

Meta-Leadership Summit for Preparedness

SUCCESS STORY

CALIFORNIA

Meta-Leadership in California: Leveraging Partnerships without Extra Resources

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“... (The Summit) propelled and expanded our work ...”

“Our work at “CalEMA” (California Emergency Management Agency) has definitely been propelled and expanded by our experience with the Meta-Leadership Summit for Preparedness,” states Christina Curry. The private sector, in particular, has become a more strategic partner in emergency planning efforts for the agency. CalEMA’s partnership with private and non-profit partners has led to increased communication capacity, more involved community in preparedness planning and the execution of drills.

Bridging Communication “Gaps” by Partnering with the Private Sector

One outcome of the new relationships built with the private sector has been an increased focus on improved public communication strategies using emerging technologies for social networking. CalEMA is working with companies such as Facebook and Google, both of which are businesses that have a high interest in informing and educating the public in the event of an emergency. “Social networking is how many people get information now, how they keep in touch with their families and friends, and what they will use during an emergency. Coordinating with these providers helps us ensure people get information and direction they need in a crisis,” Curry explains.

Working Together to Reach More During National Preparedness Month

Another outcome using a Meta-Leadership approach was the engagement of the business and nonprofit sectors in Preparedness Month which was held in September 2011. Three successful events were held in Sacramento, Los Angeles, and San Francisco, and all included booths, games and demonstrations. The events were presented in conjunction with local governments, the American Red Cross, and private agencies.

Coordinating Large-Scale Planning Events for the Whole Community

Curry highlights The Great California ShakeOut [<http://www.shakeout.org>], as another example of community-wide preparedness. The ShakeOut is an extremely successful earthquake preparedness and awareness drill that was held on October 20, 2011 at 10:20 am. The drill included over 8.6 million participants. Due to the success of the drill, the California’s ShakeOut has become a model for similar events both within California, other states, and even other countries. An earthquake exercise called “Golden Guardian” is planned for 2012 to test the Southern California Catastrophic Earthquake Plan, which will focus on lifelines such as ports, water, utilities and care/shelter needs. Private sector partners, including both businesses and nonprofit agencies, will be key exercise participants. “Each time that we come together, we create building blocks toward better preparedness. We are leveraging partnerships without extra resources. More leads to more. Getting to know one another in advance, without a doubt, best enables us to resolve issues during an emergency.”

The Meta-Leadership Summit for Preparedness empowered business, government and nonprofit leaders to act together in times of crisis. The five-year initiative connected 5,000 business, government and nonprofit leaders in 36 communities. For resources and more information about Meta-Leadership visit the [CDC Foundation Meta-Leadership Website](#).



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