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## **PRESS RELEASE**

### **IAEM-USA Releases Framework to Measure Return on Preparedness Investments: Comments Requested by September 2**

**Aug. 11, 2011 (Falls Church, Va.)** – President Barack Obama called for the development of a national preparedness assessment system in the recently released Presidential Preparedness Directive 8 (PPD-8). Additionally, key Congressional committees have been asking what is being accomplished with investments in preparedness grant programs. “In an effort to contribute to the dialogue about how to meet these dual needs, the U.S. Council of the International Association of Emergency Managers (IAEM-USA) has proactively developed a principled approach that can inform the development of a measurement system for preparedness and return on investment for one of the grant programs valued most by local emergency management—the Emergency Management Performance Grant (EMPG) Program,” stated IAEM-USA President H.E. “Eddie” Hicks, CEM. The EMPG Program is the backbone of the national emergency management system providing up to a 50 percent match to local, state, tribe, and territory jurisdiction investments in emergency management programs.

Previous efforts to measure preparedness have centered on the counting of things purchased and activities undertaken with preparedness funding. IAEM-USA makes the case that preparedness should be measured based on what is *relevant*, and to be relevant the measurement process and measures ought to be grounded in the *Principles of Emergency Management (2007)*. IAEM-USA suggests that it is possible to do what has not been done previously—rely on principles of the field which, when applied and measured, indicate the relationship of our investments to overall preparedness. IAEM-USA believes this is particularly important for EMPG.

*Preparedness: A Principled Approach to Return on Investment (Version 1.0)* presents a principle-based process to developing measures of return on investment for preparedness grant programs and also suggests a cohesive framework of outcomes that can be used to develop meaningful measures. The framework presented in *Preparedness* has the distinct advantage of giving greater meaning to data already being collected and preparedness activities already being undertaken pursuant to law or policy. Thus, the framework recommended will not require that an entirely new set of measures be developed to meet the needs of the President and Congress. *Preparedness*, uses the Emergency Management Performance Grants (EMPG), as an example to illustrate how the framework can be used to drive objectives and measures and provides samples in Appendix A.

IAEM-USA today shared this document with leaders on Capitol Hill, federal government partners, and other association partners. “IAEM-USA's intent with offering this document is to contribute to the on-going dialogue on assessment and welcomes comments on the proposed framework,” said Hicks. “IAEM-USA looks forward to participating in the development of future solutions.” *Preparedness: A Principled Approach to Return on Investment (Version 1.0)* may be downloaded for review at [www.iaem.com/PreparednessROI](http://www.iaem.com/PreparednessROI). “I encourage all who study the document to provide comments by September 2,” urged Hicks. Comments are requested via the survey link [www.iaem.com/PreparednessROI](http://www.iaem.com/PreparednessROI).

*IAEM-USA, the nation's largest emergency management professional association, is a non-profit professional organization representing more than 5,000 emergency management and homeland security professionals for local communities, state and federal disaster officials, private sector, non-governmental organizations and others involved in preparing for, responding to, and recovering from all types of disasters including acts of terrorism. IAEM provides: access to the largest network of emergency management experts who can provide advice and assistance; the Certified Emergency Manager® program; annual scholarships; a comprehensive monthly newsletter; and more.*

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