



MEMBER
exclusive

EMERGENCY
alert
network

Presented by:

Tess Benham, National Safety Council

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Michael Sher, Send Word Now

Changing Role of Safety Professionals

- Safety is a **24/7 reality**.
- **Expanding** definition of **safety** and **health**.
- **New** internal and external **threats** are **emerging**.



Emergency Preparedness

take action

NSC Emergency Alert Network

- New NSC member benefit – free
- Developed in partnership with the Centers for Disease Control and Prevention
- Convened NSC member advisory committee to guide the development of this new member benefit. The member advisory committee continues to meet provide guidance during the launch and testing of the network.
- Attended Division networking meetings to gather additional member feedback



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What is an Emergency Alert Network?

- A “push” communications system to deliver emergency message to NSC membership.
- It will function similar to Emergency Broadcast or Emergency Alert Systems.
- Members will have a choice of message delivery options.



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Purpose of the Network

During an Emergency:

- Activate communication between CDC and NSC members
- Deliver credible information and recommendations
- Protect the health and safety of your customers, your employees and their families.



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What type of Emergency?

- For situations **declared** an emergency by:
 - U.S. Department of Health and Human Services or
 - The Centers for Disease Control & Prevention.



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Potential Health and Safety Threats

- Pandemic Influenza
- Foodborne Diseases
- Blast Injuries
- Chemical Accidents
- Animal-borne Diseases
- Agroterrorism

- Natural Disasters
- Vector-borne Diseases
- Radiological Threats
- Waterborne Diseases
- Bioterrorism
- Chemical Terrorism



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What type of Information?

Nature of the emergency situation

Suggested actions for businesses

- Help prevent outbreak from spreading
- Help safeguard employees and customers
- Help your business and community recover



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Upcoming Communications

- Information on how to enroll the emergency contact for your company.
- A webpage to enter emergency contact information.
- Beta Test of Communications System
- Complete System Test



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Introductory Communication

- Outline enrollment process
- Educational Information
- Identify one emergency contact for their member company.



Primary member contacts - email address

- Introductory email

Primary member contacts – no email address

- Fax followed by letter
- Primary member contact must provide an email to enroll in this benefit.

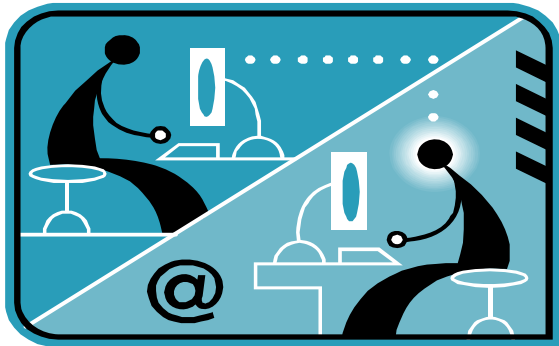


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Enrollment Email

- It will contain a secure link to the enrollment website.
- Link can only be used once to enter emergency contact information



The primary member contact is responsible for providing emergency contact information for their member company or forwarding the link to the person assigned this responsibility.



Emergency Preparedness

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send word now

Presented by:

**Michael J. Sher
Co-Founder
Send Word Now**

- The Problem
 - Difficult to reach and account for people during unexpected crises
 - Historically a manual and time-consuming process
 - Often takes hours (or days) to reach people with a timely message
 - *Disruptions often can't be predicted!*
- Solution Needs
 - An automated process to replace the manual effort
 - Reach people within minutes (or seconds) anywhere, anytime
 - A way to quickly get the word out to employees and/or customers

- Help organizations communicate critical information
 - In real-time
 - To N # of people across N # of communication devices
- Improve an organization's response to any disruption
 - Impacting customers, investors and staff
 - Initial and ongoing communication
- Save money, improve efficiency and, even, save lives

What We Do



- **Sends thousands of voice & text messages simultaneously**
- Returns voice and text responses to central location
- Hosts instant, on-demand conference calls
- Allows NSC members to “self-update” contact record
- **Creates pre-defined or on-the-fly messages**
- Assigns easy-to-establish message-sending privileges
- Traces entire trail of every message to any device

Representative Customers



Multiple Ways to Initiate Messages



- Internet web browser
- Email
- Wireless device
 - Palm or Blackberry
- Toll free number
 - With a live operator 24x7, 365 days/year
- Internal application

How it All Works

Live Demonstration



www.sendwordnow.com

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Thank you

Questions

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Dangers of Distracted Driving

Wednesday, June 11, 2008

11:30 – 12:30 CST

Register at <http://members.nsc.org>

Driver inattention contributes to an estimated 78% of crashes. Driver distractions are a major source of driver inattention. There are many ways a driver can become distracted, but not all potential distractions affect driving ability in the same way. This webinar will examine several recent scientific studies that examine the risk levels of different kinds of distractions, discuss which distractions are the most significant and review employer actions to reduce the risk of their employees.