

Disaster Operations at the American Red Cross

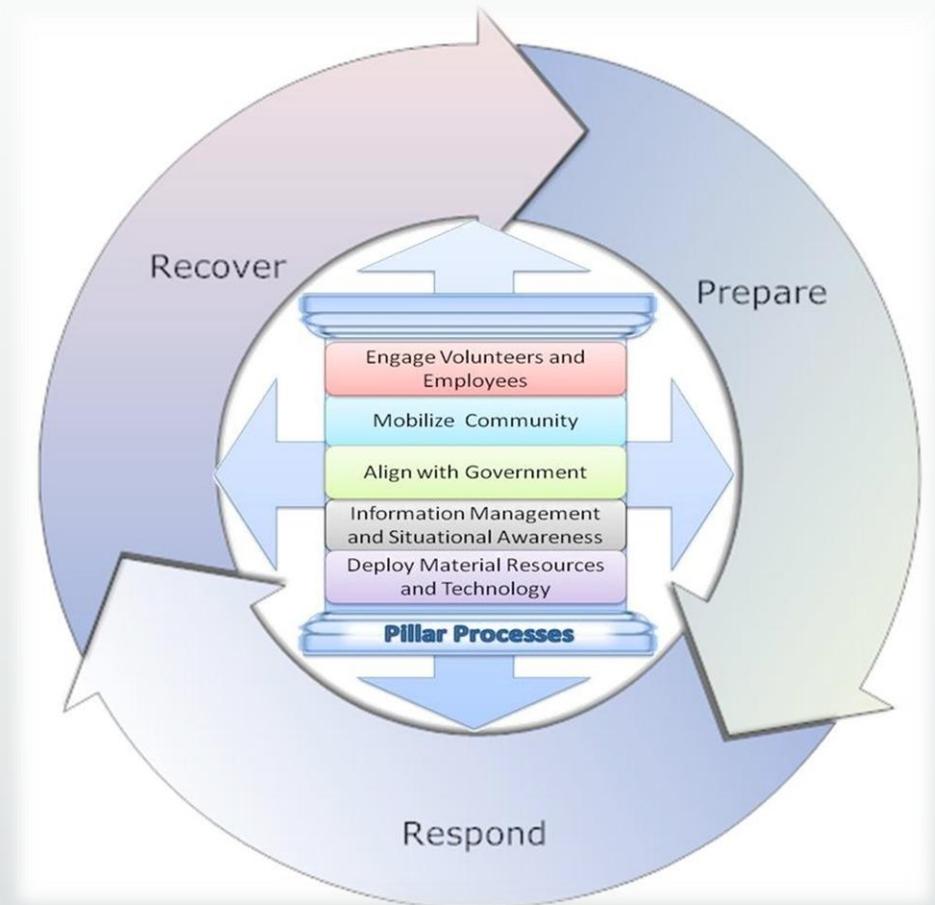
Presentation to the Subcommittee for Disaster Reduction



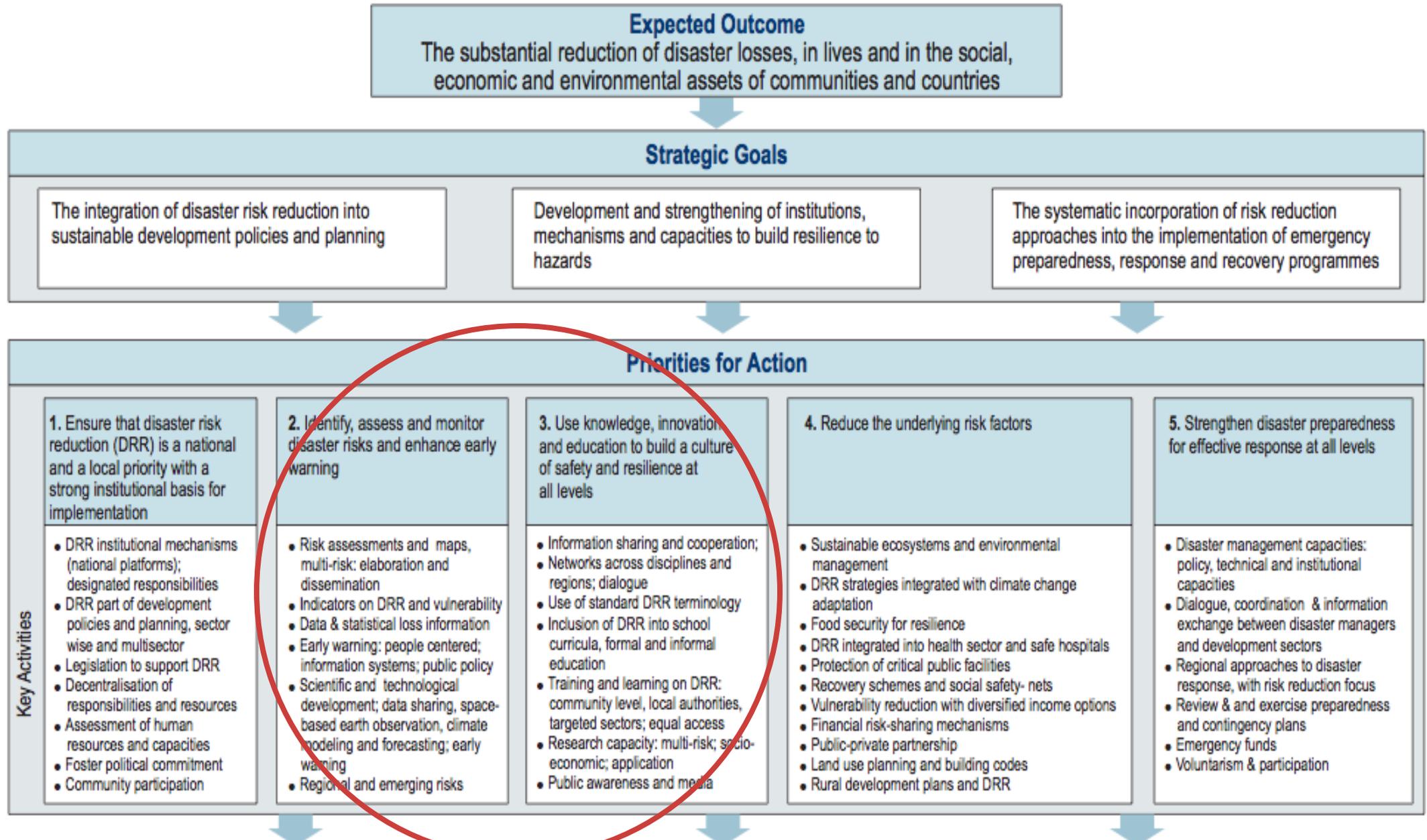
American
Red Cross

Red Cross Domestic Operations

- Preparedness, Response, and Recovery efforts built upon the foundation of more than 2,000 points of service delivery across the country responding to more than 70,000 disaster each year.
- The American Red Cross serves as co-lead for Mass Care alongside FEMA in the National Response Framework.
- The American Red Cross is congressionally chartered to deliver services

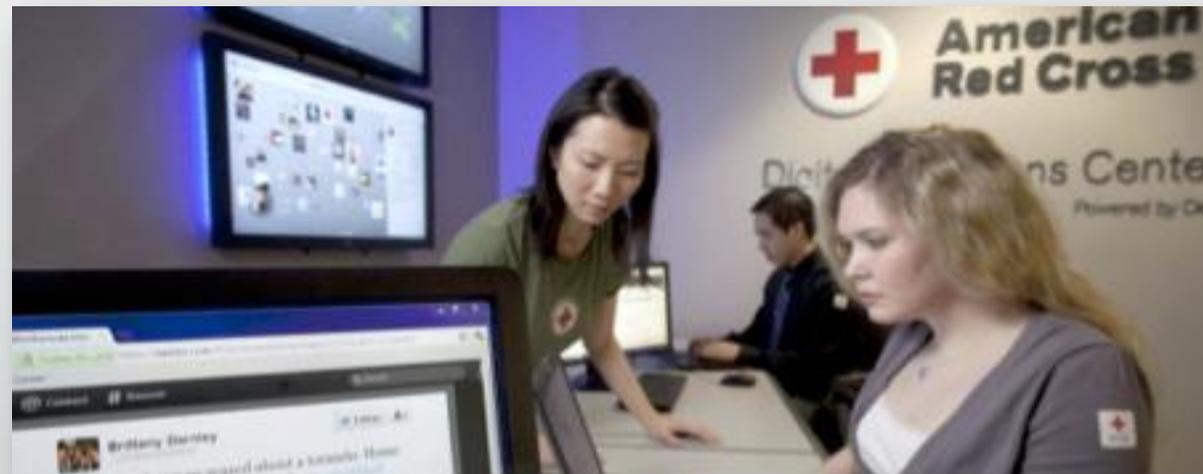


Expected outcome, strategic goals and priorities for action 2005-2015

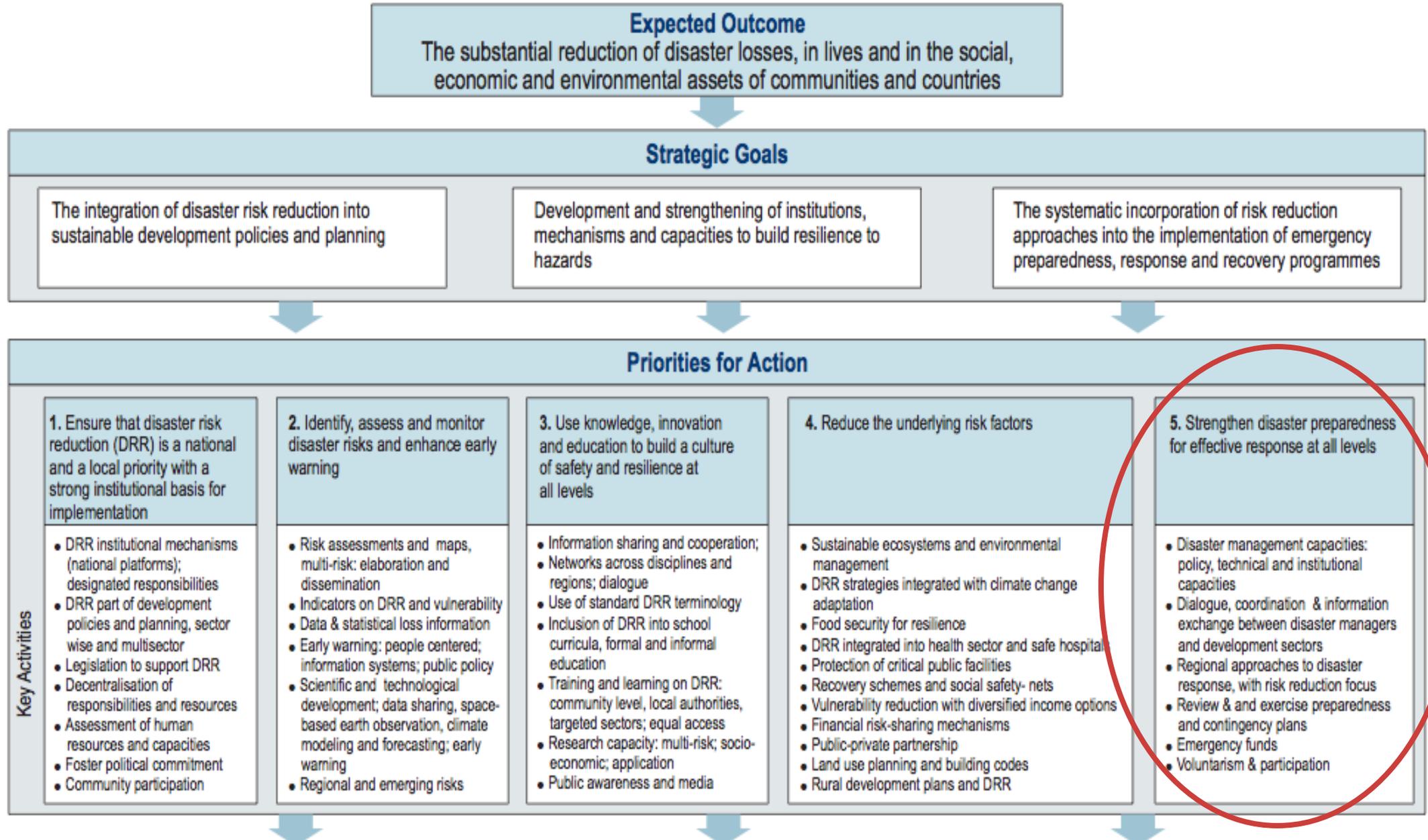


Preparedness and Technology

- Digital Operations Center allows for two way conversation
- Utilization of digital volunteers is allowing the organization to reach the public with “just in time” messaging
- Preparedness through apps have allowed more millions of touches, warnings, education, and real time access to tools.



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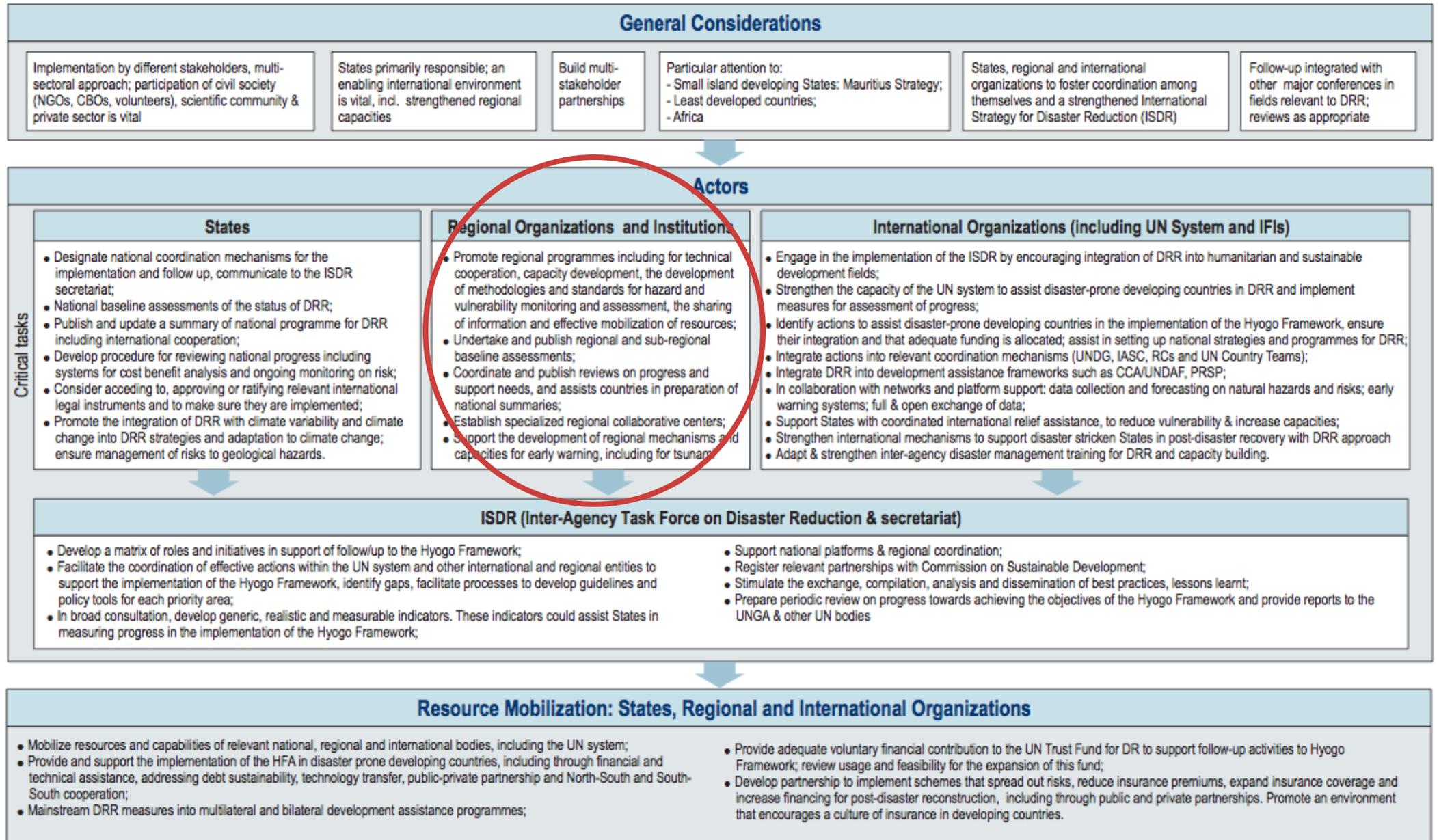


Role as Convener

- Developing primary skill set to mobilize and organize community
- Highlighting the importance of local workforce and spontaneous volunteers in all phases of disaster
- Sharing training, technology, and expertise across agencies and with the general public to build community resilience

Implementation and Follow-Up

In order to achieve the goals and act upon the priorities identified in this Framework, the following tasks have been identified to ensure implementation and follow-up by States, regional and international organizations in collaboration with civil society and other stakeholders. The ISDR partners, in particular the Inter-agency Task Force on Disaster Reduction and secretariat, are requested to assist in implementing this Framework for Action.



Interagency Coordination

- National Mass Care Strategy – common strategy developed across core agencies for service deliver
- Coordinated Assistance Network – single case management platform designed to increase survivor resilience
- Integrated Recovery Programs – investment in local resources and expertise through strategic grant making as part of a larger recovery effort

Questions and Discussion...

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