

2008 Medical Reserve Corps National Leadership and Training Conference



Prepared Volunteers, Resilient Communities, Strong Nation



April 8–11, 2008

Portland, Oregon



*Peninsula &
Middle Tennessee*
MRC

**FORGING
POWERFUL
PARTNERSHIPS**

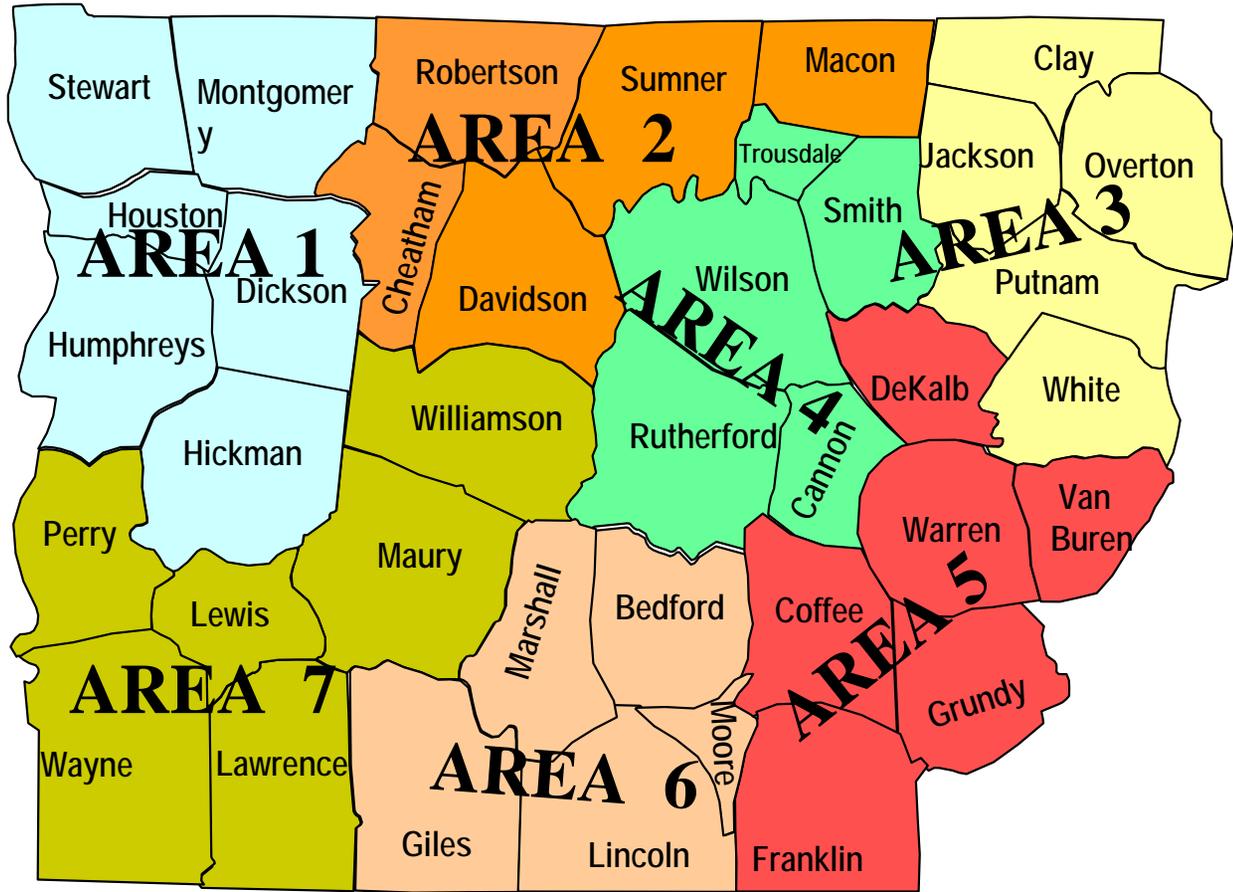
What we're going to share tips for:

- Defining your MRC unit
- Identifying Partners
- Building Relationships
- Defining Relationships
- Facing Challenges

What Defines Your MRC unit

- Why are you here?
 - Public Health Needs
 - Emergency Response
 - Improve Community Emergency Preparedness
- Where you are based
- Who gives you \$ & 501c3

**MIDDLE
TENNESSEE
MRC**



- Pre-Katrina - 250+ Members
- Post-Katrina - 1800 Members

Role of the MTMRC

- Red Cross Shelters
- Alternate Care Sites / Special Needs Shelters
- Points of Distribution (POD)
- Public Health Clinics
- Healthcare Surge
- Training / Drills / Exercises
- Community Prevention Program

MTMRC Partners

- US Department of Health and Human Services (HHS)
- Federal Emergency Management Agency (FEMA)
- Tennessee Department of Health
- Tennessee Office of Homeland Security
- Tennessee Emergency Management Agency (TEMA)

MTMRC Partners

- Metro / County Office of Emergency Management
- Metro / County Health Department
- American Red Cross / VOADs
- Local Hospitals (16)
- Faith Based Organizations

Private / Public Partnership

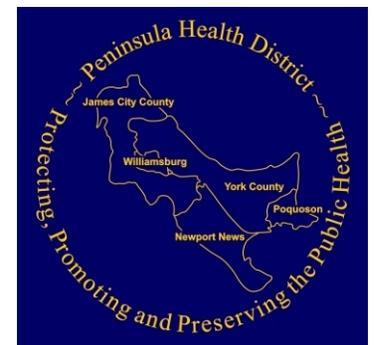
- Local Businesses
- Pharmaceutical Companies
- Large Corporation

PENINSULA MRC

- 2 years young
- HD based
- 16 Cities & Counties



**Three Rivers Health
District**
Three Rivers Health District



PENINSULA MRC

Mission:

- Emergency Response
- Ongoing Public Health Education & Outreach
- Improving Emergency Preparedness

Types of Partners

- Political
- Financial
- Emergency Management
- Response
- Collaboration

PENMRC Political Partners

- MRC National
- State Health Department
- Local Politicians
- Professional Medical Associations
 - Veterinarian
 - Retired Navy Corpsman
 - Dental

PENMRC Financial



- Citizen Corps
- Metropolitan Medical Response System
- VDH: EP&R program
- Cities Readiness Initiative
- Foundations: Animal, Hospital & Health



PENMRC Emergency Management

- HD Emergency Planners
- Local Emergency Managers
- Hospital Emergency Management

PENMRC Response Partners

- HD Emergency Planners
- Local Emergency Managers
- Faith Based Organizations
- VOAD
- Other MRC units



LIBERTY
BAPTIST CHURCH

PENMRC Collaboration Partners

- Health Department Staff
- Local Universities & Schools
- Health Occupation Student Organizations (HOSA)
- SPCA
- Volunteer Centers

Who are YOU?

- Create Your Unit's Image
 - Materials: business cards, flyer, website, application, pens
 - PR/Press Kit
 - Supportive documents
 - Polo shirts
- Get Your Foot in the Door
 - Connections

Building Relationships

1. Get Face Time
2. Take A PR Package
3. What Do You Say?
4. Ask For Other
Connections
5. Close The Loop

Managing Relationships

- Share Resources & Knowledge
- Make Referrals
- Support Events
- Give Credit
- Keep them INFORMED!

Keeping Partners Informed

- Monthly Reports
- Newsletters
- Quarterly Meetings

Defining Relationships

- Private vs. Public
- MOUs
- EOPs

Private / Public Partnership Pros

- Resource for financial aid
- Source for technology innovation
- Provides organizational integration knowledge and expertise
- Can help establish recognition and credibility within the community

Private / Public Partnership Cons

- Differences in organization mission and goals
- Varying operational protocols and processes
- Susceptibility to external economic and political influences
- Tax structure may affect corporate donation giving / receiving

Partnership Challenges

- Competition
 - Volunteers
 - Resources
 - Mission
- Lack of Interest
- Rural areas...Not here

Your Challenges

What are your challenges?

What strategies can be used to overcome them?

MRC Unit Challenges

- Liability, Malpractice, Workers Compensation
- Inter / Intra State Issues
- ESAR – VHP / Credentialing
- Standardization / Typing
- Training / Education
- Sustainment / Retention
- Funding

***Effectively
Leveraging
Partnerships is the
Key to the Success
& Sustainment of
MRC units!***

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