Communicating Crisis Mitigation & Emergency Preparedness

A Guide for Arts Organizations, Arts Agencies, and Artists

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An initiative of NCAPER (National Coalition of Arts Preparedness and Emergency Response) and Air Collaborative

Importance of Preparedness

"2023 marked the 4th consecutive year with 18+ billion-dollar disaster events in the US . . . the new normal." – NOAA, National Centers for Environmental Information

We are critical to building awareness.

Communities with integrated arts and culture sectors recover faster from disasters.

Why It Matters

The Role of Arts in Disaster Recovery

Arts and cultural economic activity is considered the second largest contributor to value added in the US economy. - Bureau of Economic Analysis (BEA)

- Creative and culture sectors contribute to quicker recovery for entire communities.
- Artists and arts organizations are vital connectors and cultural leaders.
- Arts agencies and organizations know and understand their communities treasures, history, and unique local cultural resources.
- FEMA and HENTF: New partnerships and policies support arts mitigation programs and disaster relief for the arts and culture sector.

What We Can Do

- Increase awareness of resources
- build trust by connecting with local leaders
- advocate for increased support for artists and organizations
- improve arts access during times of trauma and recovery
- Aim for solutions
- But first, prepare yourself . . .

How can we prepare?

Four Steps to Disaster Preparedness

1. Know Your Local Emergency Services
2. Identify Local Risks
3. Your Emergency or “Readiness” Plan
4. Share your plan, update it

Step 1: Know Your Local Emergency Services

- Start local: Make contact with your local emergency services.
- They want to know you, and they want to reach the creative community.
- Connect, call, email ***before*** a disaster happens.
- Share your emergency plan with them.
- Ask what they need.

Step 2: Know Your Risks

- Do your own research
- Find out what disasters apply to your local area
- It's easy: fema.gov/location
- Interactive map helps determine your risk including community readiness: https://hazards.fema.gov/nri/map

Step 3: Your Emergency or “Readiness” Plan

- What might you might need in an emergency? What should you protect?
- Combination of documents, processes, and training – dPlan ArtsReady
- Have a flexible, evolving emergency plan.
- Make it a 'living document' that adjusts based on new evolving information.
- Collaborate with local leaders and emergency services for a more robust plan.

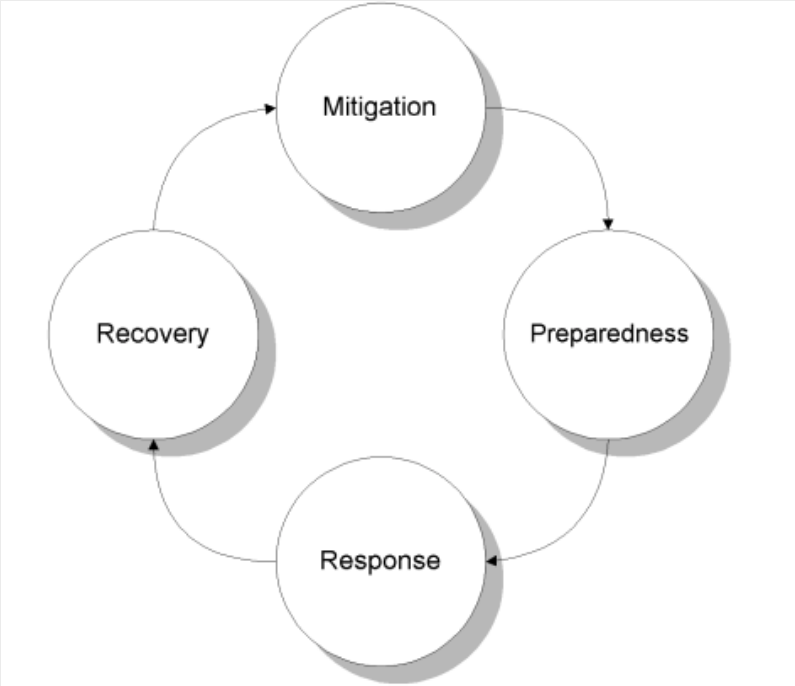
4. Share Your Plan

- Share your plan with your staff
- Share it with your emergency services, partners, and key stakeholders
- Update it
- As it evolves, improve, adapt it

Resources

Understanding the Emergency Cycle

- Mitigation: Steps taken before a disaster to minimize impact.
- Preparedness: Planning for a disaster response.
- Response: Immediate actions during and after the disaster.
- Recovery: Long-term restoration and rebuilding. Return to mitigation.

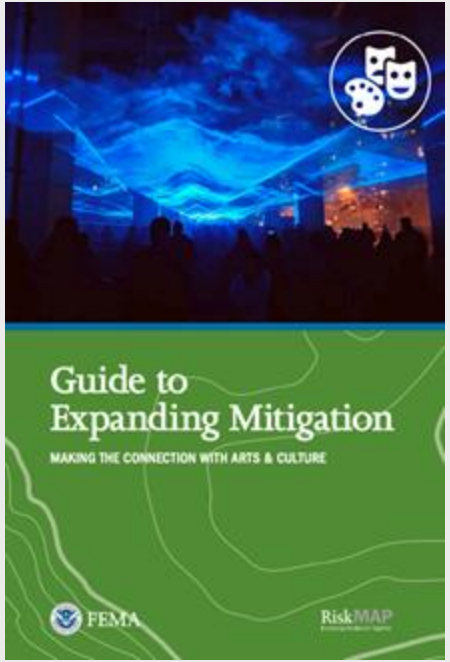


Source: FEMA's Emergency Management in the United States

Resource 1. FEMA's Focus on Arts & Culture

FEMA recognizes arts and culture as essential for community recovery and mitigation.

- Fact Sheet on all programs FEMA offers
- Disaster Assistance: available in declared disasters. See FEMA.gov/disaster
- Full guide to expanding mitigation and recovery;
- The FEMA ArtWorks Program raises awareness about flood mitigation.



Download the guide

Resource 2: National Heritage Responders

The **National Heritage Responders**, is a team of trained conservators and collections care professionals administered by the Foundation for Advancement in Conservation, are available 24/7 to provide advice and guidance.

National Heritage Responders at NHRpublichelpline@culturalheritage.org.

- **In case of emergency: The National Heritage Responders**
  - Cultural institutions, arts organizations, and artists and performing groups can call the National Heritage Responders hotline.
  - NHR emergency help line: **202-661-8068** or emergencies@culturalheritage.org

Resource 3: HENTF

- Heritage Emergency National Task Force (HENTF), a public-private partnership between FEMA and the Smithsonian Institution
- Supports response and recovery efforts the arts and culture sector as well as the public.
- The Smithsonian Cultural Rescue Initiative and HENTF share materials to be fully prepared, including related to emergencies, conservation, and archives.
- Cultural Resources from the Smithsonian: https://culturalrescue.si.edu/resources
- **HENTF's Save Your Family Treasures** guidance is available at www.fema.gov/assistance/save-family-treasures

Resource 4: Craft Emergency Relief Fund

- **Craft Emergency Relief Fund (CERF+):** Studio Protector Guide for artists, grants, emergency funding, resources, training, and more.
  - Follow/share **@cerfplus**

- Review the **CERF+ Studio Protector Guide to create your readiness plan**
  - Intended for artists but applies to all arts organizations as well
  - Includes suggestions for inventory, insurance, and more
  - https://cerfplus.org/wp-content/uploads/2024/09/CERF-The-Studio-Protector-Guide-web.pdf

Resource 5: dPlan | ArtsReady

- Review South Arts ArtsReady Guide's *12 Basic Readiness Must Haves* for a great checklist.
- Fill out the **Pocket Response Resource (PRR)**
    - dPlan|ArtsReady includes a free Pocket Response Resource, a two-page customizable template which includes a library of basic emergency-planning resources. https://www.nedcc.org/free-resources/disaster-assistance/dplan-artsready/prr-library
- Develop/update your **crisis communications plan**. For help, visit https://www.ready.gov/business/emergency-plans/crisis-communications-plans
    - **Sample crisis communications plan:** https://www.nedcc.org/assets/media/documents/dPlan/0203-samplecrisiscommplan.pdf
- For additional planning, visit https://www.artsready.org

Resources 6-7: NCAPER and Air Collaborative

- **NCAPER:** Advocating for improved disaster service to artists, arts organizations, and businesses. Offering a coordinated system of communication, information sharing, phone calls.
  - Crisis Analysis and Mitigation (CAM) Coaching
  - Performing Arts Readiness
  - dPlan ArtsReady partner
  - Rapid Impact Assessment Forms
  - Learn about Maui wildfire response on their blog
  - Follow/share on **Instagram @ncaper2006 | Facebook @ncaper**

- **Air Collaborative:** Emergency management workshops in communities. Partner with NCAPER for community mitigation workshops and CAM Coaching.

More than half a million North Carolinians under disaster declaration after Hurricane Helene were at high social vulnerability to disasters

– Census.gov, October 11, 2024

Preparedness Impacts Access

- Use interactive map to see social vulnerability in your community https://www.census.gov/topics/preparedness.html

Source: https://www.census.gov/library/stories/2024/10/hurricane-helene.html

MID-AMERICA ARTS ALLIANCE

EMPOWERING COMMUNITY THROUGH ART

Contact me: Elizabeth Stehling Snell
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Download the presentation with links here

Credits

Credits have been included throughout this presentation, but also include knowledge and summaries from the AIR Collaborative Engage and Shift workshops focused in Crisis Mitigation and Disaster Preparedness.

Resources have been compiled from many sources, webpages, blogs, and lists including AIR Collaborative, CERF+, FEMA, HENTF, Smithsonian Institution, South Arts, Ready.gov, ArtsReady.org, NCAPER, Census.gov, National Endowment for the Arts, NEDCC, CoSA, and Mid-America Arts Alliance.

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Open Floor for Questions & Knowledge Sharing