

## Safeguard Iowa Partnership



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## Safeguard Iowa Partnership Who we are

- Created in 2007 by the Iowa Business Council along with the Iowa Department of Public Health, Department of Public Safety and Iowa Homeland Security and Emergency Management
- Strengthen the capacity of the state to prevent, prepare for, respond to, and recover from disasters through public-private collaboration
- Over 160 public and private partners
  - City, county, state and federal partners
  - Small, medium and large for-profit and not-for-profit

## Safeguard Iowa Partnership Strategy

- Foster relationships between public and private entities to achieve collaborative results.
- Facilitate and improve communication among public and private entities.
- Ensure effective resource management.
- Provide education and development opportunities in support of our mission.

## Initiative Team 1: Resources and Preparedness

- Create an inventory of business resources, equipment, and expertise resident in Iowa to enhance preparedness in advance of a crisis
- Develop and implement procedures for requesting and coordinating resources
- Provide support for recruiting businesses to register emergency response resources


## Initiative Team 2: Communication and Coordination

- Recruit and train Safeguard Iowa Partnership representatives for the State Emergency Operations Center seat.
- Ensure comprehensive, effective and tested communication system.



## Initiative Team 3: Education and Exercises

- Conduct exercises that validate the functionality of Safeguard Iowa Partnership.
- Develop and implement an education plan for Safeguard Iowa Partnership members and non-members.
- Develop and share a resource library of preparedness planning tools.



### Initiative Team 4: Partnership Development and Outreach

- Implement a funding strategy for Safeguard Iowa Partnership.
- Implement Safeguard Iowa Partnership strategic plan for growth and public outreach
- Build on efforts to be inclusive, collaborative, and to broaden participation

### Initiative Team 5: Partnership Marketing and Public Awareness

- Develop and implement marketing plan
- Develop and implement media communications plan to publicize public and private cooperative actions to ensure preparedness and resiliency
- Introduce Safeguard Iowa Partnership to elected officials and other key stakeholders
- Develop and implement communication materials to increase public awareness
  - Website [www.safeguardiowa.org](http://www.safeguardiowa.org)
  - Twitter [www.twitter.com/safeguardiowa](http://www.twitter.com/safeguardiowa)

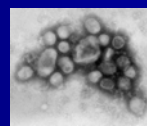
### Events Lessons Learned

- 2008 severe weather
  - Activated to state emergency operations center and multiple county emergency operations centers
  - Daily situation reports distributed via e-mail
  - Single point of contact for business community
  - Private businesses donated resources
  - Interaction with federal private sector offices, U.S. Chamber of Commerce Business Civic Leadership Center, and local, state and national associations



### Events Lessons Learned

- 2009 Novel Influenza A (H1N1) outbreak
  - Activated to Iowa Dept. of Public Health internal emergency coordination center
  - Daily situation reports and information from international, national, state and local partners posted to HSIN-SIP portal
  - Single point of contact
  - Resources – pandemic flu stockpile
  - Gathered information on business actions



### Safeguard Iowa Partnership Partners

<ul style="list-style-type: none"> <li>■ 3M</li> <li>■ ACES</li> <li>■ AEGON USA</li> <li>■ Alliant Energy</li> <li>■ AlliedBarton Security Services</li> <li>■ Allied-Nationwide Ins.</li> <li>■ American Home Shield</li> <li>■ American Security and Investigations</li> <li>■ American Red Cross</li> <li>■ Ankeny Fire Department</li> <li>■ ASIS International</li> <li>■ Assurant</li> <li>■ Aviva USA</li> <li>■ Bank of America</li> <li>■ Bankers Trust</li> </ul>	<ul style="list-style-type: none"> <li>■ BOMA Iowa</li> <li>■ Buchanan County Public Health</li> <li>■ Cargill, Inc.</li> <li>■ Center for Siouland</li> <li>■ Central Community Hospital</li> <li>■ City of Des Moines</li> <li>■ City of Pella</li> <li>■ City of Rolfe</li> <li>■ Community Action Agency of Siouland</li> <li>■ Conley Group</li> <li>■ Contemporary Services Corp.</li> <li>■ Continental Western Group</li> <li>■ Control Installations of Iowa</li> <li>■ CUNA Mutual Group</li> <li>■ Dallas County Emergency Management</li> </ul>
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### Safeguard Iowa Partnership Partners

<ul style="list-style-type: none"> <li>■ DavenportOne</li> <li>■ Deere &amp; Company</li> <li>■ Des Moines County Emergency Management</li> <li>■ Des Moines Police Dept.</li> <li>■ Des Moines Public Schools</li> <li>■ Des Moines University</li> <li>■ Dickinson County Emergency Management</li> <li>■ EFCO Corporation</li> <li>■ Employers Mutual Casualty Company</li> <li>■ Federal Emergency Management Agency Region VII</li> </ul>	<ul style="list-style-type: none"> <li>■ Federal Home Loan Bank of Des Moines</li> <li>■ Flynn Wright</li> <li>■ Food Bank of Siouland</li> <li>■ Genesis Medical Center</li> <li>■ Global Spectrum</li> <li>■ Grand View University</li> <li>■ GreatAmerica Leasing Corp.</li> <li>■ GuideOne Insurance</li> <li>■ HNI Corporation</li> <li>■ Hy-Vee</li> <li>■ InfoBunker, LLC</li> <li>■ ING</li> <li>■ Iowa Assn. of Business and Industry</li> </ul>
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### Safeguard Iowa Partnership Partners

- Iowa Assn. of Community College Trustees
- Iowa Assn. of Electric Cooperatives
- Iowa Assn. of Independent Colleges and Universities
- Iowa Assn. of School Boards
- Iowa Bankers Association
- Iowa Business Council
- Iowa Contingency Planners
- Iowa Credit Union League
- Iowa Dept. of Agriculture and Land Stewardship
- Iowa Dept. of Economic Development
- Iowa Dept. of Public Health
- Iowa Dept. of Public Safety
- Iowa Dept. of Transportation
- Iowa Emergency Management Association
- Iowa Health System
- Iowa Homeland Security and Emergency Management
- Iowa InfraGard
- Iowa National Guard
- Iowa State University
- Iowa Telecom
- ITAGroup, Inc.
- ITS Inc./SHAZAM Network
- Johnson County Emergency Management
- Johnson County Public Health

### Safeguard Iowa Partnership Partners

- Kirkwood Community College
- Lee County Emergency Management
- LEIN/Fusin region 1
- LEIN/Fusion region 5
- Linn County Emergency Management
- Linn County Public Health
- Long Lines
- Marion County Emergency Management
- Marshall County Emergency Management
- Mercy Health Network
- Mercy Medical Center – Cedar Rapids
- Meredith Corporation
- Merit Resources
- MidAmerican Energy
- Mississippi Valley Regional Blood Center
- Morningside College
- National Weather Service
- Novartis Animal Health
- NPI Security Services
- PAETEC
- Palo Alto County Emergency Management
- Pella Corporation
- Pella Police Department
- Per Mar Security
- Pioneer Hi-Bred International

### Safeguard Iowa Partnership Partners

- Pleasantville Chamber of Commerce
- Plymouth County Emergency Management
- Polk County Emergency Management
- Polk County Health Department
- Portable on Demand Storage (PODS)
- Principal Financial Group
- Quaker Foods - PepsiCo
- Qwest
- Rebuild Iowa Office
- Region One Homeland Security Board
- ResCare, Inc.
- Rockwell Collins
- Ruan Transportation Management System
- School Administrators of Iowa
- Scott County Emergency Management
- Scott County Health Department
- Scott County Sheriff Office
- Sioux City Fire
- Sioux City Foundry
- Siouland District Health Dept.
- Siouland Interstate Metropolitan Planning Council
- Story County Emergency Management
- Summit Sales & Marketing
- Terra Industries

### Safeguard Iowa Partnership Partners

- The Blood Center of Iowa
- The Members Group
- Transportation Management Association
- Turtle & Hughes, Inc.
- United Equipment Accessories
- University Hygienic Laboratory
- University of Iowa
- University of Iowa Foundation
- University of Iowa Hospitals and Clinics
- University of Northern Iowa
- Upper Midwest Center for Public Health Practice
- U.S. Attorney's Office
- U.S. Dept. of Homeland Security
- U.S. Security Associates
- U.S. Small Business Administration
- Vermeer Corporation
- Wal-Mart Stores, Inc.
- Waverly Health Center
- Webster County Emergency Management

### Safeguard Iowa Partnership Partners

- Wellmark Blue Cross Blue Shield
- Wells Fargo & Company
- Western Iowa Technical Community College
- Woodbury County Amateur Radio Emergency Services
- Woodbury County Emergency Management

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