

COMMUNIQUE

Trends, Best Practices, and Opinions on Community Involvement

The Next Haiti: Is Your Company Prepared?

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It is estimated that more than 1 million people have been left homeless by the earthquake in Haiti. The torrential rains in the country last week have exacerbated the problem, turning makeshift survivor's camps (consisting of crude shelters made from scraps of fabric or plastic) into muddy quagmires. Relief agencies are working to address the crisis, but are still in desperate need of tents, tarpaulins, and any types of temporary structures.

The situation in Haiti points to the critical importance of having a well designed disaster relief plan that encompasses a response to each of the four phases of a disaster cycle:

- ◆ **Mitigation** refers to measures that individuals, families, groups, or communities can take to reduce their vulnerability to disasters and thus lessen and/or prevent injuries, death, and/or destruction.
- ◆ **Preparedness** is the proactive measures that put the individual, family, group, or community in a better state of readiness to withstand or avoid the immediate impact of any kind of disaster.
- ◆ **Response** takes place from the moment of the occurrence of an incident up until basic emergency human and community needs have been met.

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◆ **Recovery** follows the disaster response and may extend anywhere from several weeks to several years after a disaster.

In Haiti's case, the response and recovery phases will last for *many* years. Unfortunately, however, most companies have not adequately prepared or budgeted for such protracted response and recovery efforts.



Our research shows again and again that companies make contributions to relief groups *when disasters occur*. As a result, companies may have funds for initial disaster response, but they have not budgeted to support major relief beyond this.

To help prepare your company for the full scope of disaster relief, LBG Associates has prepared an **Issue Briefing** that provides an overview of disaster management and relief; discusses trends that we've found over the past 15 years; and outlines our guidelines for disaster relief best practices. For your free copy, visit our [website](#) today. ❖



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About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through expert advice; implementation of strategies, programs, policies, and procedures; research on cutting-edge CSR issues and trends; and training that equips practitioners with the knowledge and skills to grow and advance in the field of corporate social responsibility and community involvement. Find more information at: www.lbg-associates.com.

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