

Lesson 5: Course Summary

Lesson Overview

This lesson provides a brief summary of the Improving Preparedness and Resilience through Public–Private Partnerships course. After reviewing the summary, you will receive instructions for taking the course posttest.

Establishing a Public-Private Partnership

Throughout this course, you learned how public–private partnerships can benefit all aspects of the emergency management system. When establishing partnerships, you should consider these five steps:

- Define the purpose and objectives of the partnership
- Identify likely partners
- Discuss the value of the partnership with likely partners
- Secure commitment to the partnership
- Finalize the partnership objectives and activities

By following these steps, you will help create a stable partnership that can achieve its goals and respond to the needs of its partners and the community. After establishing the objectives of the partnership, partners can discuss how to effectively plan, communicate, and share resources in order to meet those objectives.

Information Sharing

In order to effectively prepare for, respond to, and mitigate disasters, public–private partnerships need to be able to communicate effectively. When determining how to effectively share information, consider the following questions:

- **What information should be shared?** Partnerships can share response plans, contact information, sensitive or proprietary information, and/or threat information.
- **How will the partnership guard sensitive and proprietary information?** Partnerships should ensure that proprietary information is not improperly disseminated.
- **How will the information be shared?** This information can be shared in a number of ways, including insecure networks (such as listservs or conference calls) or secure networks (such as Infragard or DHS HSIN).

Emergency Communications

Emergency communications during an incident are another vital aspect of communication within public–private partnerships. Partnerships can relay emergency communications using methods such as:

- Direct communication
- Incident alerts
- Situational reporting
- Private-sector representation at an EOC

Partnerships can use some combination of these methods, depending on the type of information they need to convey during an incident, and who needs to receive the information conveyed.

Resource Sharing

Public-private partnerships can also support emergency management through resource sharing. By sharing resources, partnerships can more efficiently prepare for, respond to, and mitigate incidents. Resources can include tangible items, volunteers, or technical assistance.

In order to effectively share resources, partnerships should create a resource sharing plan. The plan should determine how resources will be managed, organized, and used to support partnership goals. In many cases, a resource inventory can be used to manage available resources in preparation for an incident.

Sustaining a Public-Private Partnership

Once partnerships are established, partners can engage in information and resource sharing and emergency communications. However, partnerships should also take steps to ensure that partners develop their own capabilities, which in turn help the partnership to sustain itself. Partners can improve their ability to prepare for, respond to, and mitigate disasters by engaging in:

- Accreditation and certification
- Joint exercises
- Business continuity planning

If the partnership does not seem to be sustaining itself, partners can assess their effectiveness by reevaluating their original value proposition. Reevaluating the value proposition can help a partnership determine when it is in trouble and how to correct the issue.

Toolkit for Public-Private Partnerships

Now that you have completed the Improving Preparedness and Resilience through Public-Private Partnerships course, you should be able to identify the steps to establish and sustain a public-private partnership and engaging in information sharing, emergency communications, and resource sharing. The Public-Private Partnership toolkit contains more information related to these topics, including sample documents and a comprehensive list of Web resources for the public and private sectors.