

CLEBURNE COUNTY
EMERGENCY MANAGEMENT
AGENCY
141 Davenport Drive
Heflin, AL 36264



To the CLEBURNE COUNTY RESIDENT at

EMA uses a four-phase approach to 'manage' emergencies - mitigation, preparedness, response and recovery. The cycles are a framework for understanding an emergency and how to prepare for it, how it unfolds

CLEBURNE County LINES

SEPTEMBER 2010

Volume IX, Issue 2

WHAT IS EMA?

You may be familiar with Cleburne County Emergency Management Agency (EMA). You may have seen ads advising you to Be Ready, received their publications in the mail or heard an EMA spokesperson on local news programs. But, do you know what EMA is?

EMA uses a four-phase approach to 'manage' emergencies - mitigation, preparedness, response and recovery. The cycles are a framework for understanding an emergency and

how to prepare for it, how it unfolds and how to cope when one occurs. Throughout the cycles, EMA acts as a central manager. It identifies and coordinates resources, facilitates communications among community organizations and plays other roles to move the county through the cycles.

"Emergency managers play a critical coordination role to have resources and systems in place to help their community recover from a disaster," said Dr. Jane Kushma, Associate Professor of Emergency Management at Jacksonville State University. "Their work beforehand helps save time and money when a disaster happens."

Mitigation and preparedness activities occur before an emergency. During mitigation, steps are taken to make the community less vulnerable to loss of life and/or property. Building codes, land use regulations and insurance are efforts to reduce risk and lessen the effects of a disaster. Preparedness includes developing response plans, educating the community and conducting training and exercises.

"What you can't prevent, you can plan for. Training and exercise allows responders to improve their skills and test emergency plans before a real-world event occurs," said Steve Swafford, Cleburne County EMA Director. "Our community education campaigns remind residents to create and practice their plan as well."

Immediately after a disaster strikes, EMA and other response agencies begin life-saving activities such



Disaster resilience capitalizes on community resources such as volunteers. Volunteers are critical to disaster response and recovery. To learn how you can help, contact Cleburne County EMA at 256.463.7130 or American Red Cross at 256.236.0391.

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Cleburne County EMA's Mission To Protect People and Property

This is accomplished through:

Planning – Having plans, details and assignments in place prior to disaster events occurring in order to reduce confusion and expedite Government's role in protecting its citizens and returning the community back to a state of normalcy. Examples are the County's Emergency Operations Plan and the County Local Emergency Planning Committee which serves as a forum for addressing emergency planning between all response departments, industry and government.

Mitigating – Reducing the level of threat or risk posed to the public. Involves taking steps to make the community more disaster resistant. Examples are installing outdoor warning sirens and educating the public as to how to protect themselves.

Training – Providing training to individuals who have response roles during emergencies, thus providing them a greater level of capability in performing their roles.

Coordinating – Serving as a coordinating agency between Local, State and Federal agencies in addressing the County's needs as a whole in the time of disaster.

Exercising – Conduct yearly disaster drills that incorporate many different facets of emergency response.

Responding – Manning the Emergency Operations Center and serving as a centralized information and coordination point for the County during times of disaster or community emergency.

Recovering – Address and apply for State and Federal disaster declarations and manage damage assessment and the claims process for Cleburne County. This includes disaster assistance for the uninsured (residential and business) and Federal governmental assistance to the County and Municipalities.

conducting search and rescue operations, opening shelters and facilitating evacuations. When the immediate threat has passed, work begins to meet new demands that have been caused by the disaster. In the early recovery period, EMA and other agencies take actions to help reduce casualties, prevent further property damage and expedite the communi-

ty's recovery time. Short-term efforts may include debris removal, coordinating assistance from state and federal agencies and identifying needs created by the disaster. Long-term recovery may include rebuilding infrastructure and other efforts to bring the community back to normalcy.

"While considering the long-term recovery, emergency managers also

begin to think about how to mitigate for the next disaster. They apply lessons learned from the current event to improve their community's ability to respond and recover from a future event," said Kushma. "Ultimately those actions create safer communities and improve our quality of life."■



The Cleburne County Health Department offers the WIC Program as a smart idea for better health.

WIC (Women, Infants and Children) is a special supplemental Nutrition Program for Women, Infants & Children. To be eligible you must be:

- A pregnant woman
- A breastfeeding woman
- A woman who just had a baby
- An infant or child under 5 years old

WIC provides nutrition information on healthy foods for you and your family as well as nutrition foods. You will have the opportunity to talk with a registered dietitian regarding your family's nutritional needs.

Get Growing with WIC the smart idea for better health

Pregnant women and children through five years old may receive milk, eggs, cheese, juice, cereal, dried beans and peas or peanut butter. Fresh fruits and vegetables have just been added to the WIC approved foods. Breastfed infants receive a variety of baby foods, including infant cereal, fruits, vegetables and meats when age appropriate. Breastfeeding mothers may receive breast pumps as well. Non breastfed infants receive infant formula plus infant cereal, fruit and vegetables at the appropriate ages.

To be eligible for WIC, there must be a nutrition reason and limited income. Families who qualify for Medicaid, Food Stamps and Temporary Assistance to Needy Families (TANF), already income qualify for WIC.

To be eligible for WIC you must:

- Meet income guidelines
- Be a resident of Alabama
- Be seen by a health professional at the WIC clinic ■

TO BE ELIGIBLE FOR THE WIC PROGRAM YOU MUST:

- Meet income guidelines
- Be a resident of Alabama
- Be seen by a health professional at the WIC clinic

AND MEET ONE OF THE FOLLOWING CRITERIA:

- Be a pregnant woman
- Be a breastfeeding woman
- Be a woman who just had a baby
- Have an infant or child under 5 years old

LEARN MORE ABOUT WIC

Cleburne County Health Dept.
90 Brockford Rd.
Heflin, AL 36264
256.463.2296

Sarrell Clinics Serve Children



Poor dental health and problems with vision create difficulties for anyone but they can be especially devastating for children. Dental problems can affect a child's overall health and self-esteem while poor vision can be an obstacle to a child fully participating in their education.

Sarrell Dental and Vision Clinics offer a resource for children who are eligible for Medicaid or ALL Kids insurance benefits. Their dental clinics are located in Heflin, Anniston, Athens, Bessemer, Boaz, Enterprise, Leesburg and Talladega. The vision clinics are located in Heflin, Anniston, Bessemer and Boaz.

Through their dental clinics, Sarrell provides access to comprehensive care to underserved children who are eligible for Medicaid and ALL Kids insurance as well as oral health screenings and dental health education for Alabama's preschool and school-aged children.

Sarrell is a non-profit organization and the largest dental practice in Alabama. In 2009, more than 55,000 treatments were performed and more than 75,000 treatments are projected for 2010. To learn more about the Sarrell Clinic in Heflin, call 256.463.2700 or visit :

www.sarrelldental.org

Plan Now.
Work Together.
Be Ready.



Did You Know?

- Only 57% of people report that they have readiness items set aside in their homes for use in disaster
- Just 34% of people have readiness supplies in their car
- Less than half of households have an Emergency Plan and yet...
- 42% of individuals report that they would need help during a disaster

**Preparedness is everyone's responsibility.
Are you Ready?**

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit ready.gov or call 1-800-BE-READY, TTY 1-800-462-7585

1 Data from Personal Preparedness in America: Findings from the 2009 Citizen Corps National Survey

NATIONAL PREPAREDNESS MONTH

September 2010 | ready.gov

Know the Rules of School Bus Safety

All students should know where the Danger Zone is around a school bus. The Danger Zone is the area on all sides of the bus where children are in the most danger of being hit. Children should stay ten feet away from the bus (or as far away as they can) and never go behind it. They should take five giant steps in front of the bus before crossing, so they can be seen by the driver.

School buses are nearly eight times safer than passenger vehicles, but children must take care when boarding or leaving the bus. While an average of seven school-age passengers are killed in school bus crashes each year, 19 are killed getting on and off the bus.

Most of those killed are children, five to seven years old. They are hit in the danger zone around the bus, either by a passing vehicle or by the school bus itself. It is illegal for a vehicle to pass a bus with its red light flashing.

Young children are most likely to be hit because they:

- hurry to get on or off the bus,
- act before they think and have little experience with traffic,
- assume motorists will see them and will wait for them to cross,
- don't always stay within the bus driver's sight, or

- drop something as they get off the bus and run into the path of the bus to pick it up.

Teach your child school bus safety rules:

- When getting on the bus, stay away from the danger zone and wait for the driver's signal. Board the bus one at a time.
- When getting off the bus, look before stepping off the bus to be sure no cars are passing on the shoulder (side of the road). Move away from the bus.
- Before crossing the street, take five "giant steps" out from the front of the bus, or until the driver's face can be seen. Wait for the driver to signal that it's safe to cross.
- Look left-right-left when coming to the edge of the bus to make sure traffic is stopped. Keep watching traffic when crossing.

Review your school's behavior policy for riding a school bus. Safety tips you can take:

- Supervise children to make sure they get to the stop on time, wait far away from the road, and avoid rough play.
- Teach your child to ask the driver for help if he drops something near the bus. If a child bends down to pick up something, the driver cannot see him and the child may be hit by the bus. Have your child use a backpack or book bag to keep loose items together.

- Make sure clothing and backpacks have no loose drawstrings or long straps, to get caught in the handrail or bus door.
- Encourage safe school bus loading and unloading.
- If you think a bus stop is in a dangerous place, talk with your school office or transportation director about changing the location.

Learn traffic laws for school bus safety: Laws exist to protect children getting on and off the bus and protect you from a tragedy. Check with your school or police department for more information on your state's laws.

Here are some rules:

- Vehicles must stop when the bus displays flashing red warning lights and extends the stop signal arm. Vehicles may not pass until the flashing red lights and signals are turned off.
- Vehicles traveling in the same direction and opposite direction as the bus are required to stop.
- Never pass on the right side of the bus, where children enter or exit. This is illegal and can have tragic results.

Violation of these laws can result in a citation and fine. In many places, school bus drivers can report passing vehicles. Contact your local law enforcement agency to learn more about traffic laws for school bus safety. ■

Safety tips courtesy of the National Highway Traffic Safety Administration

