



Emergency Social Services Forum: Sharing Solutions

Tuesday, November 6, 2012

9 am – 4:30 pm

Woodvale Community Facility
(located on the Mill Woods Golf Course)
4540 50 Street NW, Edmonton, Alberta

Registration Information:

Forum cost: \$100.00

Online Registration: [Emergency Social Services Forum 2012
http://essforum.eventbrite.com](http://essforum.eventbrite.com)

(If Online Registration does not work for you please email us at:
abessforum@gmail.com)

ESS Forum hotel special:

Four Points By Sheraton Edmonton South
7230 Argyll Road, Edmonton, AB
1-780-465-7931

Forum Block: ESS Forum 2012

Forum Confirmation #: CRN05G

Room Rate: \$115/night (plus taxes)

For more information, please contact Bonnie Stearns at bonnie.stearns@reddeer.ca

Sponsored by the Emergency Social Services Network of Alberta

Schedule: Tuesday, November 6

8 – 8:45 am	Registration
9 – 9:15 am	Welcome
9:15 – 10:45 am	Vulnerability and Emergency Social Services (Elaine Enarson)
10:45 – 11 am	Break
11 am – 12 pm	Session A – Social Media: Reaching Citizens Online (Jason Cameron) Session B – Community Development Approach to ESS (Scott Cameron) Session C – Building Sustainable ESS Programs (Amanda Herbert)
12 – 1 pm	Lunch & Networking
1 – 2:30 pm	Emergency Social Services ICS Structure to Manage Disaster Events in British Columbia (Carolyn Sinclair)
2:30 – 2:45 pm	Break
2:45 – 4 pm	Session D – Transition to an ICS Structure for Emergency Social Services: Strategies and Outcomes (Debbie Williams) Session E – ESS Volunteer Management (Carolyn Sinclair) Session F – After the Aftermath: Developing a long term Recovery Committee (NGO)
4 – 4:30	Draws ESS Forum Questionnaire Closing Remarks

Sessions & Presenters

Morning Keynote Presentation

Vulnerability and ESS

Dr. Elaine Enarson

The presentation will focus on understanding social vulnerability in order to reduce it, highlighting ten key findings from contemporary disaster research on global and Canadian case studies. Practical ways for putting this hard-won knowledge about disaster vulnerability to use in emergency social service work will be identified, along with the core values and policies that enable this.

Presenter:

Dr. Enarson is an American disaster sociologist based in Colorado who currently teaches undergraduate and graduate emergency management students part-time through US and Canadian universities. Formerly at Brandon University in the Applied Disaster and Emergency Studies department, her most recent publication is *Women Confronting Natural Disaster: From Vulnerability to Resilience*.

Afternoon Keynote Presentation

Emergency Social Services ICS

Structure to Manage Disaster Events in British Columbia

Carolyn Sinclair

This presentation will provide an overview of how and why British Columbia moved to management of Emergency Social Services using an ICS structure. After 9 years of ICS implementation, well-established operating guidelines, protocols and training are common among all municipalities across the Province. Carolyn will also share some of her real-life experiences managing reception centres in disasters, including the benefits and challenges of using the ICS model. What is the benefit of using a common operating model for the delivery of ESS between the two provinces? How can Alberta and British Columbia support one another in the event of a major disaster, including an earthquake, tsunami or tornado?

Presenter:

Carolyn Sinclair is a Forensic Anthropologist in her professional life and is currently the Executive Director, British Columbia Police Victim Services. Carolyn has dedicated 20 years as a volunteer; she is currently with the New Westminster Police Department Emergency Services of which ESS is included. She is an instructor for the Justice Institute of Emergency Management Division and delivers ESS training across the province of BC and Canada.

Sessions & Presenters

Session A

Social Media: Reaching Citizens Online Jason Cameron

The City of Calgary is a national example of how to reach citizens online. Using blogs, Facebook and Twitter, citizens are connected with the City from front-line response staff to Mayor Nenshi himself. During an emergency, timely information could save lives. This presentation will explore the role of social media to help Emergency Social Services better understand the event and support citizens as they recover.

Presenter:

Jason Cameron has spent the last ten years with Community and Protective Services with the City of Calgary, developing strategies for citizens, police, fire and even pets. With the Calgary Emergency Management Agency, Jason's efforts have focused on critical infrastructure, interdependencies and situational awareness during emergencies. In the immediate aftermath of the devastating Slave Lake Fires of 2011, Jason was able to put lessons learned into practice as he lead short-term recovery and re-entry planning, restoring critical services and enabling the safe return of some 7000 displaced residents.

Session B

Community Development Approach to ESS Scott Cameron

Engaging Evacuees – during the northern Alberta wildfires of 2011, The City of Red Deer provided support to the reception centre established in Smith, AB. Over the six-day period that the team lived among evacuees, a strategy was implemented that transformed the culture within the reception centre from 'service for' to 'service with'. This session will explore, through stories and examples, some common principles of community development that became keys to success for the operation of a prolonged reception centre.

Presenter:

Scott Cameron is the Manager of Social Planning for The City of Red Deer, and was team lead for a group of City employees dispatched to support the reception centre in Smith, AB. Scott has been involved in Red Deer's Emergency Social Services (ESS) program for the past twelve years and is one of the original members of the ESS Network of Alberta.

Sessions & Presenters

Session C

Building Sustainable ESS Programs Amanda Herbert

If we take the time to critically analyze our ESS programs in day-to-day operations, we will undoubtedly find aspects of these programs that are not sustainable in the long term. Taking into consideration human resources, time management, materials management, budget, training, leadership, etc., it is important to find ways to incorporate sustainability into our programs. This presentation will cover some of the common issues faced by ESS programs and discuss some practical solutions for building programs to endure.

Presenter:

Amanda Herbert is the Emergency Social Services Coordinator for the Regional Municipality of Wood Buffalo. Prior to moving to Fort McMurray in May 2011, she was the Province Lead, Disaster Management for the Canadian Red Cross for Manitoba. Amanda has coordinated organizational responses to several emergencies, including the 2008 Northern Manitoba fires and the 2009 Manitoba floods. In 2004, Amanda received a BA in Geography from the University of Regina; she completed a BA (Honours) in Applied Disaster & Emergency Studies with a Minor in Rural & Community Studies from Brandon University in 2010.

Session D:

Transition to an ICS Structure for Emergency Social Services: Strategies and Outcomes Debbie Williams

The City of Calgary has undergone a significant change in the delivery of the ESS program, including the transition to ICS as the structure for activation. This session will cover benefits and challenges, the case for change, leadership alignment and the change management process. This structure is used very successfully in the Province of British Columbia; the City of Calgary has benefited from learning their system and will share the process, training and resources needed for anyone considering moving to an ICS structure.

Presenter:

Debbie Williams has been with the City of Calgary for over 25 years, holding various positions in Recreation, Community and Neighbourhood Services and Strategic Planning and Policy. Currently a Business Continuity and Recovery Planner with Calgary Emergency Management Agency, she has developed long-term strategic recovery operations for the City of Calgary and is responsible for the Emergency Social Services program. Debbie participated in the ESS program as a staff volunteer for several years prior to taking on the leadership role for ESS.

Sessions & Presenters

Session E

ESS Volunteer Management
Carolyn Sinclair

The Province of BC ESS is an entirely volunteer-based program. Carolyn Sinclair has been working with and training ESS volunteers for several years and will be sharing strategies, processes and resources that support a volunteer-based ESS program.

Presenter:
See Keynote Speaker section on page 3

Session F

After the Aftermath: Developing a Long-term Recovery Committee
Information not available at time of print.

Acknowledgments

Emergency Social Services Forum
Planning Committee:

Bonnie Stearns – The City of Red Deer
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Sandi Misselbrook – NGO Council
Amanda Herbert – Regional Municipality of Wood Buffalo

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