



MEDIA ADVISORY



Contact

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San Francisco Fire Department Conducts Disaster Response Drill with NERT Volunteers on Sunday April 17th 2016

WHAT:

The SFFD will activate response to a catastrophic event in this simulation drill. NERT members from all over San Francisco will convene at Marina Middle School to put their training into action in this all-day drill. NERT volunteers will practice search and rescue techniques, triaging injured victims, setting up neighborhood command centers, and other essential disaster response skills. Over 200 volunteers have signed up to participate in this April Drill. NERT was first delivered 25 years ago in October and we are just warming up our yearlong celebration.

Additionally, the SFFD, in conjunction with the NERT Drill, will demonstrate the capabilities of our Urban Search and Rescue teams, including our Canines during a live exercise in the morning and afternoon. Additionally, the SFFD's Portable Water and Hydrant System will be displayed.

America's PrepareAthon!

The NERT drill is a registered event in PrepareAthon!, a community-based campaign to build a more secure and resilient nation by getting people to understand what disasters could happen in their communities and to take action to increase their preparedness. Find more on the website: <https://www.community.fema.gov/>

NERT uses Twitter to Save Lives

After two recent pilot classes, NERTs learned how to gather and use key information shared on Twitter during an emergency. Those photos, video, posts and tweets about the incident or emergency scene will allow first responders, including NERTs, to be better prepared for a possible Search & Rescue mission. NERT will use Twitter during the drill to practice how to:

1. Quickly report and verify the most critical issues
2. Deploy fire, water, and police resources more strategically
3. Get and report information online to decrease the number of 911 calls, freeing the system up for the most critical issues

While we have had plans in place if cell phones don't work, we now have a plan in place if they do.

Follow us on Twitter to be alerted: @SFFDNERT or <https://twitter.com/SFFDNERT>

Note: Many of our tweets during our drills will include #NERTdrill

Follow us on Facebook: <https://www.facebook.com/sffd.nert>

VISUAL TV / PHOTO OPP:

Opportunities are available to take action shots of NERT volunteers in NERT hard hats and emergency response clothing. They will be participating in emergency drill activities simulating search and rescue, triaging victims, communications with SFFD Battalion Chiefs and other disaster operations. Live interview opportunities with NERT Program Instructors, SFFD Chiefs and NERT volunteers.

WHEN:

Sunday April 17, 2016

8:30am to 3:00pm

Best time for media: 9:00am to conclusion

WHERE:

Marina Green near Webster and at the Marina
Middle School, 3500 Fillmore Street, San Francisco,
CA 94123

WHO:

San Francisco Neighborhood Emergency Response Team graduates, SFFD personnel, interested members of the public, and City leaders. Confirmed attendees include SFFD Chief Hayes-White, Cal OES Regional Administrator Jodi Traversero and her Deputy Administrator, Mike Wilson, Regional Administrator, FEMA Region IX Bob Fenton, SF Chief Resilience Officer Patrick Otellini.

MEDIA CONTACTS:

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About NERT

The San Francisco Neighborhood Emergency Response Team (NERT) is a disaster preparedness organization sponsored by the San Francisco Fire Department (SFFD). The program offers free, basic and advanced preparedness training to those who live and work in San Francisco, and provides an organizing framework for neighborhood teams in the city.

Teams gather after a disaster to survey their neighborhoods, provide information to the SFFD, conduct light search and rescue and medical triage, and help transport victims to medical treatment facilities. Since the 1989 Loma Prieta earthquake, NERT has trained over 25,700 civilians to assist the San Francisco Fire Department after a major disaster by taking care of themselves, their families, and their neighbors. NERT has held annual Citywide drills since 1992.

More information on upcoming training can be found on the NERT website, www.sfgov.org/sfnert,

