



**Asia-Pacific  
Economic Cooperation**

---

**2011/SOM3/EPWG/SDMOF/026**

Session 5

## **Preparing for Volunteers in Disasters and Coordination with Voluntary Organizations**

Submitted by: CrisisCommons



**5<sup>th</sup> Senior Disaster Management Officials  
Forum  
San Francisco, United States  
21-23 September 2011**



*Preparing for Volunteers in Disasters and  
Coordination with Voluntary Organizations*

APEC USA 2011  
Emergency Preparedness Working Group (EPWG)  
5th Senior Disaster Management Officials Forum  
September 22, 2011  
San Francisco, California

Heather Blanchard  
Co Founder, CrisisCommons  
[www.crisiscommons.org](http://www.crisiscommons.org)  
[heather@crisiscommons.org](mailto:heather@crisiscommons.org)  
Twitter/Skype: @poplifegirl

Share this presentation from [www.slideshare.com/poplifegirl/](http://www.slideshare.com/poplifegirl/)  
See Heather's Notes from APEC USA at: <http://tinyurl.com/3kvptql>  
See Heather's Tweets #apecusa11 from @poplifegirl

# Expanding Public Private Partnerships

- Fundamental shift in societal communications
- People are self organizing to support disasters
- People are disconnected from the emergency management systems to help compass productivity
- Social media is information. Information can be turned into data. Data at the right place and right time can help disaster officials make better decisions.
- Partnerships of the future will need to include ad hoc communities and networks not just organizations. They will need to work to build an ecosystem where partnership efforts may overlap but strategic engagement is paramount.



# Change is Hard

<http://dcist.com/2011/09/silence.php>

"I'd rather be slow and right than fast and wrong,"  
"Social media is for parties. We ain't givin' parties,"

- Lon Wells, Washington DC Fire Department Director of Communications

“Most importantly, social media is imperative to emergency management because the public uses these communication tools regularly. Rather than trying to convince the public to adjust to the way we at FEMA communicate, **we must adapt to the way the public communicates by leveraging the tools that people use on a daily basis.** We must use social media tools to more fully engage the public as a critical partner in our efforts.”

– FEMA Administrator W. Craig Fugate



Zombies Make  
Preparedness  
Messaging  
Interesting

#1 Page on  
CDC.gov

CDC Home



Centers for Disease Control and Prevention

CDC 24/7: Saving lives, protecting people, reducing health costs

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

## Public Health Matters Blog

Sharing our stories on preparing for and responding to public health events

[Emergency Preparedness & Response](#) > [Public Health Matters Blog](#)

## Preparedness 101: Zombie Apocalypse

**Categories:** [General](#)

May 16th, 2011 11:48 am ET - [Ali S. Khan](#)



There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example. That's right, I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a *real* emergency.

### **A Brief History of Zombies**

We've all seen at least one movie about flesh-eating zombies taking over (my personal favorite is [Resident Evil](#)), but where do zombies come from and why do they love eating brains so much? The word zombie comes from Haitian and New Orleans voodoo origins. Although its meaning has changed slightly over the years, it refers to a human corpse mysteriously reanimated to serve the undead.



# Crisis Crowd

Affiliated Response



<http://redcrossla.org/blog/station-fire-evacuation-shelters/>

Digital Response



<http://radar.oreilly.com/2011/08/app-contests-sustainability-usability.html>



[http://www.lanl.gov/news/stories/volunteer\\_facebook\\_page.html](http://www.lanl.gov/news/stories/volunteer_facebook_page.html)

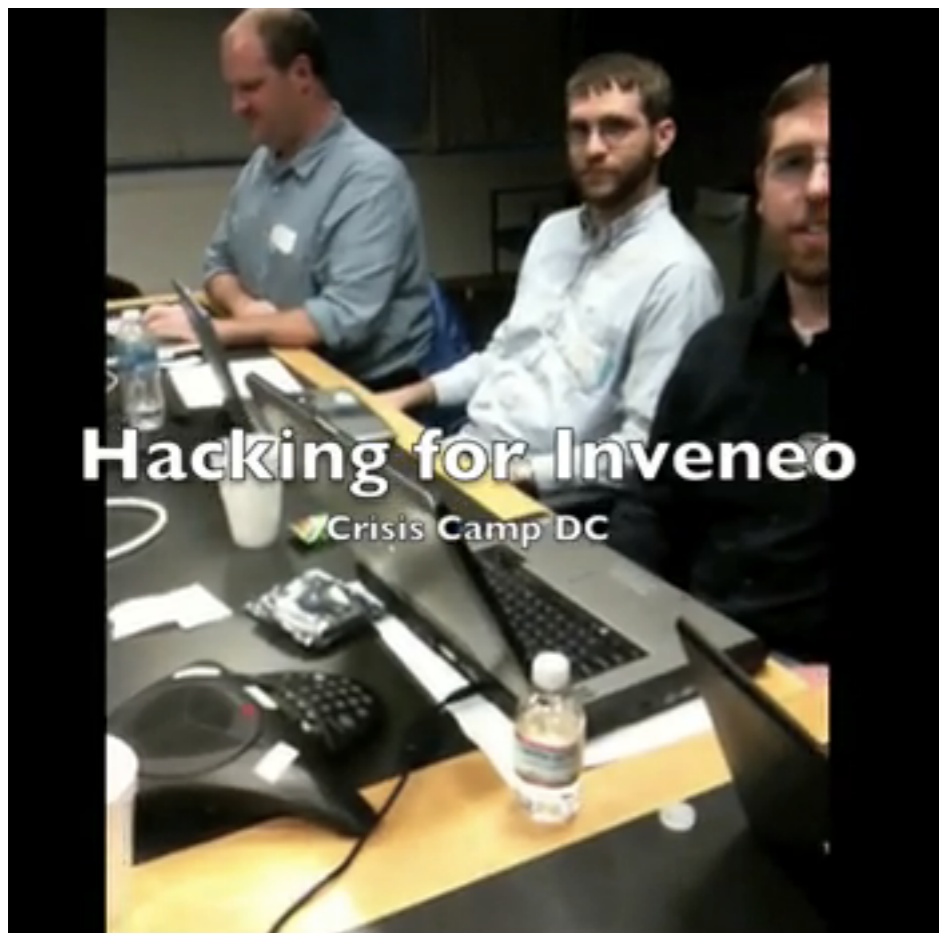


<http://www.thng.in.th/en/2010/10/citizen-bird-crisis-camp/>



# People are Problem Solving

<http://www.youtube.com/watch?v=KzeRQDdPAIU&feature=relmfu>



## Inveneo in Haiti: Deploying Long-Distance WiFi Networks

**inveneo** 28 videos

<http://www.youtube.com/watch?v=qRVCz9E6q4&feature=relmfu>



# People are Building Tools





# People are Creating Data



# People are Working Together

Virtually via Skype or IRC

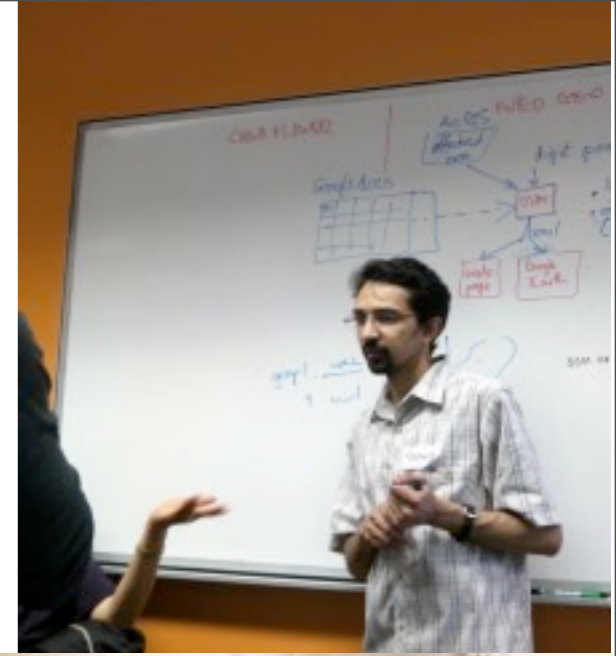
In Person Gatherings



location agnostic  
cross languages  
cross borders



# Activities are Across APEC Economies





# Christchurch Earthquake

# Christchurch Recovery Map

[+ SUBMIT A REPORT](#)

Community information for the Christchurch Earthquake of 22 Feb 2011.

[HOME](#)

[REPORTS](#)

[SUBMIT A REPORT](#)

[GET ALERTS](#)

[CONTACT US](#)

[ABOUT](#)

[VOLUNTEERS](#)

<http://textontechs.com/tag/crisismappers/>

**⚠ IF YOU HAVE AN EMERGENCY PLEASE CALL 111.** The quake helpline is 0800 779 997.  
*The official civil defence earthquake response website is [www.canterburyearthquake.org.nz](http://www.canterburyearthquake.org.nz).*  
You can contribute information by email ([eqnzfeb@gmail.com](mailto:eqnzfeb@gmail.com)), [web form](#) or free TXT 5627.

## Where are you?

Locating where you are on the map helps identify what reports are most relevant to you.

I am in...

[Go](#)

## Submit a report

Submitting a report helps others identify hazards/solutions in your area.

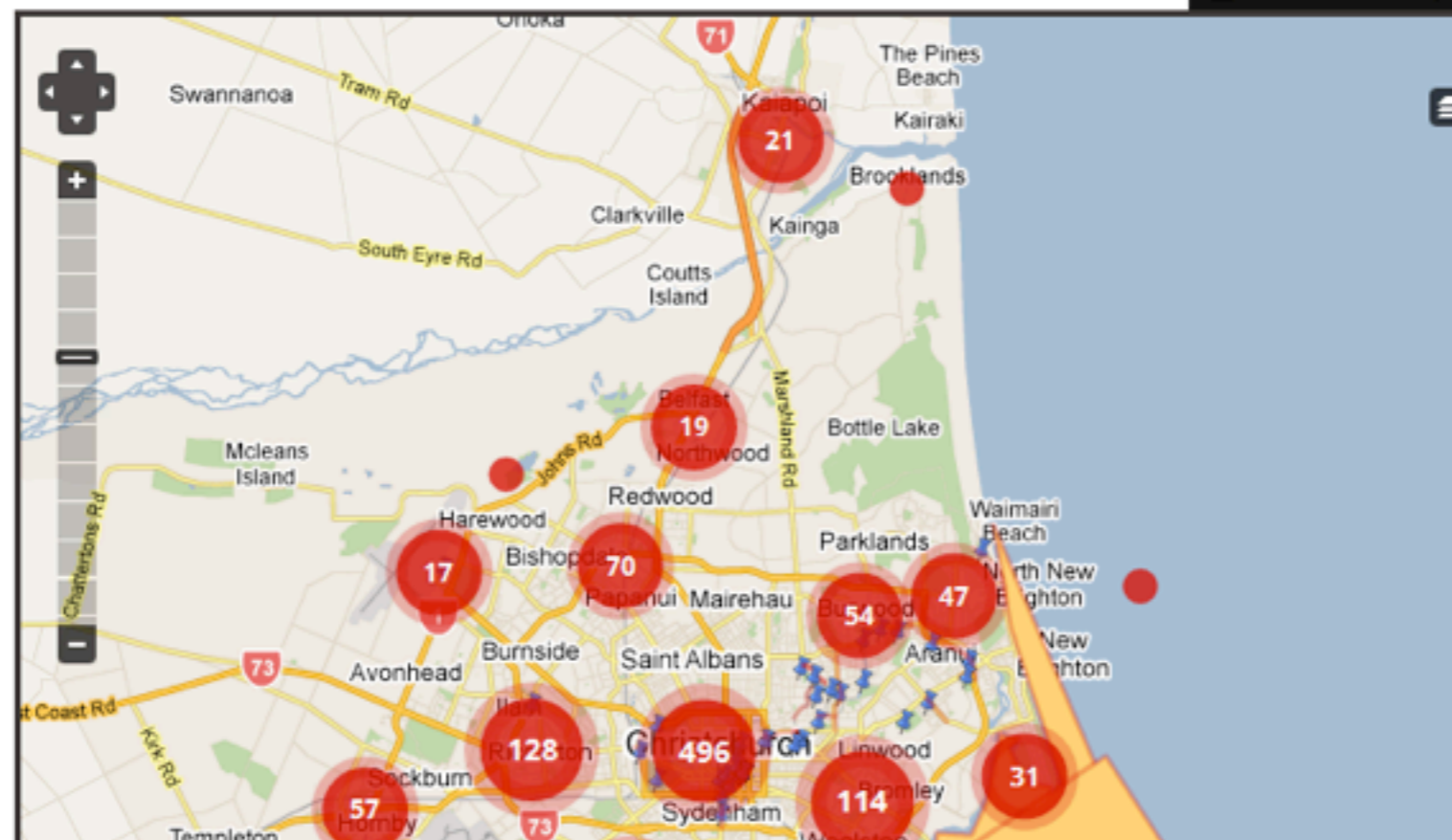
[+ SUBMIT A REPORT](#)

## Ask for help

Ask for assistance from the Student Volunteer Army.

[+ ASK FOR HELP](#)

## Click on map icons to see local reports



↓ CATEGORY FILTER [HIDE]

All Categories

Notices and information

Other

Services available

Infrastructure Status

Medical

Hazard zone

Transport

Goods /Supplies

Government agencies

Roads Congested

Recovery Centres

# Thailand Floods





<http://www.bangkokpost.com/tech/computer/203384/social-networks-prove-invaluable-in-time-of-crisis>



<http://twitpic.com/3009ap>

<http://twitpic.com/2zq0qx>

# Bangkok Post Tech

## Social networks prove invaluable in time of crisis

Published: 27/10/2010 at 12:00 AM

Newspaper section: Database

The devastating floods in rural Thailand have galvanised Thailand's online community and ICT industry to come up with new ways to help through the power of open source, social networking and cloud sourcing for volunteers, as well as providing an integrated relief portal for the victims.



Flood information from [Thaiflood.com](http://Thaiflood.com).

Poramate Minsiri, known as @iWhale on Twitter and founder of the kapook.com portal, has set up thaiflood.com in response to the disaster, alongside a Facebook campaign to promote the site which now has been 'liked' by over 5,000 members.

The portal is a centre for news updates and information on flood victims as well as details of how to make donations.

"We believe Thais never abandon fellow Thais in times of need and the power of this spirit will never disappear fro Thai society," said Poramate.

Kapook.com's employees, along with many other volunteers, used an open source engine from Google Crisis Response to depict the disaster area on Google Maps. This shows areas that have already been affected and those at risk of flooding, as well

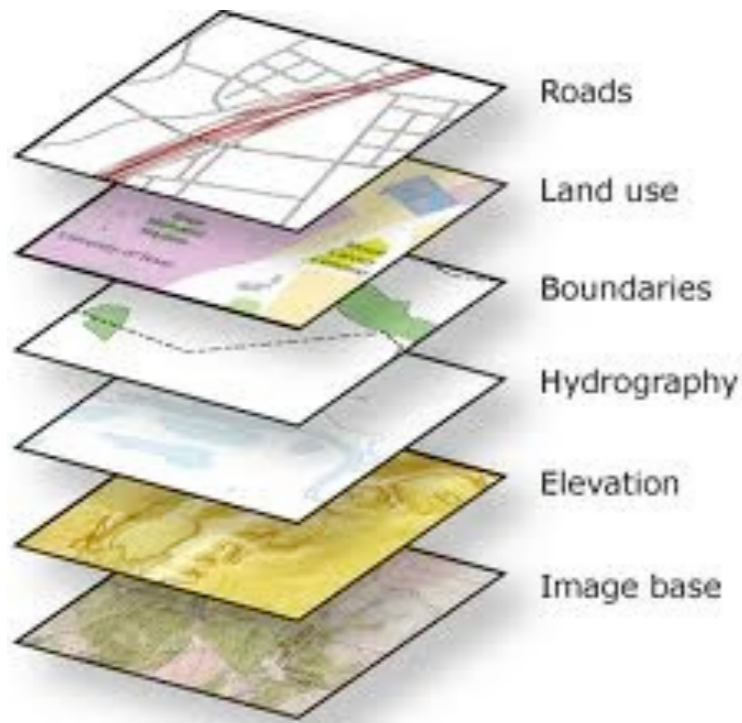
ศูนย์ประสานการช่วยเหลือผู้ประสบภัยพิบัติ  
 Powered by Google crisis response  
 #thaiflood  
 ประกาศเตือนภัยด่วน  
 ครัว ศรีสะเกษ อุบลราชธานี นครนายก ปราจีนบุรี จันทบุรี และตราด เผชิญน้ำ  
 จังหวัดที่ได้รับผลกระทบอุทกภัยในภาคเหนือและอีสาน 2554  
 เมืองซีด 130 ราย กระทบ 56 จังหวัด 494 อำเภอ 3,408 ตำบล  
 ประชาชนเดือดร้อน 1,835,201 คน ครัวเรือน 6,464,402 คน  
 ข้อมูลจาก กรมป้องกันและบรรเทาสาธารณภัย - 21 ก.ย. 54  
 แผนที่แสดงพื้นที่ที่ได้รับผลกระทบ

# East Japan Earthquake



United Nations  
Office for the  
Coordination of  
Humanitarian  
Affairs

Task for Japan  
Find CODs



## IASC Guidelines Common Operational Datasets (CODs) in Disaster Preparedness and Response

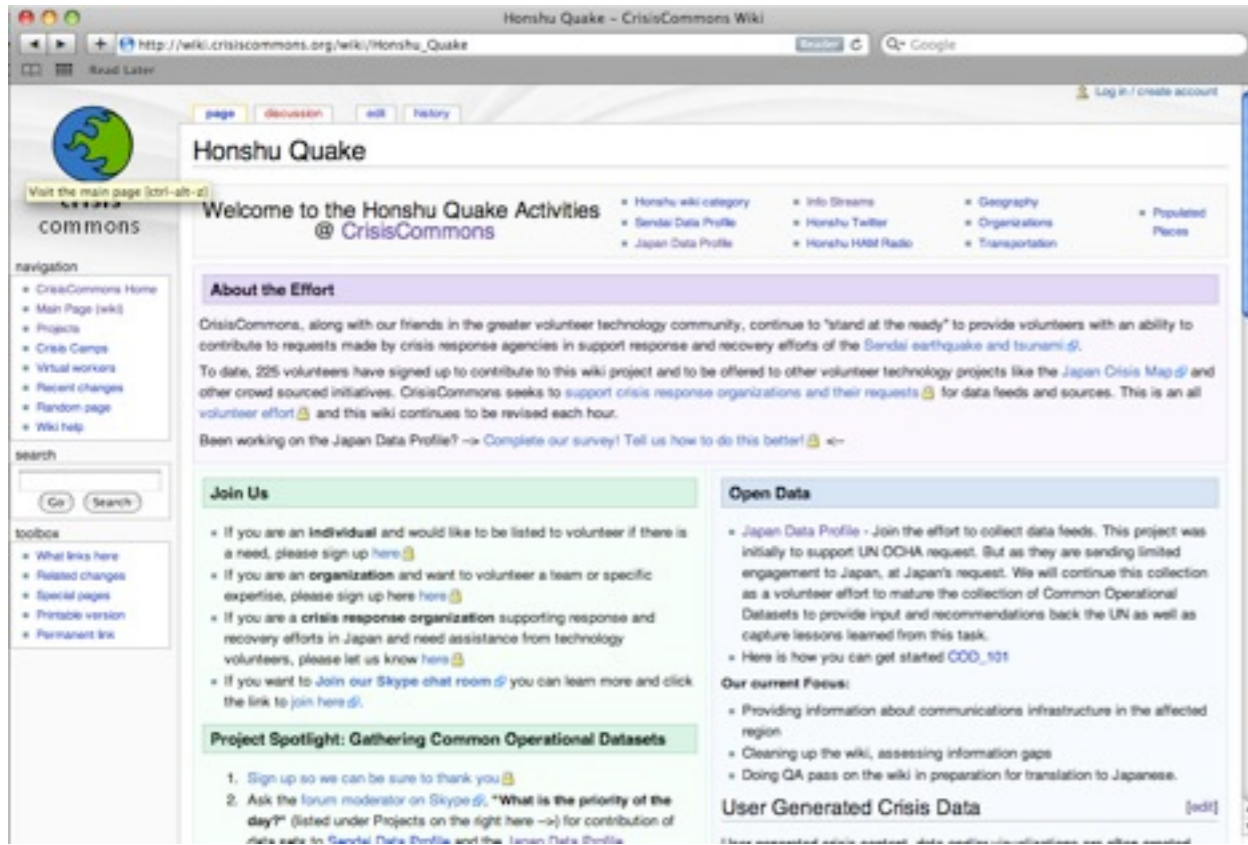
As requested by the 77<sup>th</sup> IASC Working Group meeting

IASC Endorsed November 1 2010

Dataset	Recommended Governance	Mandatory Data Characteristics
<b>Humanitarian Profile</b> (disaggregated by admin level and populated place)	- Guardian: OCHA - Sponsor: OCHA - Source: Government, Assessments, UNHCR, IOM	- Internally Displaced <sup>17</sup> - Non-displaced affected - Host family/resident community affected - Refugee <sup>18</sup> - Dead - Injured - Missing
<b>Population Statistics</b>	- Guardian: OCHA - Sponsor: OCHA, UNFPA (Other potential sponsors could include UNDP, Government agencies or INGOs) - Source: Government	- Total population by admin level (Individuals) - Total population by admin level (Number of Households) - Age - Sex - Average family size by admin level - Unique identifier
<b>Administrative Boundaries</b> (Geographic) admin level 1 admin level 2 admin level 3 admin level 4	- Guardian: OCHA - Sponsor: OCHA (Other potential sponsors could include UNDP, Government agencies or INGOs) - Source: Government	- Unique identifier (P-Code) - Name
<b>Populated Places</b> (Geographic)	- Guardian: OCHA - Sponsor: OCHA, (Other potential sponsors could include UNDP, Government agencies or INGOs) - Source: Government	- Unique identifier (P-Code) - Names - Size classification - Population statistics - Status if capital of administrative division - Type (Village, spontaneous settlement, collective center, planned settlement)
<b>Transportation Network</b> (Geographic)	- Guardian: OCHA - Sponsor: Logistic Cluster - Source: Government	- Roads (Classified by size) - Railways - Airports/helipads - Seaports
<b>Hydrology</b> (Geographic)	- Guardian: OCHA - Sponsor: OCHA (Other potential sponsors could include UNDP, Government agencies or INGOs) - Source: Government	- Rivers (Classified by size) - Water bodies
<b>Hypsography</b> (Geographic)	- Guardian: OCHA - Sponsor: UNOSAT - Source: Remote sensing, Government	- Elevation - Resolution



# Data Gathering



# Geolocation



# Challenges We See

- It's not that we don't have the right technology or data often the challenges are more complex. They are often policy and culture --- people-related challenges
- Lack of connectivity to disaster management systems
- Public policy 10 years behind technology
- CIO enterprise decisions impact disaster management programs
- Ability to participation before crisis
- Varying levels of digital literacy
- Trust and verification

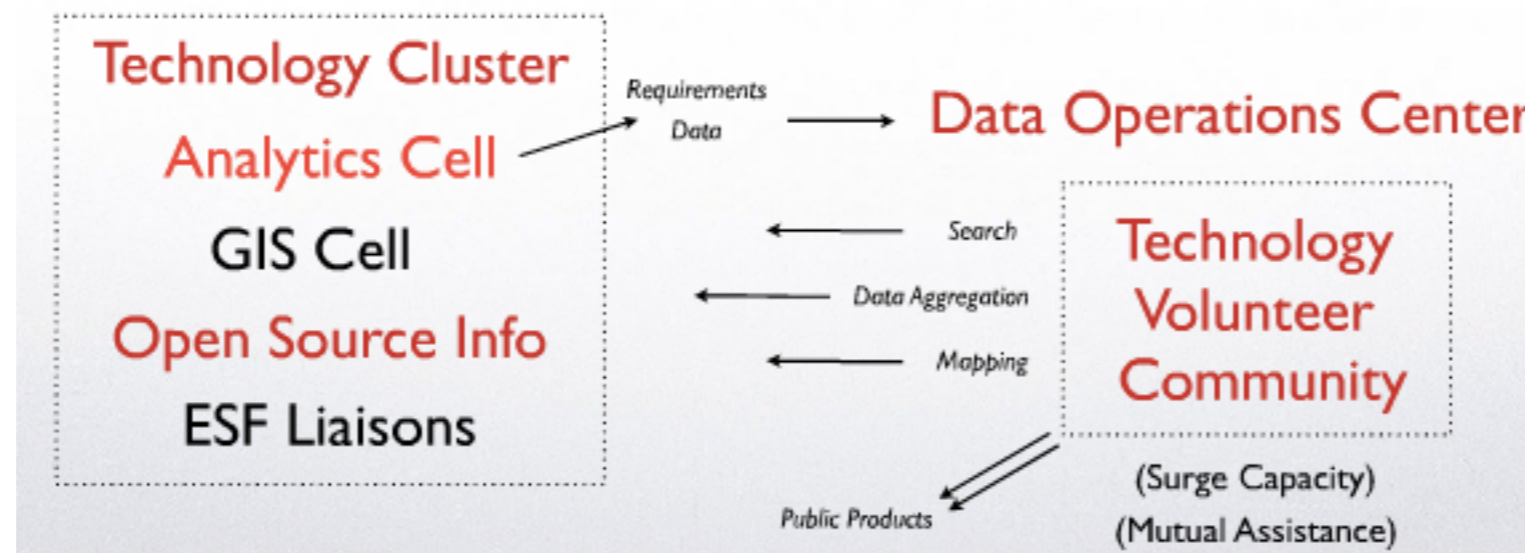


# Capabilities

- Manage information
- Rally and coordinate resources
- Problem Solving
- Technical expertise
- Production through distributive networks
- Local knowledge, connected global diaspora
- Mobile
- Connected sensory network

# Connecting Capabilities to the Response Community

## Emergency Operations Center



Technology resources are coordinated together.

Technology cluster lead reports directly to Operations Center leadership.

Cluster ability to provide requirements and problem definitions to external communities for data curation and visualization.

External communities able to create productive and useful products based on response agency requirements.

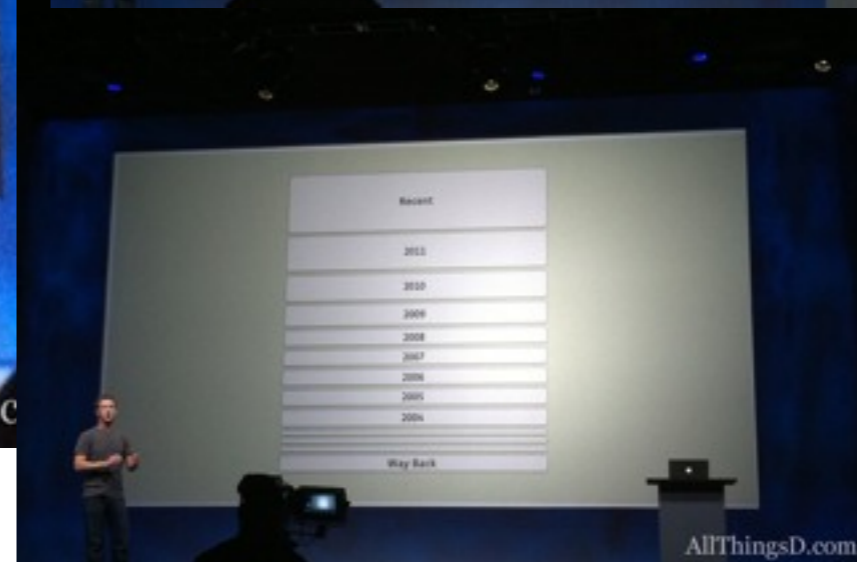
Pre-identification of coordination resources such as a local University or co-working space where communities can gather to work on common projects and response agency requirements.

*Scalable - Leverages Existing Resources  
Compasses Virtual and Volunteer Communities to Productive Use*

First proposed at the American Red Cross Crisis Data Summit on August 10, 2011  
<http://www.slideshare.net/poplifegirl/arc-08-12-10-final-short>



# Who is watching and preparing for the future -- right now?



Source: <http://allthingsd.com/20110922/liveblogging-facebooks-f8/>



**Heather Blanchard**

Co Founder

CrisisCommons

[heather@crisiscommons.org](mailto:heather@crisiscommons.org)

703.593.3823

twitter/skype: poplifegirl

[www.facebook.com/heather.blanchard](http://www.facebook.com/heather.blanchard)

[www.linkedin.com/in/hblancha](http://www.linkedin.com/in/hblancha)

**Thanks!**