



What are the Benefits to the Community with a Good CERT Program?

The Program will:

- Foster a greater spirit of community unity (we work together from the top leadership down to each citizen).
- Citizens feel empowered to help each other
- Citizens feel a part of their neighborhood & greater community.
- Community leaders stay in closer touch with needs of their citizens
- Augment professional responders when needed in a disaster.
- Increase community leadership situational awareness
- Provide additional manpower when needed
- Fulfill other disaster related unfilled needs: (1st aid, sandbagging, animals, POD distribution, S&R, lost children, Firefighter rehab, shelter assistance).
- Increase community resiliency to disasters
- Puts needed skills for preparedness, response, and recovery into the hands of everyday citizens
- Promotes a common communitywide operating picture and organization



Overcoming Reluctance to a CERT Program

Too Much Liability to run a CERT program!

- Good, well planned and executed Basic CERT Training for volunteers
- Well trained and motivated Program Manager with good management practices and policies which are then followed by all volunteers
- Provide ongoing Refresher Training for volunteers at all levels
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CERTs takes over everything and everybody!

- Initial training and ongoing refresher CERT Training with community leaders
- Have combined drills / training with traditional 1st responders
- Policy / Program Manager or CERT leadership deals with personality issues
- Use CERTs for Community celebrations & Planned Events

Don't have time or manpower to run the program!

- Find a Good Volunteer as a Program Manager and get them trained
- Establish Good Program Policies and procedures
- Start your program small and grow carefully and consistently

Don't have the financial or material Resources!

- Start slowly / Grow incrementally overtime
- Focus on the Basics
- Partner With Neighboring Jurisdictions
- Create a 501 C 3 organization to which people can make charitable donations

Volunteerism in our community is low / we don't have enough volunteers!

- Use your Public education campaign / Word of Mouth - Fosters Good program reputation over time
- Non-disaster related CERT program Identification – T shirts, hats,
- Utilize who you do have for Community events

Too much work to educate the public about CERT !

- Visit Community Council Meetings to gain support
- Utilize Community Events and Preparedness fairs to promote CERT
- Participate in National Preparedness Month & ShakeOut day activities
- Websites / social media campaigns
- Neighborhood exercises

Not Enough disasters to keep volunteers motivated

- Utilize opportunities with Community Planned Events
- Drills & hands –on exercises involving the community