Wisdom from the Front Lines

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LESSONS FOR DISASTER PLANNING
FEMA Cost – Recent Disasters

- **Hurricane Katrina – 2005**
  - $16.3 billion in FEMA assistance / 1.2 million housing units damaged / $150 billion in total damage

- **Superstorm Sandy - 2012**
  - $8.3 billion / 305,000 housing units damaged / $70 billion in total damage

- **Louisiana Flooding - 2016**
  - $774 million in FEMA assistance (to-date) / 188,000+ housing units damaged / $8.7 billion in total damage
Damage Estimates

In Greater Baton Rouge area:

- 41.5% of homes received flood damage
- 359,619 people affected
- Estimated value of homes - $30.4 billion.
- Only 5% of all homes were insured against flooding
- 34.8% of businesses damaged
Blue Cross Employees Affected

- 419 total employees completely flooded (home and car)
- 600 total employees with some flooding
- First week following flooding: 37% of workforce unable to attend work
Top 4 Lessons Learned in Disaster Planning
"The Blue Trade Site has really been a blessing. Not only have I been blessed to have gotten items from some employees in Blue Cross, I have met new people. It’s amazing how Blue Cross has come together in this time of need. Thank you to all who have put their time & patience into making the Blue Trade Site a success!"

Lauren Gray, Medical Review

**#4-Employee Exchange**

- “Blue Craigslist”
- To connect flood-affected employees with resources in real time, launched Blue Trade – a place where employees in need and those who have items to donate can post and connect.
- Essential needs only – food, clothes and basic amenities
- Designed in Caspio
#3-Disaster Scorecard

- Geographic Location: Is the disaster in Louisiana?
- Number of Markets Affected? (Baton Rouge, Lafayette, Lake Charles, New Orleans, Houma, Alexandria, Monroe, and Shreveport)
- Does it affect another Blue Plan?
- Estimated Number of People Affected
- Number of Employees Affected
- Number of Deaths/Injuries
- Estimated Cost of Damages
- Media Coverage (Local and National)
- Are other companies responding?
- Governor Declared State of Emergency
- Federal Disaster Declaration
- Does it feel like the right thing to do?
#2-Think Long-Term and Collaborate

- Free Trauma and Resiliency Conference for clinicians, early education providers, first responders, school administrators and teachers, hospital staff and clergy. This conference was held 3 months after the flood to provide mental health training in Mind-Body Medicine and Community-Wide Trauma Relief.

- The Louisiana Disaster Recovery Alliance-created to support cross-sector collaborative efforts and communication, share knowledge and resources with the goal of improving recovery outcomes and increasing the resilience of Louisiana residents and communities.
#1 - Communication

- Blue Alert
- Employee Hotline
- All-employee emails
- Employee only closed Facebook page (*Most effective)
- Special edition daily employee newsletter
- Employee/Community resources page on our website
- Daily emails from our CEO