



Presidential Policy Directive PPD/8
National Preparedness
Overview Briefing
Effective August 10, 2011



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PPD-8 Program Executive Office

Presidential Policy Directive/PPD-8

National Preparedness

- Aimed at “strengthening the security and resilience” of the U.S. through “systematic preparation for the threats that pose the greatest risk to the security of the Nation”
- Signed March 30, 2011; replaces HSPD-8 and Annex 1
- PPD Implementation Plan delivered on May 27, 2011
- Requirements:
 - National Preparedness Goal
 - Description of a National Preparedness System
 - National Frameworks
 - Federal Interagency Operational Plans
 - Campaign to Build and Sustain Preparedness
 - Annual National Preparedness Report



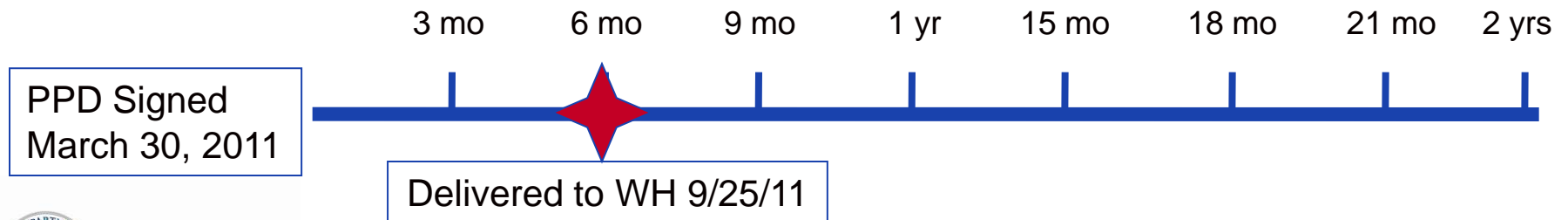
PPD Key Principles

- Employ an all-of-Nation/whole community approach, integrating efforts across federal, state, local, tribal and territorial governments and with private sector, community, non-governmental, and individual partners
- Use a risk-based approach to support preparedness
- Build core capabilities to confront any challenge
- Integrate efforts across Prevention, Protection, Response, Recovery and Mitigation
- Assess performance outcomes to measure and track progress



National Preparedness Goal

- Informed by the risk of specific threats and vulnerabilities – including regional variations
- Define the core capabilities and related performance objectives necessary to prepare for the specific types of incidents that pose the greatest risk to the Nation's security
- Addresses Prevention, Protection, Response, Recovery and Mitigation
- Emphasize actions aimed at achieving an integrated, layered, and all-of-Nation preparedness approach that optimizes the use of available resources

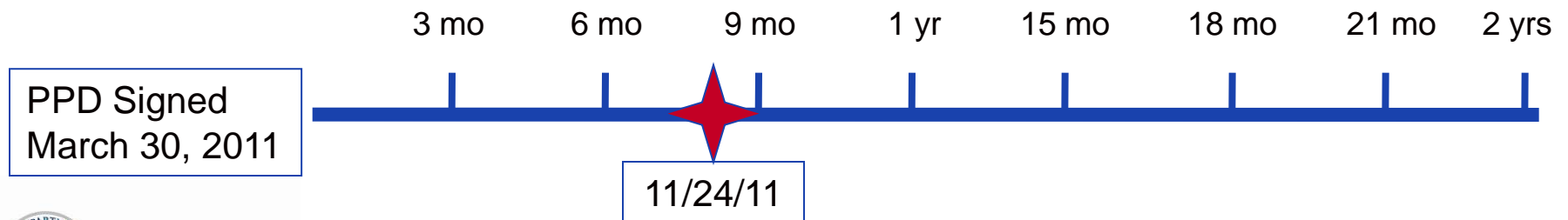


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National Preparedness System

- Provide a description of the national preparedness system – “an integrated set of guidance, programs and processes necessary to meet” the National Preparedness Goal
- Describes guidance for planning, organization, equipment, training and exercises to build and maintain capabilities
- Describes a national planning system comprised of national level frameworks focused on preparing capabilities and federal interagency operational plans to deliver capabilities



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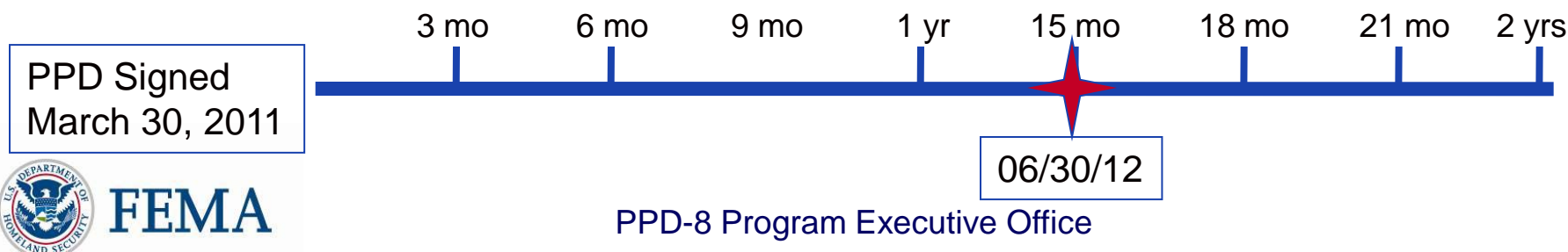
National Preparedness System (cont.)

- Resource guidance, including arrangements enabling the ability to share personnel
- Equipment guidance aimed at nationwide interoperability
- Guidance for national training and exercise programs
- Recommendations and guidance for businesses, communities, families and individuals
- Approach to assessment with consistent methodology



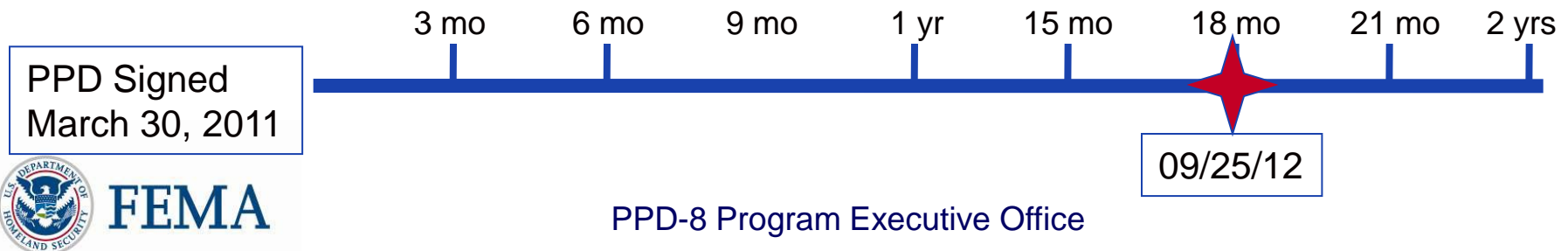
National Frameworks

- Intended to focus on the steps necessary to prepare to deliver capabilities – to include the alignment of key roles / responsibilities
- Not operational nor a detailed listing of affirmative actions
- Scalable, flexible and adaptable coordinating structures
- One framework each: Prevention, Protection, Response, Recovery, Mitigation
- Describe how actions taken in the framework are coordinated with relevant actions described in the other frameworks
- Develop state and local planning guidance based on each framework



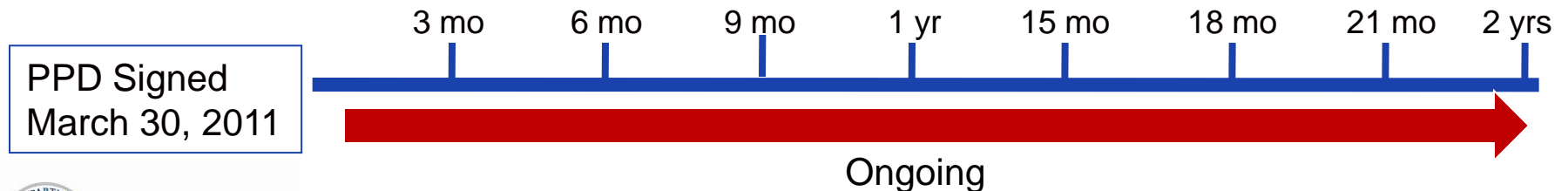
Federal Interagency Operational Plans

- Developed where needed to guide the execution of each of the five frameworks
- A more detailed concept of operations
- For integrating and synchronizing existing national-level federal capabilities to support F/S/L/T/T plans
- Description of critical tasks and responsibilities to include resource, personnel and sourcing requirements
- Specific provisions for the rapid integration of resources & personnel
- Consistent with CPG-101 where practical



Building and Sustaining Preparedness

- A comprehensive campaign to build and sustain national preparedness
- Public outreach and community-based and private-sector programs to enhance national resilience
- Federal preparedness and federal preparedness assistance are included in this effort
- National research and development efforts

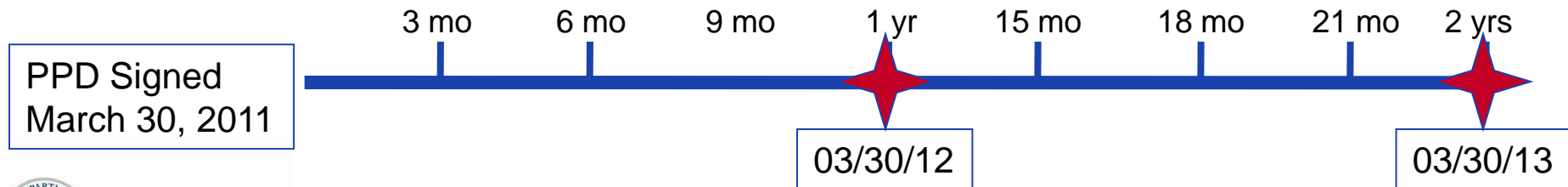


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National Preparedness Report

- A National Preparedness Report based on the National Preparedness Goal
- Coordinated with executive departments and agencies in consultation with the whole community
- Will provide a summary of the progress being made toward developing and maintaining the performance objectives required to provide the core capabilities described in the Goal



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Key Actions to Date

- Established a Program Executive Office (PEO) to support the implementation of PPD-8 and facilitate consensus building among the working group members and supporting outreach / engagement:
- Initiated working groups to address collaboration and coordination, NPG structure, outreach / engagement, and the approach to the Strategic National Risk Assessment
- Developed outlines for the NPG and National Preparedness System (NPS)
- Coordinated drafting of end-states, core capabilities and performance objectives – currently being circulated amongst working groups and external POCs for additional feedback
- Developing tools and processes to enable engagement within the PPD-8 timeframes
- Establishing project teams for the upcoming deliverables



State and Local Engagement

- Conducting targeted outreach during NPG development due to time constraints and leveraging existing structures, including representatives from the:
 - Criminal Intelligence Coordinating Council (CICC)
 - State, Local, Tribal, and Territorial Government Coordinating Council (SLTTGCC) / Sector Specific Coordinating Councils / related groups
 - National Advisory Council (NAC) Preparedness and Protection Sub-committee
 - Local, State, Tribal, Federal Preparedness Task Force
- Coordinating with the FEMA Regional Offices:
 - Leveraging the network of existing relationships they have forged with their respective stakeholders
 - Equipped them to conduct outreach to their states/locals
- To date, outreach has been conducted to more than 20 organizations, including the National Governors Association, National League of Cities, and the National Emergency Management Association, to ensure awareness of the effort.
- Stakeholder engagement for future PPD-8 deliverables will be broader and build upon lessons learned from the engagement during NPG development
- Common Contact: PPD8-Engagement@FEMA.GOV and <http://www.fema.gov/ppd8>



WHOLE COMMUNITY APPROACH TO EMERGENCY MANAGEMENT



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Change the Current Culture

- Fully engage our *entire* societal capacity (local citizens, private sector, non-governmental organizations and governmental agencies)
- Increasing individual preparedness
- Using communities as force multipliers to enhance resiliency of our Nation as a whole

In other words

Whole Community is a philosophical approach on how to think about conducting emergency management.



Three Foundation Principles

- Understand and meet the actual needs of the whole community
- Engage and empower all parts of the community
- Strengthen what works well in communities on a daily basis



Six Strategic Themes

- **Understand community complexity**
 - Build a realistic understanding of a community's daily life through communication and local engagement
- **Recognize community capabilities and needs**
 - Based on what the community would require and their collective capabilities
- **Foster relationships with community leaders**
 - There are formal and informal community leaders such as, council members, community organizers, nonprofit and business leaders, faith leaders and long term residents



Six Strategic Themes – Cont.

- Build and maintain partnerships
 - Foster relationships with multi-organizational partnerships and coalitions
- Empower local action
 - Let the communities identify priorities, organize support and implement programs building towards resilience
 - *NOTE: The emergency manager promotes and coordinates, but does not direct these conversations and efforts.*
- Leverage and strengthen social infrastructure, networks and assets
 - Invest in the social, economic and political daily life of a community and connect them to emergency management programs



A community centric approach

- It takes *all* aspects of a community to effectively prepare for, protect against, respond to, recover from and mitigate against disasters.
- It is critical that individuals take responsibility for their own self-preparedness efforts and that the community then works together to develop the collective capacity needed to improve the whole community's resilience.



Questions?



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