

# New Tools for Old Challenges

## IN Emergency Management



Emergency managers often confront familiar hurdles when trying to build out a robust plan for incident response. However, there are many tools and tactics to help them avoid common difficulties, such as effectively gathering information, communicating with residents and managing response teams.

**Eliminate challenges** that can hinder impactful emergency response with the **new solutions** outlined below.

# 861,000

The number of people with disabilities living in areas struck by Hurricane Harvey.

### CHALLENGE

Adding community information to an access and functional needs registry, as well as keeping it up-to-date and accessible so first responders can identify residents who are most likely to need assistance.

### SOLUTION

Utilize electronic, web-based access and functional needs registries that are kept current with automatic profile update reminders.

[Source](#)



# 63%

of states say interoperable communications between responders is a major gap in their emergency operations.



[Source](#)

### CHALLENGE

Communication among teams is critical during an emergency, otherwise response efforts will be disjointed, chaotic and unable to help the people who need it most.

### SOLUTION

Establish an easy way for internal teams to communicate rapidly for a more coordinated response.

Only **12%** of residents in Santa Barbara County, CA, have signed up for **emergency notifications**, even following a September 2018 wildfire that burned about **100 acres**.

### CHALLENGE

Driving resident opt-ins for emergency notifications so they can be reached about incidents that impact them.

### SOLUTION

Encourage alert sign-ups by providing a text to opt-in option, an online portal and a mobile app. Use premade templates that provide clear next steps and share this messaging with affected residents via emergency alerts, text, voice call, social media posts, billboards and other mediums. Residents can then be made aware of important information, regardless of their registration status.

[Source](#)

# 2400%

The amount of increase in visitors to the FEMA Facebook page the day Hurricane Sandy made landfall.

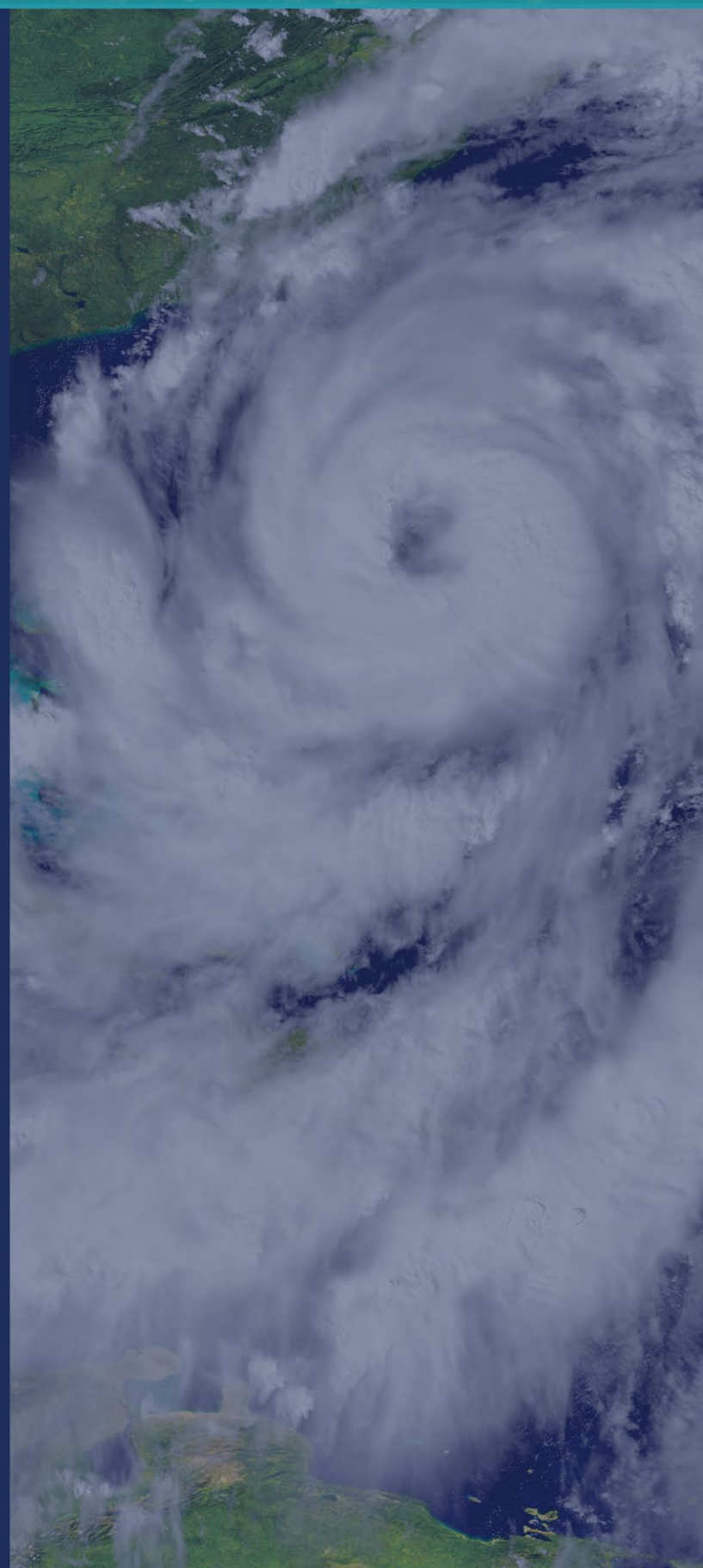
### CHALLENGE

People visit a variety of sources for information, and guidance from officials needs to be clear, consistent and authoritative across multiple channels.

### SOLUTION

Use templates for consistent messaging across all mediums, and employ a solution that will let you update a variety of platforms including unlimited Facebook and Twitter channels at once.

[Source](#)



# 77%

The number of people in Paradise, CA, who did not receive **warnings and notifications** about an **encroaching wildfire**.

### CHALLENGE

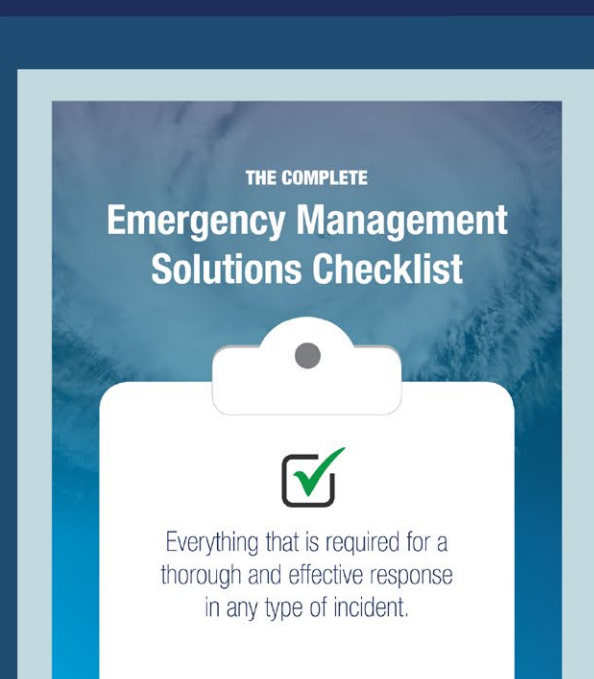
Ensure impacted residents don't tune out emergency alerts and are alerted to dangers and evacuation orders in their area.

### SOLUTION

Avoid alert fatigue by using geo-targeted messaging, so that members of the community only receive notifications about incidents that pertain to them. For more precise community messaging, implement geo-targeting or use segmented lists to only reach residents who are impacted. Increase the likelihood of residents receiving important information, such as evacuation orders, by posting it in a variety of mediums like electronic billboards and online.

[Source](#)

These **obstacles can derail** even the most well-planned emergency response, but **they don't have to**. By exploring and employing **comprehensive solutions**, you can address these problems before they disrupt **your emergency response**.



## The Complete Emergency Management Solutions Checklist

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# RAVE

MOBILE SAFETY