

Safeguard Iowa Partnership

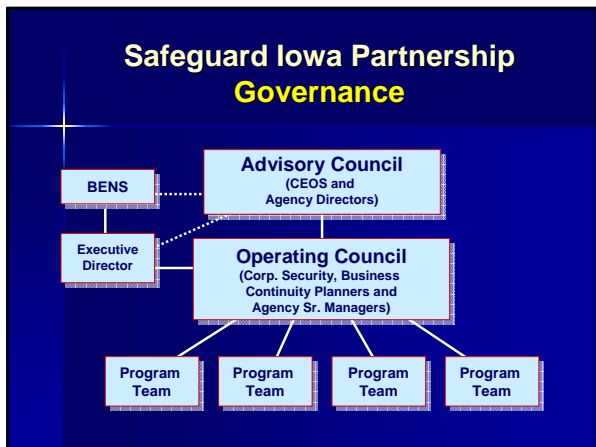


SAFEGUARD
IOWA
PARTNERSHIP

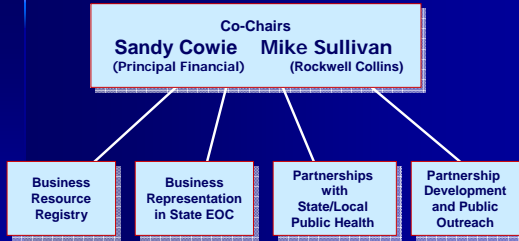
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Safeguard Iowa Partnership Mission and Vision

- **MISSION:** Strengthen the state's collective capacity to prevent, protect, respond and recover from natural and human-caused disasters through effective public-private collaboration
- **VISION:** Ensure safe, resilient communities for the residents and businesses of Iowa



Safeguard Iowa Partnership Organizational Structure



Safeguard Iowa Partnership Strategy

- Build strong relationships between government and business
- Develop measurable capabilities for multi-hazard responses
- Build on existing efforts and resources
- Be inclusive, collaborate and broaden participation
- Place emphasis on continuity of community

Safeguard Iowa Partnership How SIP Delivers

- Initiative teams focus on specific deliverables
- Agency staff assigned to work with each team
- Each initiative correlated to ongoing, funded government programs to leverage maximum impact
- Detailed work plans created to achieve buy-in from business and government

Safeguard Iowa Partnership Key Objectives

- Promote statewide commitment of government and business leaders
- Build strong communications between public and private sectors
- Identify and coordinate private sector resources and capabilities with those of government to strengthen response and recovery efforts
- Exercise programs with public and private partners to validate new operational capabilities

Initiative: Business Resource Registry

- Create an inventory of business resources, equipment and expertise resident in Iowa
- Recruit businesses to register resources likely to be needed to support public emergency response and recovery efforts
- Develop policies for requesting and managing resources, and exercise jointly with agencies

Initiative: Business Representation in State Emergency Operations Center

- Build a virtual network of cross-sector business members
- Develop plan to communicate and coordinate with the broader business community during emergencies
- Develop an improved incident alert system for business partners, standardized procedures for situational reporting, emergency contact lists, and procedures for use during emergencies

Initiative: Partnership with State/Local Public Health

- Explore utilization of Health Alert Network emergency communication system for broader application to business community
- Accelerate collaboration between business, state and local public health to design and exercise models for dispensing the Strategic National Stockpile
- Solicit broad business participation in emergency preparedness exercises with Iowa Department of Public Health and Homeland Security and Emergency Management

Initiative: Safeguard Iowa Partnership Development and Public Outreach

- Develop communication plan to introduce the Safeguard Iowa Partnership to elected officials and other key stakeholders
- Plan outreach to strategic partners that can broaden business participation and financial support for the partnership's initiatives
- Identify new opportunities to engage business in planning, exercising and implementation of public homeland security and disaster response programs

Safeguard Iowa Partnership Partners as of July 2007

- Alliant Energy
- Assurant
- Deere & Co
- Hy-Vee
- Iowa Bankers Association
- Iowa Business Council
- Iowa Department of Public Health
- Iowa Department of Public Safety
- Iowa Health System
- Iowa Homeland Security and Emergency Management
- Iowa State University
- MidAmerican Energy
- Pella Corporation
- Pioneer Hybrid International
- Polk County Sheriff
- Polk County Emergency Management
- Principal Financial Group
- Qwest
- Rockwell Collins
- Ruan Transportation
- University of Iowa
- Univ. of Iowa Hospitals and Clinics
- Univ. of Northern Iowa
- U.S. Dept of Homeland Security
- U.S. Small Business Administration
- Vermeer Manufacturing
- Wellmark Blue Cross and Blue Shield
- Wells Fargo

**Safeguard Iowa Partnership
Sponsors**



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