

**Business Executives  
for  
National Security**

## The Imperative of Public-Private Partnering in SNS Dispensing

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## Who is BENS?

- National non-partisan, non-profit organization of business leaders who apply their skills to improve the nation's security – founded 1982
- Post 9/11, BENS has designed and tested model for regional public-private partnerships to improve homeland security and community resilience to all hazards
- Applying lessons learned
- New Jersey Business Force (2003)
- Georgia Business Force (2004)
- Mid-America Business Force (2004)
- Bay Area Business Force (2005)
- Homeland Security Advisory Council (HSAC) in Southern California (2006)
- Safeguard Iowa Partnership (2007)
- Colorado Emergency Preparedness Partnership (2008)




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## Community Continuity Atlanta Partnership - 2007

- CCAP created to develop public/private capability to plan, test, and evaluate a proof of concept model for SNS dispensing
  - Implement and validate the partnership's point of dispensing (POD) operational models
  - Demonstrate ability of diverse partners to collaborate on communications and response to an event requiring mass dispensing
  - Validate effectiveness of "Just in time" training of non medical volunteers from businesses and NGOs to fill critical POD operational roles
- Key Partners
  - BENS and volunteers from more than 26 major private employers
  - Emory University and GA Institute of Technology
  - CDC, GA Division of Public Health, 5 DPH Districts
  - Hands On Atlanta

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### Lessons Learned from CCAP

- Countermeasure dispensing depends on local capabilities
- Public health collaboration with community partners is essential
- Must engage all segments of community – not just select few
- Just in time training was very effective
- Models could not be pushed to break point – what happens in a real emergency?
- Command, communication, collaboration – GEMA & the BOC
- Partnerships need continuous care and feeding

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### Challenges and Barriers

- Legal and regulatory barriers
  - Liability (always cited by business as the greatest barrier)
  - Inter-agency and inter-governmental conflict
  - Emergency declarations
- How to mobilize business – making the business case
  - Resilient communities are good for business
  - Leveraging capabilities in a dire economy – return on investment
  - Make it easy to say yes – coordinate with other agency efforts
  - Build on existing community capabilities

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### Tactical Challenges

- Clarifying roles and responsibilities
  - Chain of command and procedures during emergency operations
  - Training and exercising
  - Voluntary or contractual
- Interoperability and communication
  - Information sharing between public-private sectors
  - Private sector representative at EOCs can facilitate information exchange and resource management
- Sustaining the partnership





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## Public-Private Partnerships

- Do not supplant government's role in managing disaster – rather bring to bear private sector resources, capabilities and expertise to augment & complement
- Government, businesses, organizations looking for guidance on the “how-to” of building partnerships

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## Going forward...

- BENS' lessons learned from facilitating partnerships
- Integrating public health/business capabilities into all-hazards partnerships
- Public Benefit Corporation
  - A proposed public benefit corporation would serve as a neutral, independent, non-governmental facilitator of public-private collaboration – helping to protect the interests of those private sector stakeholders willing to partner with government, and supporting government efforts at all levels to effectively engage the private sector.

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