Communications Working Group

Jessica Unger, Emergency Programs Coordinator
Effective Disaster Communications are Crucial
Situational Awareness

As defined by FEMA:

“the ability to identify, process, and comprehend critical information about an incident.... **Situational awareness** requires continuous monitoring of all relevant sources of information regarding actual incidents and developing hazards.”
Sharing Resources with Constituents & Gathering Damage Assessments

In the immediate aftermath of an event:

• What information is essential to share with your constituents?

• What information do you need to gather from your constituents?

Close partnerships with the other Working Groups to accomplish these goals
Public Communication & Advocacy

Building your organization’s—and your constituents’—capacity to talk about the importance of protecting cultural heritage during emergencies and disasters:

• Public relations toolkit
• Advocacy toolkit

...highlighting your role in HENTF!
Year One Focus: Situational Awareness

• Review tools currently in use

• Identify what emergency-related information is of priority to HENTF members

• Create procedures for sharing information about member activities
Situational Awareness Model: National Voluntary Organizations Active in Disaster

- Cooperation
- Communication
- Coordination
- Collaboration
Thank You!

Feel free to contact me:

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Asset Mapping Working Group
HENTF 2019

Where are our collections?
Are they at risk?

Andrew Robb
Head, Special Format Conservation
Coordinator, Preservation Emergency Response Team
Conservation Division
Hurricane Katrina 2005
Seattle Fault M7.2 Scenario
Washington State Seismic Hazards Catalog

Cascadia subduction zone
Washington Department of Natural Resources
Geologic Hazard Maps
HENTF Asset Mapping Working Group

• Develop, coordinate, and strengthen effective outreach networks to support cultural institutions from the threats of disasters and emergencies

• Maximize the implementation of existing datasets of domestic cultural institutions

• Encourage the development of new datasets where none exists

• Collaborate and coordinate with state, tribal, and territorial cultural agencies to identify the extent and severity of damage suffered by cultural institutions
Goals

Review and vet existing datasets and maps of cultural institutions.
Create maps with OEHP GIS Coordinator.

Review how SHPOs & existing disaster response outreach organizations respond to emergencies. Are there gaps? How can datasets and maps contribute to their efforts?

Determine best practices for outreach and damage assessment. How can we coordinate our efforts? Is there a role for datasets and maps?
Resource Development Working Group

TATIANA AUSEMA
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NATIONAL ENDOWMENT FOR THE HUMANITIES
Top Emergency Response Resources

FEMA Fact Sheets
Download FEMA’s “After the Flood,” “After the Fire,” and “Salvaging Water-Damaged Family Valuables and Heirlooms” fact sheets – advice for salvaging damaged family treasures, with tips and resources for both individuals and institutions.

National Heritage Responders
Keep this hotline number handy: 202.681.8068. The National Heritage Responders, a team of trained conservators and collections care professionals, are available 24/7 to provide guidance to cultural institutions on the salvage of collections.

Regional Alliance for Preservation
RAP is a national network of nonprofit organizations with expertise in the field of conservation and preservation. Individual member organizations offer free emergency advice, many on a 24/7 basis. Click on the link to locate your nearest organization.

Find a Conservator
If a valuable or important item is badly damaged or has been exposed to contaminated water, a professional conservator may be able to help salvage it. Identify and locate professional conservation services using this free tool provided by the American Institute for Conservation.

ESR Emergency Response and Salvage app
Download the free app that outlines critical stages of disaster response and provides practical salvage tips for nine types of objects, from photographs, books, and documents to textiles and furniture.

https://culturalrescue.si.edu/hentf/resources/
The **objective** of the HENTF Resource Development Working Group is to review existing resources and identify challenges in disseminating disaster preparedness, response, recovery, and mitigation resources before, during, and after emergency situations.
The Resource Development Working Group will also identify **gaps** in existing resources and resource formats.
Outcomes will include a **HENTF Toolkit** to organize existing resources and offer ready-to-send materials such as:

- Boilerplate post-emergency emails with links, phone numbers, and emails for key resources such as National Heritage Responders
- Preparedness checklists for immanent threats
- A simplified overview of the Public Assistance Process and how it applies to cultural heritage institutions
- “Roadmaps” for applying to Federal and Private grant opportunities

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**Be Prepared!**

When you receive notice of a hurricane that has the potential to impact your area, it’s important that all individuals and cultural institutions prepare for possible strong winds, heavy rain, and flooding:

- Track the storm via the National Hurricane Center, [http://www.nhc.noaa.gov/](http://www.nhc.noaa.gov/)
- Gather your staff and review your disaster plan today. No disaster plan? Put that at the top of the to-do list once the hurricane passes (and hope you didn’t need it this time).
- If you have a disaster plan, make sure everyone has a printed copy to take home. An electronic version may be useless if you lose power.
- Make sure staff, volunteers, and board contact lists are up to date. Determine how you will communicate with one another before, during, and after the storm.
- Make sure your insurance and disaster recovery vendor contact information is readily available.
- If you don’t already have up-to-date images (photograph/video) of your facility’s exterior and interior, including storage areas, now’s the time to take them. Being able to illustrate how your building and collections looked before damage will be helpful if the need arises to pursue recovery financing.
- Back up electronic records and store the back-ups off-site or in the cloud.
- Secure outdoor furniture, bike racks, book drops, etc. – anything that can become a projectile in strong winds.
- Move collections that are in areas vulnerable to flooding – i.e., the floor, the basement – or susceptible to rain – near windows or under roofs.
- If you have time, cut lengths of plastic sheeting to be able to throw them over shelves or equipment should the building envelope be compromised.
- Know the location and shut-off procedures for water, electricity, and gas.
- Review individual or family plans. You’ll feel better attending to your organization knowing that your loved ones are safe.
- For tips on what to do before, during, and after a hurricane, go to [https://www.ready.gov/hurricanes](https://www.ready.gov/hurricanes)
- Keep this 24/7 hotline number handy: 202.661.8068. The National Heritage Responders, a team of trained conservators and collections care professionals, are available 24/7 to provide advice.
- Familiarize yourself with the disaster declaration process in case one is declared for your state, [https://www.fema.gov/disaster-declaration-process](https://www.fema.gov/disaster-declaration-process)

**FEMA and the Smithsonian Institution co-sponsor the Heritage Emergency National Task Force, a partnership of 58 national service organizations and federal agencies created to protect cultural heritage from the damaging effects of natural disasters and other emergencies.**
Activities for Year One:

**Identify and Categorize Existing Resources**

What are the primary cultural heritage resources in the areas of disaster planning, response, recovery, and mitigation?

Which resources are most appropriate for each phase of emergency management?

How can these resources be organized and contextualized to support outreach and implementation?

What constituencies are not well served by existing resources?

What are the key resources to highlight before, during, and after a disaster?
Activities for Year One:

Identify Gaps and Establish Priorities

What new resources might support HENTF’s mission “to protect states, tribes, territories, and local communities from the damaging effects of natural disasters and other emergencies?”

What are possible formats or platforms for new resources?

What organization or individual has the appropriate knowledge to develop new resources?

Which resources will offer the greatest benefit to HENTF members and their constituents?
Questions? Ideas?

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