



Midwest Summit 2006

DEVELOPING PUBLIC/PRIVATE PARTNERSHIPS

Breakout Session Outbriefs
May 4, 2006



I. Common challenges identified by all breakout groups

a. defining the scope of the problem

- Cross-boundary variables, conflicts and challenges
- Building trust & identifying common goals
- Improving communications
- Breaking down political and sector resistance



I. Common challenges identified by all breakout groups

b. what's needed in a plan

- Practical
- Communicated
- Train and practice
- Open, flexible and adaptive
- Education



I. Common challenges identified by all breakout groups

c. recognizing and overcoming barriers

- Conflicting plans
- Failure to learn from past lessons
- One size does not fit all



II. Models that are in place

***Section 1A**

- SARS threat response by Minneapolis public health agencies;
- Health departments in Southeast Wisconsin have regional dialogue in early stages;
- National standard for universal response to blood pathogens;
- Wisconsin laboratory network for training of personnel.

***Section 2A**



II. Models that are in place

*Section 3A:

- Unified command going well, and command center access agreements prearranged;
- Situational awareness through camera surveillance going well;
- Security clearances pursued in advance of need.



II. Models that are in place

***Section 4A:**

1. ICS/NIMS can be used in the private sector
2. FBI/DHS Daily intelligence briefings
3. Customers are starting to demand suppliers and partners have Business Continuity Plans
4. In a crisis, the private sector will step up
5. Associations and trade groups can be effective liaisons with the federal government



II. Models that are in place

***Section 4A:**

6. Joint drills can overcome information gaps and confusion on rolls
7. The private sector can initiate a partnership
8. Regional training centers allow people responding together to train together
9. Michigan State Critical Incident Protocol (CIP)



II. Models that are in place

*Section 1B:

- Joint Information Centers in Iowa and Wisconsin for consumer confidence;
- Illinois Food Security Council;
- St. Louis conference May 2006 on animal disease outbreak;
- Strategic Partnership Program for Agriculture;
- Food Safety Task Forces funded by FDA.



II. Models that are in place

***Section 2B**

***Section 3B:**

- Amber Alert System Success due to speed and method of communication;
- Teaming facilitates good response such as the Emergency Management & Public Information Officer;
- Statewide emergency alert system;
- Public health media relations doing well;
- DHS Fusion Center mandate to bring in private sector;
- Reverse 911.



II. Models that are in place

***Section 4B:**

1. Homeland Security can be viewed as an economic development issue
2. If you identify problems and have potential solutions, DHS is all ears
3. Value of networking cannot be overstated
4. Business continuity can be a competitive advantage
5. The media is a vital conduit for getting info to the public
6. Outside entities coming can be very helpful in bringing the partnerships to river



III. New ideas from Work Groups

***Section 1A**

- Insulate companies from liability by statute;
- Anticipate ethical considerations – quality of care will be strained;
- Provide more explicit authority for law enforcement.



III. New ideas from Work Groups

***Section 2A**

- Developing logistical or surge depots: distinguish between actual and virtual depots;
- Culture of preparedness: protocols for being prepared – water, diesel, resources and materiel ready to go
- Use of prisons staff and personnel – medical staff and facilities, food service
- Transport credentials / common lexicon



III. New ideas from Work Groups

Section 3A

- Enable volunteer support through clearinghouse, credentialing and coordination system;
- Develop hospital evacuation support plan;
- Develop intra-industry working groups to develop industry specific readiness and preparedness plans;
- Ensure response plans include pre-arranged Long-Term Recovery Plans relocation, rebuilding, etc.



III. New ideas from Work Groups

***Section 4A**

- ICS and NIMS works in the private sector;
- DHS and FBI intel briefings;
- Industry groups and associations can be used as liaisons with government;
- Private sector can approach public sector;
- Federal requirements need to be coordinated;



III. New ideas from Work Groups

***Section 4A (continued)**

- Next generation of homeland workforce needs to be trained from the start;
- Community co-chairs are a great model;
- There is a need for vetted templates;
- Regional training centers allow people responding together to train together;
- Statewide mutual aid agreements and a standard template.



III. New ideas from Work Groups

***Section 1 B**

Use predictive modeling technologies from Minnesota Center for Food Safety to model spread of food- or animal-borne diseases;

Expand DHS-private sector partnership to additional agribusiness sectors;

Train for enforcement of state veterinarian “stop movement” orders;

Use message mapping to anticipate next crises;

Learn best lessons from National Cattlemen’s Association handling of mad cow disease.



III. New ideas from Work Groups

*Section 2B

- Who is authorized to ask for supplies? Determine method of validation.
- Lodging – developing a mix of public and private resources
- Understand the tension between surge requirements and JIT delivery systems
- Be prepared to eliminate counterfeit goods (Rx and other essential supplies)
- The first 72 hours: an evolving crisis (e.g., a pandemic)...the first 72 hours may last weeks or months
- Continuing crisis: cooperative models may be overcome by competition for resources and personnel



III. New ideas from Work Groups

***Section 3B**

- Train regularly for small situations to prepare or be unprepared for big situations;
- Need agency to monitor government mandates: deadline-funding-implementation.



III. New ideas from Work Groups

***Section 4B**

- HS can be an economic development issue;
- Business continuity can be a competitive advantage;
- Media is a vital conduit for getting info to the public;
- A "Plethora of Portals" for info sharing needs to be reduced and streamlined;
- Outside entities coming in can jump start public-private collaborations;
- NIMS compliance needs to be done on CD for rural communities.



IV. Adapting models and ideas into the national community blueprint

- *Which sectors must participate?
- *Who within each identified sector must be involved?
- *What tools and partnerships are required?
- *How can the blueprint be adopted and updated?
- *What are the resources required to put the models and ideas in place?