



FEMA



Organizations Preparing for Emergency Needs (OPEN) Training Launch

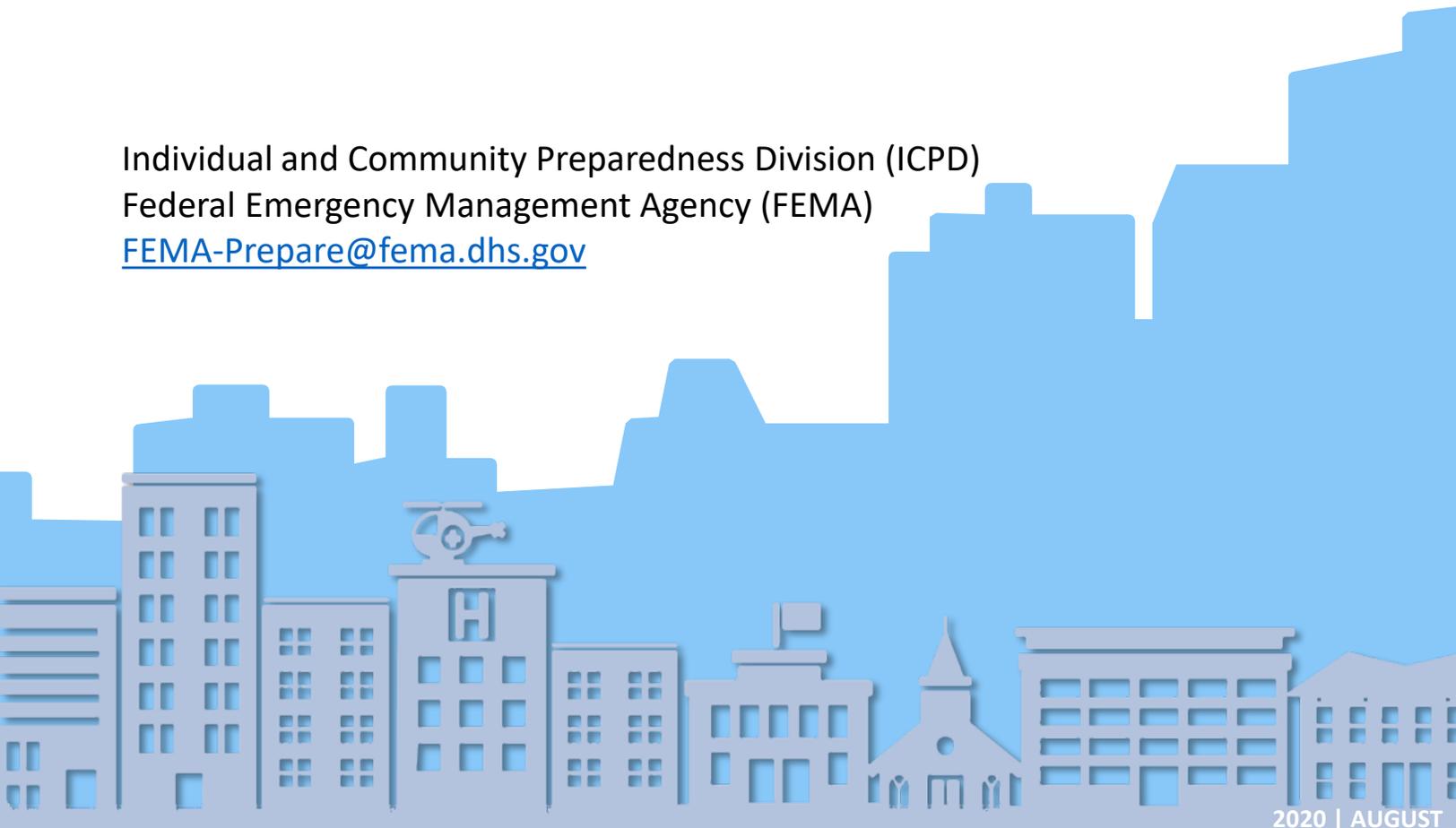
Preparedness Training for Community-Based Organizations

PROMOTION TOOLKIT

Individual and Community Preparedness Division (ICPD)

Federal Emergency Management Agency (FEMA)

FEMA-Prepare@fema.dhs.gov



Welcome to the OPEN Promotion Kit



Dear Preparedness Partners,

The Federal Emergency Management Agency (FEMA) is excited to release a new preparedness training for community-based organizations (CBOs)—Organizations Preparing for Emergency Needs (OPEN). The name community-based organization is a broad term for large and small organizations, non-profits, and businesses that provide valuable services to their community. CBOs are volunteer, faith-based, and small businesses with local impact on the community. Specifically, they are the food banks, childcare centers, shelters, houses of worship, and small businesses that make our community stronger.

When CBOs are unable to continue operating during a disaster or emergency, individuals who rely on them are left vulnerable and deeply impacted. To help CBOs meet the increased demands of serving the community due to a disaster, FEMA is committed to training 22,000 CBOs by the year 2022. OPEN is a course designed to empower CBOs to prepare for incidents and continue serving their communities despite the incident. OPEN training is available for individuals and groups. OPEN can be taken online through a self-guided, web-based course. Groups can be trained by an instructor of your choosing with the materials contained in a downloadable instructor kit. Both options will guide participants through 10 preparedness actions that will improve their organization's resilience. The training takes into consideration steps you may need to implement Center for Disease Control guidance for the Corona Virus Disease and includes an option to conduct virtual training.

We hope you will join us in promoting OPEN training by using the materials contained in this promotional kit. By building awareness of the OPEN resources, you can help organizations in your community prepare for disasters and emergencies. The kit contains a press release you can modify to meet your needs, social media messaging that can be shared with your community members and stakeholders, and imagery from OPEN that you can use in any media you might develop.

Through consistent and widespread messaging, we can amplify the message of the importance of preparedness and encourage CBOs to complete OPEN training. We appreciate your support in building awareness for the OPEN training release and for encouraging CBOs to become better prepared!

 **Thank you for your support!**



About the OPEN Training



PURPOSE

When Community Based Organizations (CBOs) are unable to sustain operations during an incident, individuals who rely on them are exponentially impacted. As a result, ICPD is focused on educating and preparing organizations to become more resilient and prepared for a disaster or emergency. **OPEN is a course designed to empower CBOs to prepare for incidents.**

OVERVIEW

OPEN is both a **self-guided online course** for individuals and a **downloadable instructor-led** course available for groups. Through the training, FEMA aims to help CBOs take preparedness actions prior to a disruption, build a preparedness plan, safeguard critical information, and most importantly, continue to provide essential services to the whole community.

OPEN offers participants the opportunity to explore **several preparedness resources**. Participants are offered ten tangible preparedness actions most relevant to organizations.

The self-guided online course provides a great introduction to OPEN concepts and key objectives of the course. We recommend that individuals complete the online course then deliver the instructor-led training to their CBO or complete it with their community members.

GOALS

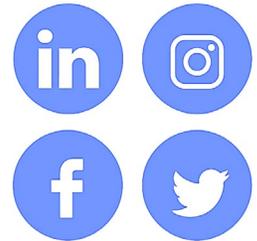
- OPEN will help prepare and train CBO employees to continue to provide essential services during and after a disruption, save money after a disaster hits, and ensure the safety of workers and individuals served.
- To help CBOs meet increased demands, FEMA is committed to training 22,000 by the year 2022. OPEN supports this goal.

AVAILABILITY

Community-Based Organizations can access OPEN in its web-based and instructor-led versions at [Ready.gov/open-training](https://www.ready.gov/open-training)



Sample Social Media Messaging



RECOMMENDED POSTING FREQUENCY

1-2 updates per week September 1 – 30, 2020

Please share the below messages on your social channels and with your partners! Feel free to copy and paste the sample message below or tailor it to your needs. Be sure to include #OPENTraining in your messaging to join the broader conversation.

- How will your organization respond in the face of a disaster or emergency situation? The new OPEN training explains how organizations can become more resilient, stay operational, and continue to provide aid and assistance. Visit Ready.gov/open-training to learn more. #OPENTraining
- After disasters and emergencies, the affected community bounces back faster when local organizations are able to stay open safely or return to normal operations as quickly as possible. @FEMA has recently announced a brand new, online self-guided training called OPEN that helps Community Based Organizations become more resilient in the face of emergencies. Topics covered include:
 - 10 preparedness actions
 - Developing a disaster response plan
 - Saving money for the next emergencyTake the online self-guided training or download the instructor kit at: Ready.gov/open-training
- Local organizations are accessible, familiar, and have personal ties to their communities. The OPEN training educates Community-Based Organizations on ways to prepare for incidents and continue to serve their communities in the face of a disaster. Visit Ready.gov/open-training to learn more. #OPENTraining
- Building preparedness in a community-based organization requires coordination and planning in advance of an emergency incident. The OPEN training provides actionable guidance on how to make your organization more resilient using an online self-guided format. Visit Ready.gov/open-training to get started. #OPENTraining
- Local organizations like food pantries, childcare centers and nonprofits are important to the community but often struggle to return to regular operations after disaster strikes. @FEMA has launched the new OPEN training to help them prepare Ready.gov/open-training #OPENTraining
- Do you run a local organization that provides critical community services? Learn how to prepare for emergencies and bounce back quickly with the new online, self-guided OPEN training from @FEMA: Ready.gov/open-training #OPENTraining

Sample Email



Please share the news of the new training with your partners! Use the sample message below or tailor it to your needs.

Subject Line: FEMA Releases New Self-guided and Instructor-led Preparedness Training for Community Based-Organizations

Dear Partners,

On September 1, 2020, the Federal Emergency Management Agency (FEMA) launched Organizations Preparing for Emergency Needs (OPEN), a new preparedness training for Community-Based Organizations.

When Community-Based Organizations, such as food pantries, daycares, and non-profits, are unable to continue operating during a disaster or emergency, those who rely on them are left vulnerable and exponentially impacted. Because of their importance in keeping the community going, OPEN is designed to empower these organizations to better prepare for incidents.

OPEN includes both a web-based, self-guided training, and a downloadable instructor kit that will guide participants to identify risks, locate resources, and take preparedness actions. OPEN provides an overview of 10 preparedness actions CBOs can take before a disruption and creates a path forward for organizations to develop their own disaster response plan, so they are able to sustain operations after a disaster hits and help individuals impacted.

You and your stakeholders can complete the training on your own through the self-guided online course to become familiar with content and objectives. To increase organizational resilience, you can then deliver the instructor-led training to their CBO or complete it with their community members.

To take the training or download the instructor's kit visit, [Ready.gov/open-training](https://www.ready.gov/open-training). For more information about the training or opportunities to partner, contact fema-prepare@fema.dhs.gov.



Sample Newsletter Article



FEMA Launches New Preparedness Training for Community-Based Organizations

On September 1, 2020, the Federal Emergency Management Agency launched Organizations Preparing for Emergency Needs (OPEN), a new preparedness training for Community-Based Organizations.

CBOs are the food banks, childcare centers, shelters, houses of worship, and small businesses that make our community stronger. When CBOs are unable to continue operating after a disaster or emergency, those who rely on them are left vulnerable and exponentially impacted.

OPEN provides an overview of 10 preparedness actions that CBOs can take before a disruption and helps organizations develop their own disaster response plan. OPEN is both a self-guided online course for individuals and a downloadable instructor-led course available for groups. We recommend that individuals complete the web-based training, then deliver the instructor-led training to their CBO or complete it with their community members.

To take the training or download the instructor's kit visit, [Ready.gov/open-training](https://www.ready.gov/open-training).





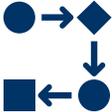
To download full sized versions of the above promotional graphics, please visit www.ready.gov/open-training

Feel free to include the below FEMA videos in your newsletters or social media messaging:

<https://youtu.be/JL-1gW8ndvU>

<https://www.youtube.com/watch?v=Rr11MaJs2U8>



 <p>Understand Risks</p>	 <p>Safeguard Critical Information</p>
 <p>Mitigate Risks</p>	 <p>Establish a Communications Plan</p>
 <p>Identify the People You Serve</p>	 <p>Cross-Train Key Individuals</p>
 <p>Determine Essential Activities</p>	 <p>Formalize Plans</p>
 <p>Consider the Supply Chain</p>	 <p>Regularly Test and Update Plans</p>



Frequently Asked Questions



What is a community-based organization (CBO)?

Community-Based Organizations (CBOs) are often the go-to service providers that families and individuals rely on in times of need. They are the food banks, childcare centers, shelters, houses of worship, and small businesses that make our community stronger. They are one of the first lines of defense that help communities fully respond to and recover from disasters. When CBOs are unable to continue operating during a disaster or emergency, those who rely on them are left vulnerable and exponentially impacted.

What is OPEN?

OPEN is both a self-guided online course for individuals and a downloadable instructor-led course available for groups. Through the training, FEMA aims to help Community-Based Organizations provide essential services during and after a disruption and ensure the safety of workers and individuals being served. We recommend that individuals complete the web-based training, then deliver the instructor-led training to their CBO or complete it with their community members.

How much time does the training take?

The online training, if taken in its entirety, can be completed in approximately 1.5 hours. Once you finish, please print out the certificate of completion and provide course feedback!
The instructor-led training can be completed in approximately 4.5 hours if the instructor chooses to complete all of the optional group activities.

I want to train a group using OPEN - how can I become or find an instructor?

Please download the instructor kit from [Ready.gov/open-training](https://www.ready.gov/open-training). This kit includes the instructor guide, participant manual, in-class activities, and resources to help you prepare to train a group using these materials. The web-based training is a great place to start as it provides an introduction to concepts and aids in delivering to a group.

Do I need any special qualifications or pre-requisites to take the training?

Anyone can take the course to learn how to make their organization more resilient. There are no special qualifications or pre-requisites.

How do I submit feedback on the training?

Please submit training feedback to FEMA-prepare@fema.dhs.gov.





FEMA



Thank you for spreading awareness of
the new OPEN training!

