Interesting Article!

Small Businesses Also a Target for Hackers

NEW YORK (AP) — It's not just big businesses like JPMorgan Chase, Target and Home Depot that get hacked. Small companies suffer from intrusions into their computer systems, too.

The costs associated with computer and website attacks can run well into the thousands and even millions of dollars for a small company. Many small businesses have been attacked — 44 percent, according to a 2013 survey by the National Small Business Association, an advocacy group. Those companies had costs averaging $8,700.

JPMorgan Chase said the attack on its computer servers this summer compromised customer information from about 76 million households and 7 million small businesses. Target Corp., Michaels Stores Inc. and Neiman Marcus have also reported breaches of their computer systems in the past year, as did Home Depot Inc., whose customers include small contracting companies.

For the full article visit the Continuity Insights website
http://www.continuityinsights.com/news/2014/10/small-businesses-also-target-hackers

5 Strategies for getting the Public to sign up for Emergency Alerts

Incentives and opting out can be effective ways to get public buy-in for alert notifications.

Article by Jim McKay
Editor of Emergency Management Magazine

One of the challenges of developing a community that’s resilient to disaster is getting citizens to sign up for alert notifications. For example, a year after Itawamba County, Miss., deployed an emergency notification system, 25 percent of households had signed up to receive it. That’s considered good. Really good.

In fact, getting residents to sign up for any number of emergency services is difficult for a multitude of reasons. Some people are averse because of the privacy and security implications and are afraid to share personal information. And some of it is that people just tune out when it comes to the gruesome nature of preparing for a disaster. But there are strategies to maximize the buy-in from residents.

Ana-Marie Jones, executive director of the
nonprofit agency Collaborating Agencies Responding to Disasters (CARD), shared her favorite ways for getting buy-in from the public:

**Lose the scary message**

“Fear isn’t a sustainable emotion,” she said. “You can scare people into doing simple things but it doesn’t last very long.” A better strategy is to make people feel as if they are included in something important. Jones said it’s important to remember that you’re trying to sign up people to receive bad news, something they don’t really want to think about. Blasting the message that “You’d better sign up for this or bad things will happen” is counterproductive. “We spend so much money on blasting to everyone the scattergun message basically saying horrible things are going to happen, find out about it soon,” she said. “It’s really not as compelling as you might think.” Go for empowerment, Jones said. “Picture people who are feeling as if they are connected and smart and wise is so much better than fear-based messaging.”

**Offer incentives**

Incentivize it during meetings. “Anytime there is a community gathering and you can get people to step up and [sign up] give them a prize for doing it,” Jones said. And it doesn’t have to be an expensive prize, people just like getting things. “You’d be astounded at the things people are willing to do if they got a prize.” She said at certain preparedness functions agencies with which CARD has worked have had people program preparedness messages into their phones on the spot for the prize of a whistle.

**Allow opting out**

Whenever possible, give people the option of opting out, not the other way around. When it comes to organ donation in other countries, those given the option of declining will do so less than 20 percent of the time. On the other hand, when it’s an opt-in strategy just a few sign up. Jones recommended the book, *Nudge: Improving Decisions About Health, Wealth and Happiness*, which talks about strategies for getting people to do what’s healthy for them.

**Share success stories**

Share some shameless success stories and make them specific and clear. “Things like, ‘Wow, this person got a notification and was able to do such and such. This many residents got the message and no one was left behind; everyone evacuated successfully.’” In other words, give people something they can visualize, something that they can see as having been a success.

**Normalize it, socialize it**

Getting a trusted partner to work with on outreach can be highly successful. “Having a senior agency, for example, have as part of its intake process, seniors sign up for notifications,” Jones said. “I can’t even begin to express the difference it would make if we just looked at that as a primary mechanism for how we engage our communities. It would be a safe and trusted person helping someone to do these things that are beneficial.”
Businesses
Get Ready to ShakeOut!

On the third Thursday of October, thousands of British Columbians will “Drop, Cover, and Hold On” in The Great British Columbia ShakeOut, the largest earthquake drill in BC history! All businesses are encouraged to participate in the drill (or plan a more extensive exercise).

British Columbia is located in a seismically active region where a few thousand earthquakes occur each year in and adjacent to the province. The threat of a major earthquake in the province is real and all British Columbians must know how to be prepared.

The ShakeOut drill is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes. Once you register, participation can be as simple as three easy steps:

1. Drop, Cover, and Hold On: Have your employees Drop to the ground, take Cover under a table or desk, and Hold On to it as if a major earthquake were happening (stay down for at least 60 seconds). Practice now so that your employees will immediately protect themselves during an earthquake!

2. While still under the table, or wherever you are, look around and imagine what would happen in a major earthquake. What would fall on you or others? What would be damaged? What would life be like after?

3. Finally, you can practice what you will do after the shaking stops.

Everyone can participate! Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Be a part of the largest earthquake drill in Canadian history on the third Thursday of October!

Register today at ShakeOutBC.ca

HOW TO PARTICIPATE

Here are a few suggestions for what businesses can do to participate in the ShakeOut. Learn more at shakeoutbc.ca/howtoparticipate.

Plan Your Drill:
• Register at shakeoutbc.ca/register to be counted as participating, get email updates, and more.
• Have a “Drop, Cover, and Hold On” drill on the third Thursday of October. You can also exercise other aspects of your emergency plan.
• Discuss what you learned and make improvements.

Get Prepared for Earthquakes:
• Check your emergency supplies and equipment; make sure they are accessible and functional. After an earthquake you may need to remain in place for at least 72 hours or up to a week, so ensure that you have the necessary supplies.
• Encourage others to prepare at home.
• Provide first aid and response training for staff.
• Contact your local emergency program for preparedness information.
• For more information on planning for your organization, please visit www.publicsafety.gc.ca/prg/em/gds/bcp-eng.aspx

Share the ShakeOut:
• Encourage everyone in your group to register.
• Have a meeting to discuss preparedness, and register for the ShakeOut.
• Encourage local businesses and other organizations to participate and distribute ShakeOut information.
• Share photos and stories of your drill at shakeoutbc.ca/share.

As a registered ShakeOut participant you will:
• Learn what you can do to get prepared
• Receive ShakeOut news and other earthquake information
• Be counted in the largest earthquake drill ever!
• Set an example that motivates others to participate
OUR BIG ANNUAL CONFERENCE

THE EMERGENCY PREPAREDNESS & BUSINESS CONTINUITY CONFERENCE 2014

The Emergency Preparedness and Business Continuity Conference is a program that brings together topics of importance to the emergency management and the business communities.

Two organizations joined together in 2013 to co-host the Annual Conference. The Pacific Northwest Preparedness Society (host of the annual EPConference) and E.P.I.C.C (host of the annual EPICC Forum) have combined efforts to bring a new and exciting forum to the Pacific Northwest region.

The Conference will run from November 18-20, 2014, with pre-conference workshops on the 17th.

Venue: The Sheraton Wall Centre

Don’t miss the Early Bird Registration Deadline of October 22, 2014: $615.00

Includes 3 day conference, access to the exhibition area, continental breakfast, lunch & coffee breaks, and networking reception.

Seats are filling up quickly so be sure to register today by clicking here.


Exhibits are SOLD OUT!

Sponsorship opportunities still available.

2014 Sponsors

- Insurance Bureau of Canada
- Health Emergency Management BC
- IPREM
- Port Metro Vancouver
- Fortis BC
- Black Shield Preparedness Solution Inc.
- The Greater Vancouver Security Partners Forum

For more information you can visit the website www.epbccconference.ca

Please submit and questions or comments about the newsletter to Executive Administrator, Lesley Carew – info@epicc.org

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