



EMERGENCY RESOURCE CENTER, INC.

ORGANIZATION PROFILE

In its year 2000 report, the World Health Organization (W.H.O.) ranked the Philippines first in natural emergency occurrence. China and Japan were number two and three respectively. A 1999 UN report covering the period 1969 to 1993 revealed that an average of 2 million Filipinos are affected by emergencies annually. The situation is exacerbated by the fact that with the onset of the new millennium, a new emergency has spawned. Worldwide, the population has grown by leaps and bounds. In Asia alone, the population increase means a new city of 150,000 people will have to be built **daily** to accommodate this growth. In the Philippines, 50% of the country's approximately 85 million Filipinos are between the ages of 0 and 18 years. Given the country's 2.36% annual growth rate, it will not be long before more than 50% of the population will be composed of young people. This will mean that one out of every two victims of an emergency will be a young person. Among its other programs, the Center's priority focus is to provide Emergency Preparedness and Education Programs for the youth.

In addition, the Philippines is currently host to two major secessionist fronts and numerous terrorist activities on top of its worsening crime situation. It is in this geo-socio-political-economic milieu that the Center operates.

The **Emergency Resource Center, Inc.** is a Securities and Exchange Commission registered, non-stock, not-for-profit, non-governmental organization dedicated to community-based Mass Emergency Preparedness, Management and Education. The Center's vision is to excel in the delivery of these services and be recognized at the Global level for the quality and relevance of the work that it performs.

Early in 2001, the Center, in coordination with the Department of Education, Culture and Sports (DECS), National Disaster Coordinating Council and AM radio station DZMM delivered the **Neighborhood Emergency Services Team (N.E.S.T.™)** program to the DECS National Capital Region's city high school divisions, capping it with the Emergency Expo 2001 that brought together Emergency Services Organizations from as far north as Baguio and as far south as Cotabato, Mindanao. This highly successful endeavor was the first ever of its kind.

In May of 2001 The Center was engaged by Dos Palmas Resort in Honda Bay, Palawan in the aftermath of the Abu Sayyaf raid. The Center worked with resort management to deliver appropriate Crisis Management, Resolution and Reputation Management measures. In June of 2001, the Center was appointed by the Security Committee of the Palawan Tourism Council to conduct a multi-hazards review of the Province's tourism-oriented establishments including its transportation infrastructure.

The Center deployed a composite team to Palawan to assess the emergency readiness capabilities of affected resorts and their contiguous Barangays. A proprietary assessment format was formulated that reviewed the ability of the participating resorts to perform the following basic physical protection paradigm functions (utilizing ERC's proprietary "Defense In Depth" or 8D™ analytical tool). Results of this review went beyond the expectations of the assessment team and it was realized that the appraisal could benefit the tourism industry of the country as a whole.

The events of 11 September 2001 forever changed Emergency Management paradigms. The world was rudely awakened to the cold realities of the threat that WMD, or Weapons of Mass Destruction poses to the whole world. The events at the World Trade Center literally brought the world to its knees. Many countries found themselves rushing to prepare for WMD. The Emergency Resource Center was kept very busy appearing on TV and Radio talk shows to discuss the threat. Both the government and the private sector requested presentations on WMD awareness. The Center, in coordination with TÜV Rheinland Academy a 130 year old ISO and Safety Certification body presented workshops on corporate and individual protection against WMD.

Organization Partners

Organizations and corporations who have, in one-way or another collaborated or have availed of the Center's emergency technology:

ABS-CBN Broadcasting Corporation	Imbestigador GMA7
Accenture (formerly Arthur Andersen)	Island Transvoyager, Inc.
Asian Development Bank	James Hardie
Asian Terminals, Inc.	Municipality of Bay, Laguna
Bangko Sentral ng Pilipinas	Municipality of Los Banos, Laguna
Batangas Police Station	NCRPO- Philippine National Police
Bulldog Security Agency	National Union of Journalists in the Phil.
Celebrity Sports Plaza	Philippine Airlines
Department of Education (NCR)	Philippine Graphic
Department of Finance	Philippine Daily Inquirer
Dos Palmas Resort	The Probe Team
DZMM	Reporter's Notes GMA7
GMA7 Network	Right 8 and 8 Arms Security Agency
Intl. Rice Research Institute	720 th , 730 th & 740 th Combat Group PAF

Core Programs

The Center has core programs of which are designed to prepare participants, in the shortest time possible, for the myriad emergencies an individual or team may face:

S.A.F.E!™

Safety Awareness For Everyone!

This is an awareness level program that promotes emergency preparedness through experiential education. Participants go through 4 interactive stations in 2-hours where they are exposed to simulated reality based scenarios.

These scenarios are:

- *Fire Prevention* – A room is filled with non-toxic smoke to simulate the effects of incipient fire. Participants learn how smoke banks itself at various heights and how to best take advantage of this phenomena. In addition, participants are exposed to the difficulties of navigating through the simulator due to limited vision, difficulty of breathing and general disorientation.
- *Multiple Casualty Simulator* – Participants are exposed to a multiple casualty situation where their ability to address various injuries are challenged. Simulated casualties are dressed in a variety of “moulages” to simulated realistic injuries and evoke varied responses from the participants.
- *Emergency Preparedness* – While at this station, participants are challenged to form survival kits from materials which are normally carried in their person. ID cards become occlusive dressings, reading glasses are utilized for fire making, handkerchiefs are transformed into bandages and water filters...
- *Anti-Crime and Anti-Terrorism* – This station exposes the participants to the realities of urban survival. Easily assimilated urban survival strategies for self defense are experienced by participants at this station.

R.E.A.D.Y.!™

Readiness and Emergency Action Drills ^{for} You™
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R.E.A.D.Y.!™ is designed for all possible victims of emergency situations, which means you, me, everybody, young, old, rich or poor. The program addresses today's need for emergency awareness and preparedness at all levels.

Acknowledging the fact that the average person's attention span is only 15 to 20 minutes and the information rate of retention thirty percent, the program is delivered within a four-hour time frame with extensive lifesaving information on the following:

- Self-aid
- Emergency Preparedness
- Evacuation
- Fire protection
- Earthquakes
- Floods
- Countering Crime and/or Terrorism

N.E.S.T.™

Neighborhood Emergency Services Team™

The reality in this country is that when disaster strikes, professional teams and aid agencies may take a dangerously long time in coming to the aid of the victims. This may be caused by damaged roads, collapsed bridges, or simply, heavy traffic spawned by the disaster itself. From this critical need was born the Neighborhood Emergency Services Team concept, or **N.E.S.T.™**. By providing the organization, company, school or neighborhood with its own first responder and self-reliant capability for up to 72 hours following an incident, emergency needs are addressed.

During the 1990 "killer earthquake" in Baguio City, people who were trapped in the rubble were saved by well meaning by-standers. However, some of these who were saved were saved at considerable risk to the life and limb of the some of the rescuers. This risk is unnecessary, which **N.E.S.T.™** seeks to minimize if not eliminate. Neighbors who will be helping their neighbors in an emergency will be properly educated in the rudiments of the following:

- Emergency Preparedness
- Incident Command System
- Emergency Communications
- First Responder Medicine
- Fire Protection
- Earthquake Safety
- Flood Safety
- Search & Rescue (L.A.S.T.)
- Community Organization and Teamwork for Emergencies

- Health Surveillance and Reporting
- Community Organization Against Crime and Terrorism
- Conflict-related Emergencies and Disaster
- Technological Emergencies
- Disaster Relief and Rehabilitation

N.E.S.T.™ is a forty (40)-hour course presented in five (5) eight (8)-hour increments, the course is capped by a four (4)-hour field exercise that will assess the neighborhood's capability to address their most pressing threat. The benefits of conducting a **N.E.S.T.™** program are priceless and many. Foremost, the community becomes a first responder – self-reliant entity better equipped and educated to address related concerns. **N.E.S.T.™** is the perfect Community Relations vehicle. Sponsors of **N.E.S.T.™** programs will find a conduit for improved relations with their beneficiaries. Clusters of **N.E.S.T.™** educated communities will open opportunities for better-quality networking that broadens beyond emergency services into other self-help programs such as livelihood programs, neighborhood watch programs, etc.

SILAB!

Fear for one's safety in our crime ridden environment has prompted the Center to develop an eclectic personal protection program based on time tested ancient Filipino Martial Arts, realistic padded aggressor sparring and hi-tech chemical defense.

The **SILAB!** program consists of Kali Aerobics for warm up and reflex drills. In Kali aerobics are traditional dance steps embedded with self-protection muscle memory exercises. This component trains the participant to hone their reflexes to protect against attack or sudden aggression.

Padded instructors/aggressors provide a live target on which to deliver full force options. Punching bags are good training aids to develop striking power, however, they do not replicate the movements of a live aggressor. Under the **SILAB!** Program, instructors don space-age protective gear and engage the participants as live aggressors providing living, moving, talking and thinking targets.

The program is rounded out with hi tech oleoresin capsicum (OC) based chemical sprays. OC is the irritant found in chili peppers (**siling labuyo**). In the 1970s law enforcement agencies in the United States shifted to OC sprays as a more effective alternative to CN and CS tear gas sprays. OC has the added feature of being environment friendly being an organically based product.

In a nutshell, **SILAB!**, as its Pilipino root word connotes, seeks to set fire to one's will to fight and survive. **SILAB!** is also, quite appropriately, a contraction of the words, **siling labuyo**, the small but feisty chili pepper variety native to the Philippines. Even though small, the **siling labuyo** has the capacity to take down large and aggressive people.

Other Programs Offered:

Emergency Management
Property Safety, Security, Health and Environment Review
Risk Assessment
Business Continuity Management
Reputation Management (crisis media relations)

First Aid and Safety Certification (Certified by the US National Safety Council)
Staff Emergency Awareness and Response Training
Community Relations (stakeholder management)
Fire Protection
Fire Search & Rescue

Urban Search & Rescue
Emergency Evacuation Management
VIP Protection Training Course (Protective Services Operator's Course)
Managing Incident Investigations
Physical Security Management

Personnel Security Management
Information Security Management
SILAB!™ Personal Protection Course / Rape Prevention Course
Hostile Environment Action / Tactics
WMD Defense

HAZMAT Awareness and Response
Driving Courses
UWET
Confined Space awareness, entry & rescue
Emergency First Response course Adult/Child/Infant CPR/AED/First Aid

Tactical Medicine with DOG CPR
Emergency First Response Primary and Secondary Care/Adult/Child/CPR
Automated External Defibrillator

*The **Emergency Resource Center, Inc.** is a non-governmental organization that supports the philosophy that the illiterate, poor and the underdeveloped need not be deprived of appropriate, sustainable, self-reliant, life-saving resources, knowledge and technology.*

Truly yours,



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