disability is not obvious, staff may only ask
 - Is the animal a service animal required because of a disability?
 - What task or service is the animal trained to perform?
- The law requires staff to take the client at their word

ARC Mass Care FAQs

What Type of Training is Available?



Call your DPM for:

- Disaster preparedness presentations
- Tabletop exercises
- Shelter simulations
- Shelter staff training
 - In-person training for groups of 12 or more
 - Online for smaller groups, or for convenience



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Thank you



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