



**LIONS CLUBS INTERNATIONAL  
MD-4 DISTRICT ALERT/DISASTER PREPAREDNESS PROGRAM**

**ADDENDUM 4**

**(SAMPLE PRESS RELEASE, DISTRICT DISASTER INFORMATIONAL  
BROCHURE FOR YOUR PROGRAM AND COUNTY OFFICE OF  
EMERGENCY SERVICES SMC ALERT NOTIFICATION SYSTEM)**



# Lions Clubs International

**PRESS RELEASE....PRESS RELEASE....PRESS RELEASE**

**May 28, 2012**

## **Local Lions Clubs Form Partnerships to Help Assist Communities during Disasters**

Lions Clubs International is the largest service club organization in the world, with 1.35 million members in 46,000 clubs covering 206 countries and geographic areas. Local Lions Clubs are composed of men and women who volunteer their time by dedicating themselves to serving others and making their communities better and safer places to live. In every local Lions Club, members work hard on local community projects that support schools, the needy and homeless, libraries, sight and hearing projects and through a number of additional projects and community support activities.

The local Lions Club District 4-C4 which includes 42 Lions Clubs from San Francisco to the City of Palo Alto, were present to help and assist our first responders, the American Red Cross and those surviving families who lost their homes in the deadly San Bruno pipeline explosion and fire. The outstanding assistance and the dedication to help others displayed by Lions Club Members during this tragedy, was truly remarkable. Following the tragedy and critiquing our response, our Lions Clubs identified ways that could help improve our response and assistance in the event such a disaster should ever strike our communities in the future. True to our motto, **"We Serve"**, our Lion District 4-C4 embarked on the creation of a new "Disaster Preparedness and Response Program" that stressed a "Proactive", as opposed to a "Reactive" Response to a disaster, and also incorporates, Service Partnerships, Preparedness Training, and a Rapid Notification System to enhance the overall effectiveness of our new program.

First of all, the Lions District 4-C4 identified critical partnerships to work with that would serve to benefit both entities, by providing "basic disaster preparedness training" for our Lions Club Volunteers, and by expanding the Volunteer base of our partner organization. The American Red Cross Bay Area Chapter was identified as one of our primary partners. As a result, initial basic disaster preparedness training courses were identified (such as the American Red Cross orientation, shelter partnering and safe food handling), and number of training dates for Lions Club Volunteers were scheduled in both San Francisco and San Mateo Counties. At the present time, the American Red Cross Bay Area Chapter and the Lions Volunteers in individual Lions Clubs throughout District 4-C4 anticipate that upwards of 175 Lions Volunteers will become a part of this program. Such a partnership not only provides disaster preparedness training for our Lions Club Volunteers, but also helps to unite the two organizations with a better engaged and prepared volunteer base that can work harmoniously together to address the problems and issues that arise during future disasters. The new partnership also provides Lions Club Volunteers an opportunity to become American Red Cross Volunteers, and vice-versa; as well as affording Lions Club Volunteers to take advantage of a vast amount of additional training offered

***LIONS DISTRICT 4-C4 (SERVING SAN FRANCISCO AND SAN MATEO COUNTIES AND THE CITY OF PALO ALTO). VISIT US AT OUR WEBSITE: [WWW.LIONS4C4.ORG](http://WWW.LIONS4C4.ORG)***



through the American Red Cross, should they choose to do so. Lastly, the sheer number of newly trained Lions Club Volunteers would be available to assist and help support the long term sustained duties of the American Red Cross and their volunteers at disaster scenes throughout Lions District 4-C4.

During the process of obtaining contact information for every Lions Club Volunteer in the new District Disaster Preparedness and Response Program, we have also be able to identify any special training or skills that these Lions Volunteers can provide to the American Red Cross. Foreign language proficiencies, interpreters, persons with special health care certifications, licenses to operate special equipment, or even providing logistical support and assistance with using clubhouses, tents, portable BBQ trailers or similar items that can be used during local disasters.

The American Red Cross also serves as the notification arm for the activation of the Lions District 4-C4 Disaster Preparedness and Response Program Volunteers when our assistance is needed to support the American Red Cross and their duties; such as our cooking and our response by helping to providing meals to 100 displaced persons at an apartment fire in East Palo Alto.

The second critical primary partnership that was needed for the Lions Disaster Preparedness and Response Program was an organization that could assist in providing an immediate and rapid notification of Lions Club Volunteers. The San Mateo County Office of Emergency Services and their robust "SMCAAlert" notification system was identified as the vehicle used to "immediately" inform District 4-C4 Lions Club Volunteers of a disaster occurring in San Francisco south through San Mateo County and the City of Palo Alto. SMCAAlert is a public and governmental operated notification system that is used to notify citizens about safety or related matters in their communities by text alerts and messages sent to smart phones and email accounts.

With the assistance of the San Mateo County OES, a "Lions Volunteer Disaster 4-C4 Group" was created and is the foundation for the emergency and related notification callout system that the Lions District 4-C4 Disaster Preparedness and Response Program is using to contact Lions Club Volunteers. The notification system is also being used to communicate and provide email updates and training information to all Lions Club Volunteers in our District 4-C4 Disaster Preparedness and Response Program. Our notifications can now target a single Lions club, multiple clubs or for Lions Club Volunteers in adjacent clubs, zones or within our 4 regions throughout our Lions District 4-C4, depending on the extent of the disaster and the number of Lion Volunteers needed.

The third critical primary partnership that was necessary for the success of the Lions Disaster Preparedness and Response Program was working with local Hospital and Health Care Districts to assist us in obtaining a number grants for the acquisition of AEDs (Automatic Electric Defibrillators). Our Lions District has obtained 4 of the 9 AED's needed for our "Guardian Angel" Program through the generosity of the Sequoia and Peninsula Health Care Districts. These life saving devices will now be brought to the locations of disaster scenes where our Lions Volunteers are deployed. In the event a medical emergency presented itself where a Lion, Red Cross Volunteer, disaster victim, citizen, emergency responder or other person suffered sudden cardiac arrest, a trained Lions Volunteers certified in CPR and the use of the AED, could be summoned to provide life saving assistance to the stricken individual with these

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devices.

The last critical primary partnership that was needed for additional training or assistance was our local fire departments. Many of the District 4-C4 Lions Club Volunteers are taking advantage of registering for training in (CERT) Critical Emergency Response Team or (NERT) Neighborhood Emergency Response Team, both of which are provided by local communities and their fire departments. This training can be used to enhance, refine or expand some of the training offered by the American Red Cross. Such a partnership can also help in knowing and working with fire department personnel in mock training and call-out situations where the Lions Club Volunteers work with ARC, OES and local fire and police departments. The fire departments are also an excellent partner, along with the local Health Care Districts for providing continuing CPR and AED training to our Lions Volunteers.

Establishing and maintaining partnerships between the Lions District 4-C4 Disaster Preparedness and Response Program, the American Red Cross Bay Area Chapter, the San Mateo County Office of Emergency Services, local Health Care Districts, as well as local fire and police departments makes perfect sense. Each agency actually becomes stronger and is now better trained and equipped to support and work effectively with each other during a disaster. Through combined partnerships and the objective of *"serving others,"* all of our organizations are better prepared to assist citizens and potentially save lives.

Lions District Governor Esther Lee and all of the 42 Lions Clubs in District 4-C4 want to take this opportunity to publically thank Olga Crowe, the Manager of Disaster Services of the Bay Area American Red Cross for San Mateo County, San Mateo County Sheriff Greg Munks and his staff from OES, Glenn Nielsen and Cheryl Fama, as well as all the members of the Boards of both the Sequoia and Peninsula Health Care Districts, respectively, for their proactive position by embracing, supporting, training and partnering with the Lions District 4-C4 Disaster Preparedness and Response Program in efforts to better help serve people and save lives when the next tragic disaster strikes in our communities.

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Prepared on behalf of Lion District Governor Esther Lee and Lions District 4-C4 by:

Lion Jack Van Etten, the Chairman of the Lions District 4-C4 Disaster Preparedness Program. He can be reached at 650-692-3360 or by email at: [jackusf74@comcast.net](mailto:jackusf74@comcast.net).



# New Programs, New Opportunities, New Members

by Sue Crosson-Knutson

Three new programs will help Lions serve their communities better—and increase membership.

"People want to be a part of what we're doing as Lions," said International President Jimmy M. Ross of Texas, United States. "So I'm asking you to offer

Lionism to others. The more people we have in each Lions club, the more people we'll have to serve our communities. I'm asking you to bring in more new members in order to have more best friends."

## LIONS **ALERT** PROGRAM

When man-made and natural disasters occur, victims need food, shelter and other basic necessities. A community-wide plan of action can aid in providing assistance to disaster victims. The new Lions ALERT program encourages Lions club to create pro-active emergency plans for three levels of emergencies.

- A Level One emergency such as a house fire or a localized flood affects a few people. A single Lions club can aid those affected by providing basic necessities such as drinking water, food, shelter or clothing.
- A Level Two emergency affects a larger geographical area. A coordinated district response may be necessary to aid the victims of a tornado, hurricane, cyclone or mudslide. Government and other relief agencies may appear as first responders in a Level Two emergency. Lions districts may be eligible to request a Lions Clubs International Foundation (LCIF) Emergency Grant for a Level Two emergency.
- A Level Three emergency affects hundreds or thousands of people. A multiple district or several multiple districts may be involved in the relief efforts when a major catastrophic event such as a tsunami or an earthquake affects a region. Lions can work alongside government and other relief agencies such as the Red Cross to help victims of a Level Three emergency.

District governors and council chairpersons have been asked to encourage Lions to serve as community leaders in the organization of a local Lions ALERT team to develop a community-wide emergency response plan.

The chairperson of the Lions ALERT committee can meet with local government officials and emergency response professionals (firefighters, healthcare professionals, law enforcement personnel, transportation specialists, media representatives) to create a customized emergency response plan. In areas where an emergency response plan already exists, the ALERT chairperson can inform local officials of the availability of Lions volunteers in the event of a disaster. The names of Lions ALERT chairpersons can be submitted to Lions International Headquarters for posting on the Lions Web site.



***Hurricane Katrina devastated Biloxi, Mississippi. A pro-active ALERT plan can help Lions aid victims of emergencies.***

Every emergency situation has four separate phases: mitigation or disaster prevention, preparedness, response and recovery. After identification of the four phases, consider the volunteer opportunities that exist for your Lions club. For example, after the World Trade Center disaster, New York Lions mobilized their efforts and provided food and temporary shelter for relief workers at Ground Zero. Four years later, Texas Lions Eyeglass Recycling Center volunteers provided free replacement eyeglasses to Hurricane Katrina victims.

After development of a Lions ALERT plan, your Lions club can decide how to best serve the needs of your community in the event of an emergency. Examples of possible forms of Lions aid include: providing food for relief workers, arranging shelter for disaster victims and collecting basic supplies for disaster victims/transporting the supplies to the disaster-affected area.

To review the Lions ALERT Program handbook, visit the Lions Web site at [www.lionsclubs.org](http://www.lionsclubs.org), click into Other Programs, International Relations and then Assistance Programs.





## LIONS SERVING HUMANITY

Lions are generous with their time, talents, and resources. The new online Lions Serving Humanity program features a searchable database through which Lions (and non-Lions, too) can request and/or offer to provide services or material/supplies for Lions projects. These offers and requests can aid in an emergency or a long-term non-emergency Lions project.

The Lions Serving Humanity database is a 24-hour tool for access to international Lions contacts. To access the database on the Lions Web site ([www.lionsclubs.org](http://www.lionsclubs.org)), click into Other Programs, International Relations, then Assistance Programs.

## LIONS' PROJECTS LIST

The Lions Web site also now includes the Lions List of Projects and Fundraisers. Reviewing the list can inspire clubs to begin new service projects, which, in turn, can lead to new members or even reinvigorate the passions of a current Lion.

Quite often, a new project or fundraiser will spark the interest of a particular Lion. For example, a Lion who likes to run marathons may delight in the opportunity to serve as chairperson for a Lions 5K run. To organize the project, the Lion seeks assistance from non-Lion friends who are runners. At the end of the 5K event, potential new Lions may be waiting at the finish line.

Clubs that implement good service projects and fundraisers naturally attract new members. An entry in a local parade is an easy method of raising community awareness of a club. Well-publicized projects include:

- the Geneva Lions Club, New York, United States, routinely organize hair donations for the creation of wigs for cancer patients.
- the 20/20 Columbia Lions, Missouri, United States, organize a diabetes camp in the country of Georgia.
- 18 Minnesota, United States, Lions clubs participate in a fishing trip for local seniors.
- the First Flight Lions Club, North Carolina, United States, organized their 23rd Annual Outer Banks VIP Fishing Tournament for 500 visually impaired persons.

Financing service projects provides another opportunity to showcase the ingenuity of Lions. The Lions of District 31-J, North Carolina, sell 2,500 numbered golf balls to finance the cost of the district-wide three-day fishing tournament. A helicopter drops the golf balls, sold for \$25, over a golf course. The golf ball that comes closest to the hole reaps a US\$10,000 prize for its owner. The local newspa-



**North Carolina Lions organized a three-day fishing tournament for VIPs (visually impaired persons) on the Outer Banks. A list of Lions' projects is now on the Lions' Web site.**

pers and television stations willingly cover the event.

The Lions List of Projects and Fundraisers appears on the Lions Web site at: [http://www.lionsclubs.org/EN/content/pdfs/projects\\_ideas.pdf](http://www.lionsclubs.org/EN/content/pdfs/projects_ideas.pdf)

For more information on these three programs, visit [www.lionsclubs.org](http://www.lionsclubs.org) or contact the Program Development Department at Lions International Headquarters at: 630-571-5466, ext. 315. ■



## *Volunteer Contact Information Sheet*

### **Volunteer Contact Information:**

Name (L,F,M):

Address:

City, State:

Home Phone Number:

Cell or Pager Number (for text messaging):

Primary Email address:

### **Lions Club Affiliation Information:**

Club Name:

Region:

Zone:

### **Emergency Information:**

(Person to be notified in case of Accident)

Contact Name:

Contact Address:

Contact City:

Telephone, Cell Phone, Email Address:

Special Training or Skills:

Foreign Language Proficiency:

Previous Red Cross Training:

First Aid/CPR Training:

Ham Radio Operator:

Heavy Equipment License:

CERT/NERT Certified:

Other Proficiencies:

Other Skills (i.e. - cooking, heavy equipment operator,  
plumbers, electricians, building contractor, etc.):

If so, please identify:

Please complete this form and return it to your Club's Team Leader  
or Club President.

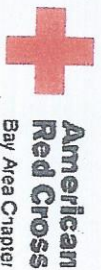


# I WANT YOU

**The Disaster Preparedness  
and Relief Program  
Lions District 4-C4**







The Disaster Preparedness and Relief program has been developed to generate a coordinated Lions Club volunteer response to a request for support from the American Red Cross. In an emergency situation caused by a natural or man-made disaster, the Red Cross may request assistance from the Lions Club volunteers to lend their support. Our duties will include assisting in the housing and comfort of the displaced, as well as in food preparation and serving of meals. The goal of this program is to provide the support and service requested by the American Red Cross during times of disaster.



**SMCAAlert.info**  
San Mateo County's Community Alert System

Mobilizing our Lions Club volunteers in response to a call from the Red Cross requires a system that can provide immediate contact to our staff. The SMC Alert system is a county wide communication network which fulfills this need. All Lions Club volunteers who wish to participate in this Lions Disaster Program need to register their cell phones and e-mail addresses on this system to receive immediate notifications from the DPRP administrator. This call to arms will be in response to a request for assistance by the Red Cross and will be regional in nature. There are two methods of immediate communication: phone for short messages and e-mail for longer, more detailed information.

The Lions Club is truly a global club. With over 45,000 clubs and 1.35 million members, it is the largest service club organization in the world. The Disaster Preparedness and Relief program was designed to put the might of the Lions Club behind the humanitarian efforts of the Red Cross in times of regional disaster. Recent history tells us that we need to be prepared to respond to emergencies, both natural and man made. Our partnership with the Red Cross mandates that we prepare ourselves to support them when needed. All volunteers are required to attend classes to educate us on policy and procedure. The general classes are for Red Cross Orientation and Partner Shelter Training. Those involved in food preparation are asked to take a class on Safe Food handling. The classes for Orientation and Partner Shelter Training take no more than 5 hours. Consult the Face Book page, or contact us for dates and times for current training opportunities being offered.

**"We Serve" is our motto. This program elevates our commitment to service to a new and higher level.**

### **How to contact us and where to go to get started**

**Program e-mail:** [disasterpreparedness4C4@gmail.com](mailto:disasterpreparedness4C4@gmail.com)

**SMC Alert program:** [www.smcalert.info](http://www.smcalert.info)  
Create a password and sign on. Click on the **Devices** to input your cell phone and e-mail address. Click on the **My Alerts** and scroll down to Lions 4C4 Disaster Prep and click on it. You may wish to select other community notification as you wish.

#### **Face book page:**

**Lions Club District 4C4 Disaster Preparedness and Relief Program**  
Log on through your Face book page and "like" it to your Face Book page. Access this page for notifications, Red Cross class schedules, program updates and comments.

**Lions District 4-C4 Website:** [www.lions4c4.org](http://www.lions4c4.org)  
Disaster Preparedness volunteer sign-up forms, SMC Alert information and other Lions information and activities can be found here.



## TYPES OF ALERTS YOU MAY RECEIVE

Alert types include life safety, fire, weather, accidents involving utilities' or roadways, and disaster notifications, such as a terrorist attack. Examples of the types of messages that can be sent are:

### EMERGENCY SITUATIONS

- Notify citizens of the nearest emergency shelter, available bed space, and hours of operation
- Notify citizens of available evacuation routes
- Activate special teams within the community, based upon an event

### PRECAUTIONARY WARNINGS

- Severe weather
- Mischievous activity reported by the police, requiring activation of a citizen watch group
- Pre-cautionary evacuation order if on high alert
- Disruptions from planned events, like parades and construction



TO SUBSCRIBE FOR THE SMC ALERT, VISIT  
[WWW.SMCALERT.INFO](http://WWW.SMCALERT.INFO)

Follow instructions for "new users." Subscribers can select places where they live and work and any cities for which they want to receive alerts. Listing a specific geographic address is optional.

FOR ADDITIONAL INFORMATION:

[www.smcalert.info](http://www.smcalert.info)

Telephone: 650.599.1297 / 650.363.4012



SAN MATEO COUNTY SHERIFF'S OFFICE  
OFFICE OF EMERGENCY SERVICES

400 COUNTY CENTER

REDWOOD CITY, CA 94063

T. 650.363.4790

[www.smcsheriff.com](http://www.smcsheriff.com)

[www.smcready.org](http://www.smcready.org)

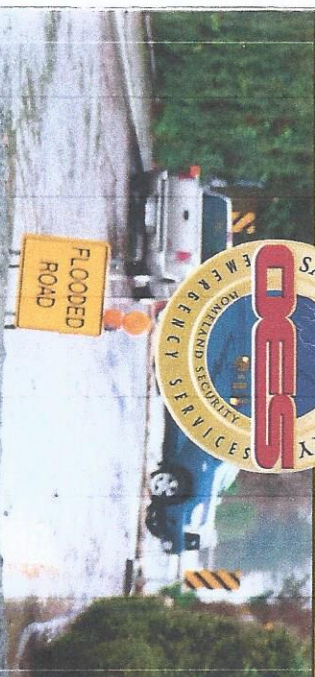
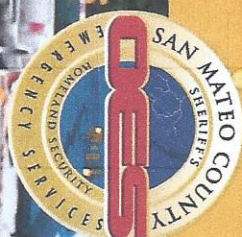
[www.smcalert.info](http://www.smcalert.info)

This project was supported by UASI grant # 2011-SS-0077 awarded  
by the California Governor's Office of Homeland Security.

# SMC ALERT

## SAN MATEO COUNTY ALERT

A PUBLIC SERVICE FOR COMMUNITIES IN  
SAN MATEO COUNTY  
[WWW.SMCALERT.INFO](http://WWW.SMCALERT.INFO)



C O U N T Y O F S A N M A T E O





## WHAT IS SMC ALERT?

SMC Alert is a digital communication system used by governments, emergency management agencies and first responders to send emergency alerts, notifications and updates to civilian's e-mail or portable digital device. These include cell phones, pagers, Blackberrys, and PDAs. To receive emergency alerts, all you have to do is sign up for an SMC Alert account by visiting: [www.smcalert.info](http://www.smcalert.info)



## WHAT IS THE COST OF THIS SERVICE?

The San Mateo County Sheriff's Office of Emergency Services is offering the SMC Alert System service free of charge. Note: Your cell phone carrier may charge you per text message received. The County of San Mateo does not assume responsibility for any costs charged to you by your carrier. Check with your carrier for billing concerns.

## WHAT IS A SMC ALERT ACCOUNT?

All residents of San Mateo County, or people working for businesses located in San Mateo County may sign up for a SMC Alert™ account. You can add multiple devices (cell phones, pagers, PDAs) to a SMC Alert™ account. An alert will be sent to each email account, cell phone and other mobile device listed in your SMC Alert account.

You can sign up for multiple locations of concern – work, home, and school.

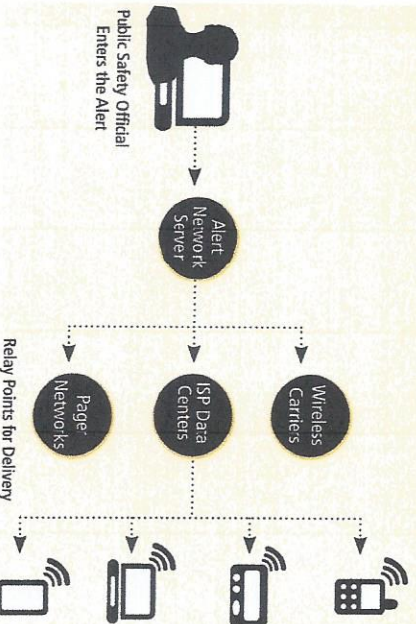
## WHAT IS TEXT-MESSAGING AND HOW DO I SIGN-UP FOR IT?

Text messages are short messages sent to your phone, similar to receiving a page. Each message contains no more than 100 to 160 characters. An example of a text message is the notification you receive on your phone when you have new voice mail.

Most carriers activate the service automatically. You should check with your carrier to make sure your text messaging is active.

Alerts are delivered using the text messaging (SMS network) feature of your cell phone. It requires less time and bandwidth to send a text message compared to making a phone call. In past emergencies text messaging has continued to operate when voice communication has failed.

## HOW DOES THE ALERT SYSTEM WORK?



In an emergency situation, an alert will be sent by San Mateo County authorized personnel and you will receive email notifications and text messages on your cell phone or mobile device. Read these messages promptly and follow the instructions.

Additional instructions may follow throughout the emergency situation so keep your device near you. Even though voice communications is down, text messages may still come through to your phone.

When you do receive an alert message, please follow the instructions on that message. Please do NOT call 9-1-1 or an emergency Communications Center as



they are already aware of the emergency — and your call will tie up precious resources, further complicating the emergency situation.

Follow-up alerts may be sent to update residents on a situation. Subscribers can select geographic groups based upon registration information; so if you reside in Burlingame and work in Menlo Park, you may include that information when you register to receive alerts for each city.