



# 2016 DEMA PREPAREDNESS SYMPOSIUM

*"It's not about what you can do alone, but what we can achieve together."*

## People Breakout Summary

We addressed the challenges we face as the Whole Community leading our citizenry to both understand the risks and hazards they face and subsequently take the appropriate action to prepare for those risks and hazards.

We discussed current initiatives that are working well and what types of actions we are asking them to take. We acknowledge the wide variety of steps and strategies from the various members of the Whole Community, and considered the possibility of consolidating and/or aligning outreach efforts to make the preparedness message more consistent and impactful.

Current obstacles we face in this effort in Arizona were identified: a seasonal population that swells during winter months, apathy, complexity of messages, "novelty" factor of messages, and rugged individualism of some residents.

Opportunities to collaborate included: simplifying the messages in general (more pictures, less words), identifying a trusted spokesperson to be the face of a comprehensive campaign, focusing efforts on a program delivered to school-age children, using real-life examples, utilizing social media to reach the younger generations, a competition for communications majors at colleges to develop campaigns, and the use of apps.

The session ended with discussion on the ability for the Whole Community to overcome the "novelty" factor and navigate our way into long-term sustained change in personal preparedness.

September 21, 2016  
Sheraton Crescent Hotel, Phoenix



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## Cyber/Counter Terrorism Breakout Summary

Our discussion focused on identifying those who are targeting us, why, what are they doing with our information, and what can we do, (not strictly from an IT perspective) to harden and defend our systems. Using the comment/question participant cards from the morning session, we discussed the topics specifically identified by the attendees in the room.

We learned about the assets available through the AZ Counter Terrorism Information Center (ACTIC), including the Community Liaison Program, which funnels information between the ACTIC fusion center and private sector partners. This two-way exchange of information includes trending cyber issues, updates about ongoing real-time incidents and allows for tips directly from the public to research analysts at the ACTIC.

We identified an opportunity that will greatly enhance the exchange of information between the ACTIC and the health community. The proper sharing of email/contact lists between the ACTIC and statewide hospitals and medical centers did not exist before this discussion, but was identified, and corrected during the session. This was an immediate actionable take away from the symposium that will strengthen our security, information exchange and communications!

There was extensive discussion on cell phone security. Everyone in the room recognized that their phones are now accessing nearly everything their computers are. We learned to ensure your phones are updated frequently (weekly at least) and that strong password and other security measures (password keepers) are employed. This also included emerging discussions about FirstNet and the security of that developing response tool.

Lastly we learned of resources, often free, for training and network assessments available through US DHS (online or residence training), the ACTIC, and DEMA.

In closing, the message was clear; pay attention to your equipment, passwords, internet traffic/surfing (including all of the devices on your home wireless network, any one of which can expose and infect your network and subsequently your work network), and updates/patches. Be mindful and "DO SOMETHING" to protect yourself, your agency, and your home network.

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