



The American Red Cross and Community Response to the 2015 NorCal Wildfires

Eleanor Guzik, RN, NP

Pacific Division Disaster Disability Integration Coordinator American Red Cross

Anne Reynolds, MS

Division Disaster Director American Red Cross

Wendi Thomas, RN, MSN

Nursing Director, Emergency Services, Critical Care & Nursing Administration Petaluma Valley Hospital

Brian Martin

Sheriff/Coroner and Emergency Services Director, County of Lake

Todd Derum

Division Chief California Department of Forestry and Fire Protection













Valley Fire Was 3rd Most Destructive Wildfire in California History • Date started: Sept. 12, 2015 • Acres burned: 76,067 • Structures destroyed: 2048 • Lives lost: 4

Pre-Event Situation

- Staffing levels typical for a Saturday –
 4 deputies + 1 sergeant
- Approximately 1 month earlier, Rocky Fire burned 69,438 acres and destroyed 96 buildings
- Before Rocky was contained, Jerusalem Fire burned 25,118 acres and destroyed 27 buildings
- Fire Management Assistance Grant awarded for these events
- Hundreds of evacuations

Pre-Event Situation

- 2 community response teams certified in county
- Deputies assigned take-home vehicles
- Media outreach utilized Nixle, email, press releases, website and social media
- OES removed from Sheriff during prior administration; placed with County Administrative Office

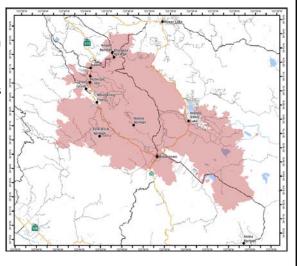
Timeline

- 1322 hrs First call
- 1351 hrs CAL FIRE requests initial evacuations
 - 1403 hrs First report of person needing help evacuating (120+ more to come)
- 1407 hrs Off-duty deputies called in
- 1409 hrs Local DFW officers responding first of numerous LEMA
- 1455 hrs First reverse 911 message out

Timeline (cont.)

- 1725 hrs Evacuation of Hidden Valley Lake ordered (app. 9 miles from fire origin; just over 4 hours)
- 1758 hrs Deputy reports first spot fire in Hidden Valley Lake (4.5 hrs)
- 1812 hrs Lines across SR 29 cause split of evacuees to different county

By the end of the fire, approximately 120 square miles had burned driven by 50+ mph wind



Medical Issues Smoke inhalation by deputy If irefighters burned over Evacuees without medication Special needs/elderly evacuees Identification/Location of remains

After Action Review What went well What to improve Add redundant Coordinated evacuation notification systems Mass notification Define roles of Coordinated media emergency operations releases center and incident LEMA immediate command posts response OES director needs a Long-term recovery task degree of autonomy force formed Donation management Request California plan **National Guard Military** Police

Lessons Learned

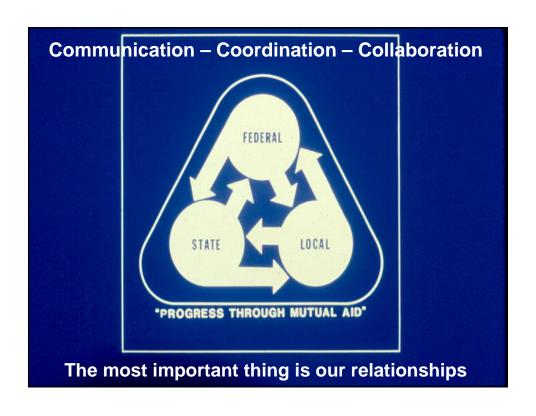
- Rumor control/media relations
- Evacuation decisions
- Dealing with unsanctioned shelters
- Dealing with multiple evacuation sites
- · Documentation of notices
- Repopulation when & how
- Social media (evacs and looting)
- Emergency notification systems in place prior to event





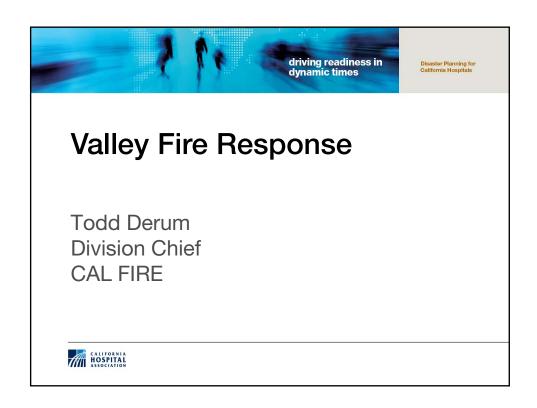






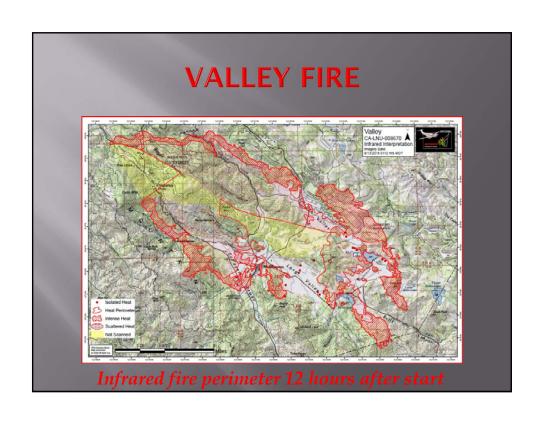


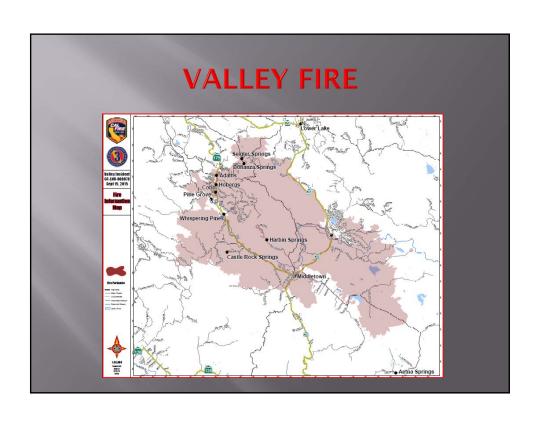




TODD DERUM Division Chief – Sonoma County Operations Incident Commander – CAL FIRE ICT 4 Began my career as volunteer firefighter in Sonoma County and CAL FIRE seasonal firefighter in Lake County







Other Incidents

Butte Fire – Amador/Calaveras County 65,000 acres CAL FIRE IMT 1

Rough Fire – Fresno County 117,034 acres CAL FIRE IMT 2 /USFS

Operational Priorities

Life Safety:

Imminent Peril Rescues
Evacuations

Structure and Infrastructure Defense

Perimeter Control

Lessons Learned

Multi-disciplinary disaster preparation

The value of ICS as a management by objective system

Planned strategic transitions

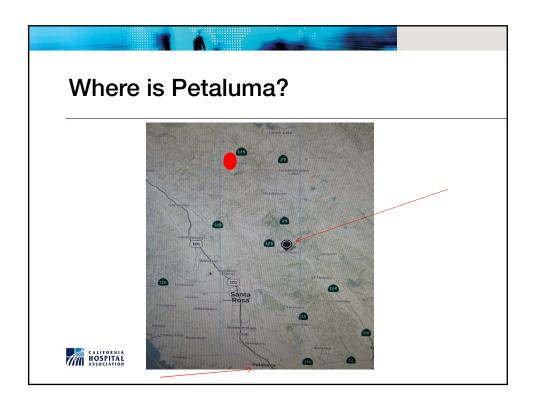
Responding to friends and family



Valley Fire Response

Wendi Thomas RN, MSN Nursing Director Petaluma Valley Hospital





Neighboring Hospital Support

- Prepare and be available for overflow of patients inpatient and outpatient
- Educate on resources available
- Inventory supplies to send if necessary
- Free up traveling RNs
- Collaborate as a region within health system



The Call For Help

Hi all

I am working with the Emergency Operations Committee (EOC) for the Valley Fire and here is their status and needs:

Ole Health set up a clinic on site from 8am-11pm to help the hundreds of those that were evacuated. Many left without their medical equipment and prescriptions. The prescribing pharmacy burned and records are not obtainable for many of these folks. The immediate needs are for practioners to help tomorrow and Wednesday with the clinic. We have sent nurses and will ask for additional volunteers to help with the first aid. The hospital is going to support the efforts as well and is looking at sending a pharmacy cache up for immediate needs and filling short-term prescriptions. If you are available to help in the clinic tonight, tomorrow, or Wednesday, the hours are listed below. Any full or part shifts are appreciated. I will coordinate it for the EOC and let them know. St. Helena Hospital is supporting as best as they can, but many of their people were evacuated themselves. Shifts Needed:



Evacuation Center — Calistoga

- Ole Health primary clinic coordinator
- American Medical Response staging areas with advanced life support rig on standby
- Staffing by clinic staff volunteer physicians and nurses
- Coordination with local hospitals and pharmacies



Evacuation Center — Calistoga (cont.)

Patients seen

- 75 patients per day
- Primary diagnoses
 - Med refill
 - Asthma/Respiratory illness
 - Diabetic teaching
 - Back pain
 - STEMI
 - Mental health
 - Heat-related illness



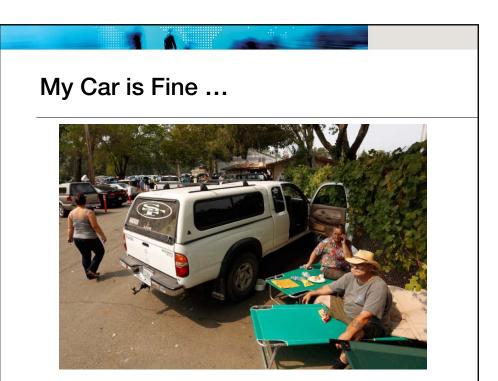
Health Care Challenges/Successes

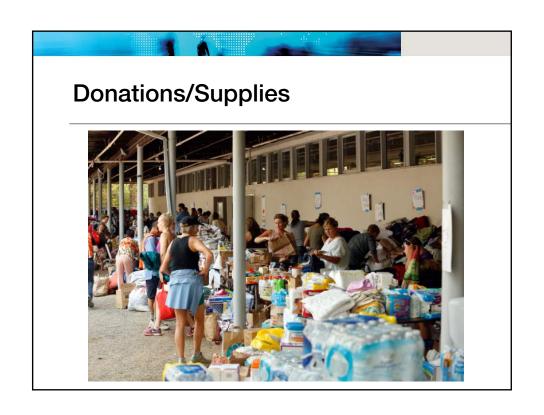
- · Getting prescriptions filled and paid
- Tent visits
- "What is your address?"
- Privacy
- Paperwork ©
- Clinic staff
- Coordination with Red Cross nurses



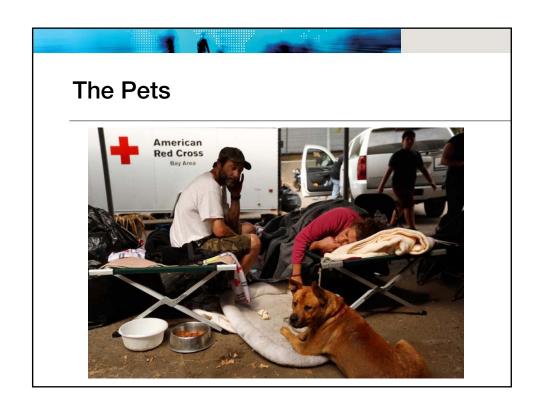
Evacuation Center – Calistoga Fairgrounds













After the Ashes Settle





Challenge

Huge number of evacuees, small amount of time and limited local resources



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What We Do

- Shelter
- Feed
- Comfort



How We Do It

- Health services
- Disaster mental health
- Disaster spiritual care
- Safe & well



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Recovery

- Bulk distribution
- Client casework
 - Referrals
 - Financial assistance
- Long-term recovery



Partnerships

- Initiate, build and reinforce
- Strengthen collaborative efforts
- Plan for the future



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Opportunities

- It is never soon enough!!
- Perceptions
- Opportunities to work toward excellence
- Getting to yes



Disability Integration

- To collaborate with partners
- To ensure equitable service for people with disabilities, and other access and functional needs
- To have the focused attention of one activity
- To educate internally and externally
- To educate vertically and horizontally



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Questions?



American Red Cross

Thank You!

Eleanor Guzik, RN NP Eleanor.Guzik@redcross.org

Anne Reynolds, MS Anne.Reynolds@redcross.org

Wendi Thomas, RN, MSN Wendi.Thomas@stjoe.org

Brian Martin Brian.Martin@lakecountyca.gov

Todd Derum Todd.Derum@fire.ca.gov

