

White House Champions of Change

2012 & 2013 Awards



www.WhiteHouse.gov/Champions

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(Search for Champions of Change Disaster Preparedness 2013)



FEMA

citizen★*corps*

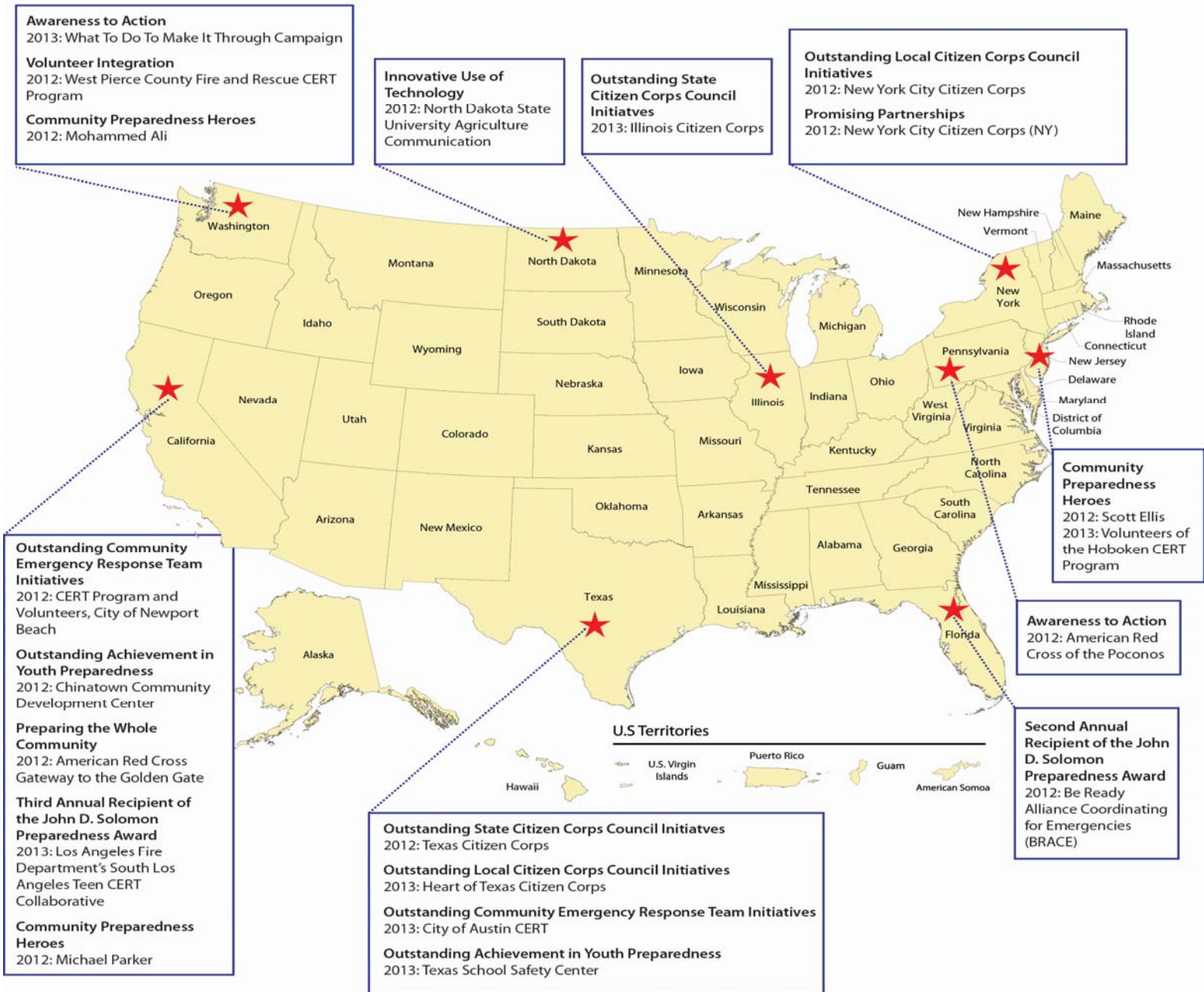
2012 and 2013 FEMA Individual and Community Preparedness Awards

www.FEMA.gov

Start	End		
Tuesday, September 24, 2013 (Champions of Change Event)			
12:00	12:45	Travel to White House & Security Check	
12:45	1:15	Photo Opportunity with Administrator Craig Fugate -- South Court Auditorium	
		<p>Participants Will be Called up in Groups for Each Award</p> <p>2012 State Citizen Corps: Ginny Lewis 2012 Local Citizen Corps: Herman Schaffer 2012 CERT: Matt Brisbois, Karen Tringali 2012 Youth: Norman Fong, Judy Kuang, Dennis Chen 2012 Whole Community: Emily White, Michael Jang, Mark Cloutier 2012 Promising Partnerships: Ira Tannenbaum 2012 Awareness to Action: Gail Toscano, Jim Rienhardt, Carol Rienhardt 2012 Innovative Use of Technology: Becky Koch 2012 Volunteer Integration: Colleen Adler, Karl Roth, Laura Worley, James Sharp 2012 Community Preparedness Hero 1: Michael Parker 2012 Community Preparedness Hero 2: Mohamed Ali 2012 Community Preparedness Hero 3: Norman Smith 2013 State Citizen Corps: Michelle Hanneken 2013 Local Citizen Corps: Tim Jeske, Boyce Wilson, Harold Ferguson, Cindy Ferguson 2013 Youth: Joe McKenna, Victoria Calder 2013 CERT: Linda Haynie, Pat Brannen 2013 Awareness to Action: JoAnn Jordan, Lynn Heesen 2013 Community Preparedness Hero: Lou Casciano, Howard Butt, Dawn Zimmer 2012 John D. Solomon Award: Greg Strader 2013 John D. Solomon Award: Christopher Cooper, Shamika Ossey, Sharon Sylvers, Noreen McClendon, Adnan Khan, Pauline Slyker, Otasowie Osamudiamen, John Jones, Jan King</p>	
1:30	3:30	<p>Champions of Change Event Live Feed (www.whitehouse.gov/live)</p> <p>1:30 pm Opening Remarks: Administrator Craig Fugate</p> <p>1:50 pm 1st Panel Begins (Introduced by FEMA Deputy Administrator Richard Serino) Each panelist has three minutes, followed by group Q&A</p> <p>2:20 pm 2nd Panel Begins (Introduced by White House Office of Public Engagement Director Paulette Aniskoff) Each panelist has three minutes, followed by group Q&A</p> <p>2:55 pm Closing Remarks: Paulette Aniskoff</p>	
		<p>Panel 1</p> <p>Ginny Lewis Michelle Hanneken Matthew Brisbois Norman Fong Emily White Michael Parker Boyce Wilson Lou Casciano</p>	<p>Panel 2</p> <p>Ira Tannenbaum Gail Toscano Colleen Adler Mohamed Ali JoAnn Jordan Linda Haynie Becky Koch Joe McKenna</p>

Award Winners

FEMA's 2012 and 2013 Individual and Community Preparedness Award Winners



2012 Award Winner

WHITE HOUSE Champion of Change & FEMA

Outstanding Community Emergency Response Team Initiatives CERT Program and Volunteers, City of Newport Beach (CA)

BIOGRAPHY – MATT BRISBOIS



Matt Brisbois is the Life Safety Specialist responsible for the CERT Program and its volunteers for the City of Newport Beach, CA. Since taking leadership of this program in 2006, Matt has trained and mentored over 1000 residents, business and community leaders and educators, resulting in the highest per-capita volunteer-to-resident ratio in all of California. A core group of committed volunteers saw an opportunity to take this program to the next level through active engagement of volunteers on a recurring basis, not just when needed to support a disaster scenario. With

Matt's assistance, this core group took the initiative to step into leadership roles, and develop events, programs and training opportunities creating additional value and depth to the program. Ownership of their process and goals has resulted in stronger, more resilient and adaptive volunteers who now feel empowered to effect change throughout the city. The Newport Beach CERT Volunteer Board of Directors now manages a number of programs, community events and specialized initiatives that support volunteers citywide in their preparedness efforts. Several examples of our volunteers' successful initiatives include: certifying volunteers as trainers giving the program more bandwidth for frequency and variety of classes; developing and conducting technology and radio communications training and exercises; organizing and funding neighborhood supplies and outreach projects; designing and equipping a volunteer mobile command trailer with communications and electronics capabilities, and more.

WHITE HOUSE BLOG POSTING

<http://www.whitehouse.gov/champions/>

Awareness to Action: Volunteer-Driven Initiatives for Community Preparedness

Posted by Matt Brisbois, Newport Beach, CA CERT Program

I am honored to represent over 1000 resident volunteers as a White House Champion of Change. While serving as a congressional aide in Washington, D.C. in 1996-1997, I was exposed to the power and value of committed individuals and the positive impact they have on their communities, whether at the local, state, national or global level. It was this experience and insight that lead me down the path of public service.

Living in Newport Beach for many years, I have had first-hand experience with the level of commitment and community service its residents demonstrate across a broad range of civic activities. We are also fortunate to have forward-thinking city leaders who place a high value on public safety and service, and have consistently allocated resources to achieve the goals and service levels expected by its constituents.

Our CERT volunteer enrollment grew rapidly following Hurricane Katrina. The city's existing Emergency Management Plan provided the foundation on which to build a committed corps of volunteers who would spread the preparedness message to their families, neighbors and local organizations. City employees, residents, businesses, schools, and civic organizations have all benefited from the CERT volunteers' creative initiatives and diligent work. Through their efforts, Newport Beach now has the highest per-capita CERT volunteer-to-resident ratio in all of California.

"Awareness to Action" is truly the mantra of the Newport Beach CERT volunteers. The initiative taken by these volunteers to develop programs and training opportunities within their own ranks and neighborhoods is impressive. Examples include: creating a CERT Volunteer Board of Directors; certifying volunteers as trainers in key areas; CERT volunteers organizing neighborhood events and self-funding neighborhood supplies projects; CERT volunteers designing and equipping a volunteer mobile command trailer with communications and technology capabilities, and more.

CERT Volunteer Board of Directors: A small group of highly motivated individuals saw a need to support the growing volunteer ranks with resources over and above the standard city offering. Partnering with the City, they identified and developed training opportunities, marketing and outreach programs and assisted with administrative efforts involved in CERT recordkeeping, process documentation and event planning. The result of their efforts is a more robust and aggressive CERT program, enabling the City to more efficiently manage its overhead budget and paid staff. The board members actively network with the city's leadership with a focus on the importance and value of the CERT program and its volunteers.

CERT Volunteers Become Trainers: Looking for ways to keep CERT volunteers engaged and active in the program beyond the required certification training was a challenge that the volunteer board readily embraced. They were not interested in the “catch and release” model that many programs adopt, in part because they know that their neighbors have a long and rich history of community involvement and activism. The board identified that advanced skills training was needed in radio and technology communications, mutual aid, CPR, first aid, and survival techniques. Volunteers came forward and became certified in these areas, developed the curricula and created training opportunities to keep our volunteers engaged and current in their skills.

CERT Volunteers Organize Neighborhood Events & Projects: The city has over 160 discrete neighborhoods, each with its own unique culture, needs and geography. Our volunteers are keenly aware of the necessity to create neighborhood-specific disaster plans and outreach/education programs because one-size doesn't necessary fit all when it comes to preparedness. As a result of our volunteers' outreach efforts, fund-raising projects for the acquisition of supplies and equipment are a top priority for many HOA's, using creative techniques such as silent auctions. Some HOA Boards are now creating a budget line-item for emergency supplies. Neighborhood groups mentor one another and share each other's plans to assist other neighborhoods in jump-starting their preparedness initiatives. Our volunteers are always on the hunt for opportunities to highlight our program and preparedness practices. Volunteers from almost every neighborhood take the initiative to host a CERT Booth at community events. These booths utilize a “show and tell” model, with samples of family-oriented supplies and equipment, triage, first aid and CPR demos, and materials and information about upcoming events and training. The popularity of these booths creates new and repeat invitations from neighborhoods, organizations and businesses. These same volunteers help to organize and staff many of the city-sponsored preparedness events, such as the National Preparedness Expo each September, the twice-yearly Drill The Skills event for new and returning CERT graduates, Town Meetings, Parades, 5K Events, and more.

We have accomplished much in the last two years, and the momentum continues to grow. However, our volunteers won't rest on their past accomplishments. They continue to look forward and anticipate solving new preparedness challenges through creative ideas and adaptive planning. They are empowered knowing that they have the support of the community and city behind them.

Matt Brisbois is the Life Safety Specialist for the City of Newport Beach, CA and is responsible for the Community Emergency Response Team (CERT) Program which promotes emergency and disaster awareness and planning for the city's 88,000 residents, businesses, institutions and visitors through public events, workshops, training, media and its 1000+ committed volunteers.

CITY CONTACT

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