



DSPN

Disaster
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Continuity IQ

Fast Facts for our Valued Friends and Clients

October 2008

Here are some tips and brain teasers about current events from your friends at Disaster Survival Planning Network (DSPN). In this issue, we provide information about plan awareness. If you'd like to forward this message to your colleagues, just click the "Forward Email" link at the bottom of this page.

Fast Facts about Plan Awareness

Did you know...

- When people are aware of what they should do in a disaster, plans work better. After the horrendous 2005 experience of Hurricane Rita - in which many Houstonians faced 20-hour-plus slogs to Dallas, Austin and San Antonio and in which 110 evacuees died en route - officials took steps to shore up deficient evacuation plans. Because of a persistent educational campaign, people who lived outside the surge zones largely stayed home during Hurricane Ike. As a result, roads were less clogged for coastal residents, and a new public-private partnership ensured the availability of fuel along the way.
- Business continuity programs must be visible to be effective. It's not enough to have an up-to-date plan in a binder on your shelf. Everyone must understand that the organization has a contingency plan and that everyone has a role to play should a massive emergency occur.
- A good way to enhance plan awareness is to create a custom logo for your program, perhaps derived from your organizational logo's colors and shapes. Once created, you can put it on every document and ring binder you produce. Then people who don't recognize it will ask about it.
- If your budget allows you to purchase miscellaneous items, you can give logo-imprinted trinkets to employees as they arrive at work. Some companies even distribute logo-imprinted emergency kits which employees can keep at their desks.
- You can also place your business continuity logo on the homepage of your organization's employee intranet.
- One way to develop plan awareness is to ask your executives to present awards to the employees who have contributed the most to your program. If your organization already has an awards program, this could be as simple as adding a new award category and recommending the names of the recipients..
- A good way to enhance the skills of your departmental coordinators is to create a forum that

allows them to share ideas about improving their plans.

- Guest speakers usually stimulate good discussion at a meeting of departmental coordinators. A good place to look for a guest speaker is at your local office of emergency services, or perhaps at another company in your area that has a mature business continuity plan.
- A good way to train damage assessment teams is to equip them with damage assessment checklists and building plans.
- Some organizations enhance the skills of their emergency response teams by creating an exercise that allows the teams to compete with each other while demonstrating their skills.

Brain Teasers

True or False

1. In advertising lingo, an "impression" occurs every time a member of the target audience views an ad.
2. April is observed as Earthquake Awareness Month in California.
3. All of the following organizations have local chapters where you could potentially find a guest speaker for your next internal meeting: ACP, ASAP, BICEPP, BRMA, CPAC, CPARM, CPE, CREW, NEDRIX.
4. The remnants of Hurricane Ike swept through the Midwest, cutting power to about 2 million customers in Ohio.
5. In the wake of Hurricane Ike, T-Mobile offered complimentary Wi-Fi Internet service making access free of charge for customers and non-customers alike.

Check your answers here...

Answers to the above questions:

1. *True.* Ad agencies price campaigns by the number of "impressions" they create. In business continuity, you can raise awareness of your program by creating more "impressions" of it.
2. *True.* In Hawaii, April is Tsunami Awareness Month, and in Washington, September is Weather Radio Awareness Month.
3. *True.* To find contact information for these professional associations and many more, [click here](#).
4. *True.* "We are very familiar with ice storms and tornadoes and those kinds of physical events," commented one spokesperson in Ohio, "but never have we been hit by the impact of the hurricane that came through."
5. *True.* On Galveston Island, T-Mobile's network remained partially operational throughout the storm, despite being heavily damaged.

Readiness Check

Hard-to-remember details:

1. Do you regularly leverage advertising provided by the various public awareness programs?
2. Is business continuity represented when your company holds recognition and awards ceremonies?
3. Do you host regular meetings with your departmental coordinators?

4. Have you created a custom logo to promote employee awareness of your program?
5. Do you regularly invite guest speakers to meetings with your departmental coordinators?

Thank You for Visiting Our Booth

Many of you visited our exhibit area at the Disaster Resource Guide Conference in San Diego September 14-16. It was a pleasure to shake your hand! We look forward to seeing you at the [Continuity Insights Conference](#) in Phoenix, April 27-29, 2009.

Comments and Contributions

Tell us what you think...



Thanks to all of you have sent us comments about this mailing.

In responding to recent incidents, did you discover an interesting detail that you would like to share with our readers? If so, send it along and we'll consider it for a future issue. If you want us to print a comment or submission about your company, be sure to give us permission when you write.

[Paul Klier](#)

Popular Services from DSPN

One effective method to help your executives become more aware of their roles during a disaster is to invite them to participate in a tabletop exercise. DSPN can help you design and conduct such an event. These events are engaging and cost effective. Your executives will enjoy themselves, even though they are being challenged.

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