



# Emergency Preparedness

## OVERVIEW

**Module #11 – Emergency Management (EM)** is a continuous process, not an event, that must be maintained between crises. A disaster will create action, but action must be prefaced by planning. Emergency management planning is an integral part of a community’s strategic planning process (see box at right.) EM leadership must be aware that public apathy is one of the formidable obstacles to the development of plans for any type of crisis. Additionally, a community with an EM plan reduces the risk that companies may have by locating there.

### Who should use this module?

- Community leaders tasked with the safety and protection of its residents and businesses, and their property.

### How can the information in this module benefit your community?

- A very specific and scalable process for emergency preparedness is detailed in this module.
- Development ready communities stay up to date on the changing EM environment by reviewing the various organizations and resources presented within this module.
- Community training exercises are described within the module that will assist a community in being ready for an emergency.
- An Emergency Management plan should be part of every community’s comprehensive economic community development strategic plan.

### SUMMARY OF THE COMMUNITY DEVELOPMENT PROCESS

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#### ORGANIZE

Organize the group  
Define the mission  
Identify stakeholders

#### ANALYZE

Collect information  
Analyze findings

#### COMMUNICATE

Keep public informed

#### PLAN

Expand organization  
Identify leadership  
Establish a plan  
Create vision statement  
Develop strategic plan

#### IMPLEMENT

Begin programs  
Seek early successes

#### EVALUATE

Review and adjust

#### CELEBRATE

Publicly celebrate  
Recognize citizen efforts

#### SUSTAIN

Create new goals