

Meta-Leadership Summit for Preparedness

SUCCESS STORY

GREATER CINCINNATI/NORTHERN KENTUCKY

Meta-Leadership Aids a Cross-Sector Steering Committee to Boost Participation

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“The ‘Gaps, Gives, and Gets’ brainstorming session (helped) to prioritize areas needing increased preparedness planning...”

The American Red Cross in Cincinnati, Ohio has built a cross-sector steering committee comprised of nonprofit, business, and government leaders that will assist the community to more effectively plan for, respond to, and recover from disaster. Although conceptualized prior to the Meta-Leadership events which were held in November 2010 and April 2011, Elvia Price, Chief Chapter Services Officer with the American Red Cross-Cincinnati Region, credits the Summit and Post-Summit Activity for boosting enthusiasm and participation in the cause.

Prioritizing Preparedness Planning Goals Following the Summit

Following the Summit, the steering committee, which includes representatives from police and fire, the Regional Emergency Operations Center, city manager’s office, Western Southern Life Insurance, GE, Proctor and Gamble, Red Cross, and the United Way, utilized the main themes from the Summit “Gaps, Gives, and Gets” brainstorming session to prioritize areas needing increased preparedness planning in the Cincinnati area. Since the Post-Summit Activity, the committee has met a handful of times to identify goals and additional community members, and to develop a plan of action, which includes the development of at least three subgroups that will focus on communication, resources, and community self-preparedness and training.

Communication Sub Group Activates Business Seat in EOC

The subgroup dedicated to improving communication is ensuring local businesses have awareness of and access to up-to-date preparedness information by creating a dedicated business seat in the regional Emergency Operations Center and in the Red Cross Disaster Operations Center. Although the roster of business representative(s) that will be on-call to fill this seat has yet to be developed, this primary function of the business representative will be to keep other businesses updated and connected in the event of an emergency. As Price aptly notes, “unless you are a big company you probably do not have a dedicated staff person for emergency preparedness. Adding a business representative to the Emergency Operations Center levels the playing field and provides businesses with the knowledge of what to do and how they may need to plug in.”

Moving forward, the Steering Committee will continue to keep community members involved and informed, encourage connections across sectors, and pursue the areas of communication, resource building and individual preparedness to ensure that Cincinnati is as prepared as possible for disaster.

The Meta-Leadership Summit for Preparedness empowered business, government and nonprofit leaders to act together in times of crisis. The five-year initiative connected 5,000 business, government and nonprofit leaders in 36 communities. For resources and more information about Meta-Leadership visit the [CDC Foundation Meta-Leadership Website](#).



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