

SURVIVE & THRIVE GUIDE

USING BUSINESS CONTINUITY PLANNING TO ENSURE YOUR BUSINESS CAN SURVIVE DISASTER

WILL YOUR BUSINESS BE HERE TOMORROW IF A DISASTER STRIKES TODAY?

A simple question, but one you can't likely answer with much certainty.

- 40% of businesses do not reopen after a disaster and another 25% fail within one year, according to the Federal Emergency Management Agency
- Statistics from the US Small Business Administration indicate that over 90% of businesses fail within two years after being struck by a disaster
- The median cost of downtime for a small business impacted by an extreme weather event is \$3,000 per day, according to The Hartford
- 68% of small businesses have no written disaster recovery plan, and 71% do not have business interruption insurance, according to Nationwide
- One-third of small business owners report they have been personally affected by extreme weather events, according to Small Business Majority

Small businesses play a vital role in the local economy as they provide needed services and products to both residents and major employers. Following a major disaster, their absence is keenly felt when gas stations and groceries stay closed, local supply chains are disrupted, and residents can't get access to needed services for their quality of life.

SMALL BUSINESSES FAIL TO PREPARE FOR A MAJOR DISASTER FOR THREE REASONS:

1. They lack the financial resources.
2. They don't possess the knowledge on how to prepare.
3. They tend to underestimate the impact an incident will have on their business.

Developing a business continuity plan is crucial for small to medium-sized businesses to build resilience in the face of future incidents and disasters. A continuity plan helps identify the risks of various hazards and the potential impacts specific to their business. Any event that could impact business operations is included, such as supply chain interruption, damage to critical infrastructure, or unavailability of key personnel.



JACKSON COUNTY HEALTH DEPARTMENT
618-684-3143 | WWW.JCHDONLINE.ORG

TAKE ACTION

Build a team to undertake the following four steps to better position your business to prevent disaster impacts and speed recovery following disasters.

1. IDENTIFY THREATS OR RISKS

- What hazards do you face? Flood, fire, earthquake, cybersecurity, and possibly more.

2. CONDUCT A BUSINESS IMPACT ANALYSIS

- Analyze the consequences of disruption of various business functions and gather the information needed to develop recovery strategies.

3. DEVELOP & IMPLEMENT PLANS TO PREVENT OR MITIGATE THE IMPACTS

- Detailed plans & procedures will identify what equipment, supplies, facilities, personnel and other resources will be employed to overcome potential barriers.

4. TEST, EXERCISE & IMPROVE PLAN REGULARLY

- At least annually, test the plan through drills and exercises to determine needed areas of improvement.

Does this all sound too difficult? **Don't be intimidated.** The planning resources referenced in this document can simplify the process immensely. Reach out to community partners, like the fire department, emergency management and health department officials, for planning assistance.



ENSURING YOUR BUSINESS SURVIVES THE NEXT DISASTER IS TOO IMPORTANT NOT TO UNDERTAKE BUSINESS CONTINUITY PLANNING!

BUSINESS PREPAREDNESS & CONTINUITY PLANNING RESOURCES

Ready Business is a Department of Homeland Security website that assists businesses in developing preparedness programs. They provide tools to create a plan that addresses the impact of many hazards, using a five step process.

1. PROGRAM MANAGEMENT
2. PLANNING
3. IMPLEMENTATION
4. TESTING AND EXERCISES
5. PROGRAM IMPROVEMENT

Preparedness Planning for Your Business | www.ready.gov/business

If you need more help getting a business or organization prepared, use the Business Continuity Planning Suite developed by the Department of Homeland Security. Businesses can utilize this solution to maintain normal operations and provide resilience during a disruption.

📄 **DOWNLOAD THE PROGRAM:** www.ready.gov/business-continuity-planning-suite

INSURANCE INSTITUTE FOR BUSINESS & HOME SAFETY (IBHS)

IBHS is an independent, non-profit, scientific research & communications organization supported by the property insurance industry. IBHS strives to reduce or eliminate residential and commercial property losses due to natural and man-made forces by building stronger, more disaster resistant buildings; developing business continuity and recovery programs; and making individuals, businesses, and communities more resilient in the event of loss.

OFB-EZ® (Open for Business-EZ) is a free business continuity tool offered by IBHS to help even the smallest businesses focus on planning for any type of business interruption. Business owners create their own business continuity plan using the program's eight modules.

📄 **DOWNLOAD THE OFB-EZ TOOLKIT:**
http://disastersafety.org/wp-content/uploads/OFB-EZ_Toolkit_IBHS.pdf

Another tool from IBHS is EZ-PREP, an emergency preparedness and response planning guide. One of the most useful features of EZ-PREP is that actions are organized chronologically. If a business has advance warning of an extreme weather event such as a hurricane or a severe storm expected to hit their area, this tool walks users through the actions and tasks that should be performed five days before, 72 hours before, 24-48 hours before, during and immediately after the event, and during the recovery process.

📄 **DOWNLOAD THE EZ-PREP TOOLKIT:**
<http://disastersafety.org/wp-content/uploads/2016/04/ez-prep-ibhs.pdf>

US SMALL BUSINESS ADMINISTRATION (SBA)

SBA provides several resources for small business owners to prepare and recover from disaster.

ACCESS THEIR RESOURCES: www.sba.gov/managing-business/running-business/emergency-preparedness

SBA provides information on the following:

- 1. DISASTER ASSISTANCE**
- 2. EMERGENCY PREPAREDNESS**
- 3. DISASTER PLANNING**
- 4. DISASTER CLEANUP**
- 5. DISASTER PREPAREDNESS & RECOVERY PLAN**

PS-PREP™ PROGRAM

The Voluntary Private Sector Preparedness Accreditation and Certification Program, also known as the PS-Prep™ Program, primarily serves as a resource for private and non-profit entities interested in instituting a comprehensive business continuity management system. PS-Prep™ program standards provide a comprehensive management systems approach to organizational resilience, and include requirements that equip decision makers with key processes to improve their organization's ability to maintain operations during and after an emergency or disaster.

ACCESS FEMA PROGRAM'S RESOURCES: www.fema.gov/program-resources

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US CHAMBER OF COMMERCE FOUNDATION

The U.S. Chamber of Commerce Foundation provides Disaster Preparedness & Recovery Quick Guides:
www.uschamberfoundation.org/quick-guides

These guides cover the following topics:

1. LOCAL CHAMBER OF COMMERCE PREPAREDNESS
2. LOCAL CHAMBER OF COMMERCE RECOVERY
3. SMALL BUSINESS PREPAREDNESS
4. SMALL BUSINESS RECOVERY



NATIONAL FIRE PROTECTION ASSOCIATION (NFPA)

The NFPA's standard titled "1600: Standard on Disaster/Emergency Management and Business Continuity/ Continuity of Operations Programs" also contains valuable guidance on business continuity and emergency planning. **Access the standard:** www.nfpa.org



Public Health
Prevent. Promote. Protect.
Jackson County Health Department

This guide brought to you by the Emergency Preparedness Program at Jackson County Health Department, 415 Health Department Road, Murphysboro, Illinois 62966. Since 1950, Jackson County Health Department has been working to make Jackson County a healthy, safe and resilient community.

Like more resources on emergency preparedness for businesses, faith-based organizations, or families? Contact the Emergency Preparedness Program at 618/684-3143, ext. 176.

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The Shawnee Preparedness & Response Coalition (SPARC) is another valuable asset in southern Illinois for those interested in emergency preparedness efforts. SPARC's mission is to develop and maintain an integrated, diverse network of organizations in Southern Illinois in order to increase planning, mitigation, response, recovery, and overall resiliency in the event of a natural or man-made disaster. The Coalition's membership is made up of representatives from emergency management, health departments, law enforcement, fire, EMS, private businesses, non-profit organizations and other entities. SPARC covers 24 counties in southern Illinois.

Tap Into What SPARC Has To Offer By:

- Becoming a member. Membership is free!
- Seeking technical assistance.

Other SPARC members want to help your organization be better prepared.



For more info visit:
www.shawneepreparednessandresponsecoalition.com

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