

**Web and Smartphone Apps  
to Make Your Work Easier**  
Community Organizations Active in  
Disasters Summit 2015



@mrglenn2u

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**Welcome and Introductions**

- ▶ Name
- ▶ Organization
- ▶ Highlight from the conference so far

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**A Little About Me**



@mrglenn2u

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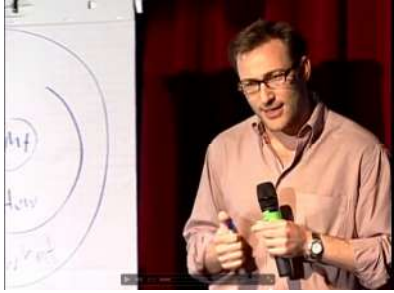
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Simon Sinek Ted Talk  
"Why Great Leaders Inspire Action"



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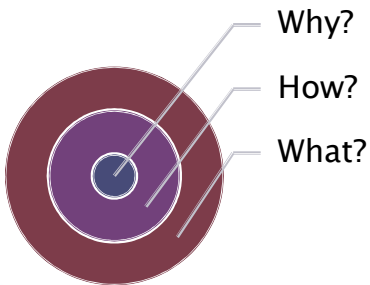
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"The Golden Circle"



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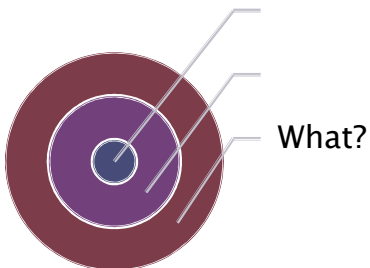
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Microsoft Zune and  
"The Golden Circle"



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Microsoft Zune and  
"The Golden Circle"

How?  
What?

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Apple's iPod and  
"The Golden Circle"

Why?

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Apple's iPod and  
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Why?  
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### Apple's iPod and "The Golden Circle"

Why?  
How?  
What?

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### Why CrisisCleanUp.org?

- ▶ Track property damage across a large geographic area.
- ▶ Many responding organizations
- ▶ Property, not personal information
- ▶ Property needs assessment, not just damage assessment
- ▶ Focus on field workers; grassroots, bottom-up approach
- ▶ Best for a mature, collaborative response network

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### Why United Way's 211 and Mass211help.org?

- ▶ Find essential community services 24/7
- ▶ Get official emergency information
- ▶ Post-disaster programs
- ▶ Interpreter services
- ▶ Call tracking of caller locations
- ▶ Registration site for spontaneous volunteers and donations
- ▶ Providers can update information and respond to messages from the public at [mass211resourcehouse.com](http://mass211resourcehouse.com)

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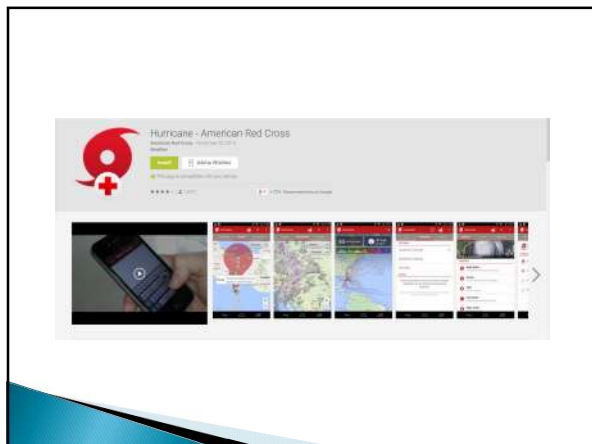
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### Why Red Cross's Hurricane App?

- ▶ Monitor conditions in your area
- ▶ Prepare your family and home
- ▶ Find help
- ▶ Let others know you are safe even if the power is out
- ▶ With the tap of a finger, switch from English to Spanish
- ▶ Flashlight, strobe light, and audible alert functions

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### Many other Red Cross Apps Available

- ▶ [redcross.org/prepare/mobile-apps](http://redcross.org/prepare/mobile-apps)
  - Emergency App
  - Team Red Cross Volunteer App
  - Tornado App
  - Blood App
  - Wildfire App
  - Earthquake App
  - First Aid App
  - Shelter Finder App
  - And More!

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Red Cross mobile apps put help in your hand.



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### Why DPH "Show Me" App?

- ▶ Communication between emergency workers and people with communication needs
  - Difficulty understanding English
  - Hearing impairments
  - Cognitive disabilities
- ▶ Tailored icons for Emergency Shelters, Emergency Dispensing Sites, Sheltering-in-Place, and Evacuating
- ▶ Use even when no WiFi or mobile data connection

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### Buddy Up and Explore

- ▶ Think with a buddy about Why you need a smartphone, tablet, or web app
- ▶ Explore with a buddy
- ▶ Guidelines for Buddies
  - Give attention generously
  - Give advice or help only on request
  - Avoid unaware "digital shaming" of yourself or others – It's okay to say "I don't know"

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## Thank you!

- ▶ Please fill out evaluations
- ▶ Contact me if I can be of help

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