

Homeland Security



Goals for Today's Call

1. Department of Homeland Security 101
2. The Science of Communicating about Security
3. Current Topics in Homeland Security
4. Connecting, Working with DHS and FEMA

What is Homeland Security?

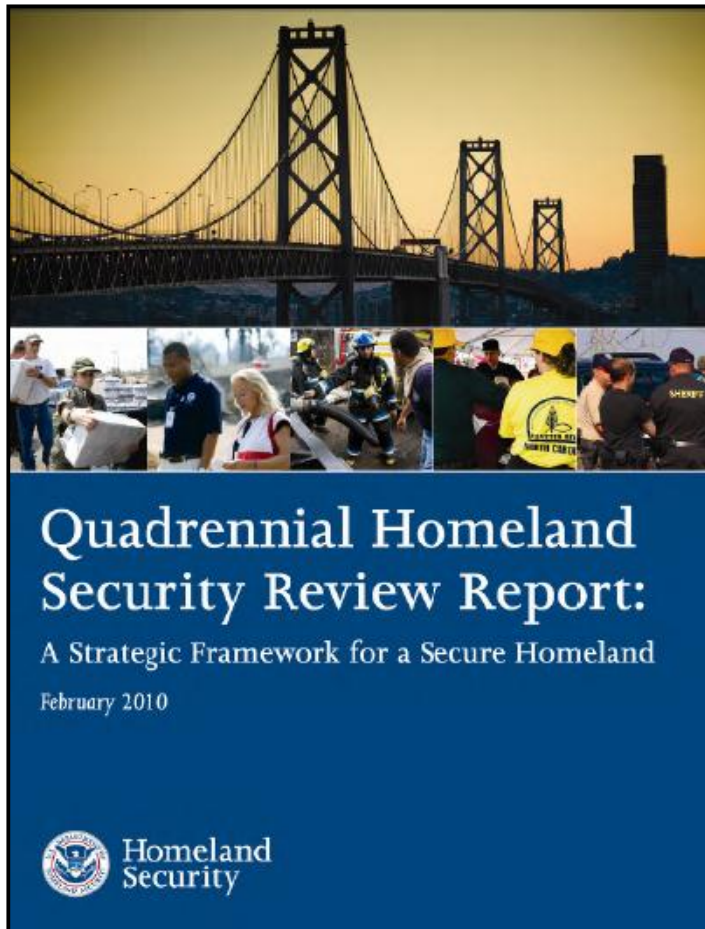
Under the Bush Administration, the Department of Homeland Security brought a host of duties under one roof--from Federal Emergency Management to the Coast Guard. But the term “Homeland Security” meant almost exclusively terrorism prevention, neglecting other threats and missions of the organizations under DHS.



“The concerted national effort to prevent terrorist attacks within the United States, reduce America’s vulnerability to terrorism and minimize the damage and recover from attacks that do occur.” The National Strategy for Homeland Security, 2007.

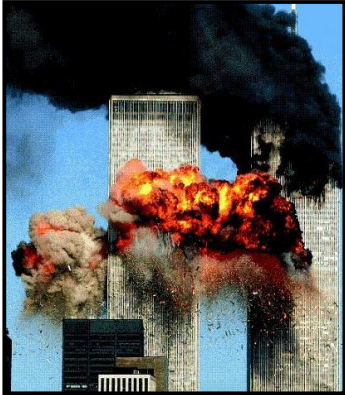
The Quadrennial Homeland Security Review (QHSR) of 2010 presents a broader view of homeland security linked to the full range of threats facing US territory, from terrorism to border security & cyber-security.

America's Five Homeland Security Missions:



1. Preventing Terrorism and Enhancing Security
2. Securing and Managing our Borders
3. Enforcing and Administering our Immigration Laws
4. Safeguarding and Securing Cyberspace
5. Ensuring Resilience to Disasters

Department of Homeland Security – Creation



President Bush Reluctant to Create New Agency. Prior to 9/11, the Hart-Rudman Commission had proposed the creation of a “National Homeland Security Agency,” and the idea gained further attention and support in Congress. After 9/11, President Bush created the Office of Homeland Security within the White House. But the administration initially opposed the creation of a separate agency.



Congress Prevails on the President. Congressional pressure swayed the administration, and in 2002 the President proposed legislation to create the Department of Homeland Security; it was officially stood up in January 2003. The creation of DHS involved the consolidation of people, responsibilities and resources from all or part of 22 federal agencies. It was the largest government reorganization since the National Security Act of 1947.

Department of Homeland Security – Basics



- DHS is the third largest federal agency by workforce (about 215,000 today)
- DHS has the eighth largest by budget in the federal government – \$46 billion in Fiscal Year 2010
- Only one among many components of the larger national homeland security enterprise
- No single entity is responsible for or directly manages all aspects of the homeland security missions
- In some areas, DHS possesses unique capabilities and, hence, responsibilities
- In other areas, DHS's role is largely one of leadership and stewardship

DHS – Seven Operating Components

DHS is divided into 7 Operating Components that report directly to the DHS Secretary.



U.S. Customs and Border Protection (CBP)

U.S. Immigration and Customs Enforcement (ICE)

Transportation Security Administration (TSA)

U.S. Citizenship and Immigration Services (USCIS)

Federal Emergency Management Agency (FEMA)

The United States Secret Service (USSS)

United States Coast Guard (USCG)

Homeland Security and President Obama

Homeland Security and National Security. The Homeland Security Act of 2002 created the Homeland Security Council (HSC) within the Executive Office of the President. In the spring of 2009, President Obama absorbed the Homeland Security Council into the National Security Council. Since threats such as terrorism, natural disasters, and disease do not respect national borders, the administration decided to view homeland security as a critical component of national security, and to organize the federal government's ability to protect American lives and interests in accordance with that principle.



FEMA. President Obama took the same approach to FEMA that President Clinton had taken and appointed a state emergency manager with real world crisis leadership experience. As such, President Obama turned to Craig Fugate, former director of Florida's division of emergency management, as his FEMA Administrator. President Obama also chose to continue the Bush Administration's decision to keep FEMA within DHS.

President Obama – Homeland Security Priorities



Aviation Security. In the wake of the “Underwear Bomber” terrorist attack in December 2009, aviation security has become a top priority. DHS will spend \$800 million devoted to new technology that is being put into airports across the country.

Border Security. As former Governor of Arizona, DHS Secretary Janet Napolitano has a keen interest in the Southern Border. Drug-related violence in Northern Mexico has also elevated the significance of border security. Secretary Napolitano named former Justice Department “border czar” Alan Bersin as Assistant Secretary for International Affairs and Special Representative for the Southwest Border.

Cyber-Security. The QHSR Report designates “Safeguarding and Securing Cyberspace” as one of five critical homeland security missions. According to recent reports, Chinese and Russian hackers have been able to penetrate the US electric grid, the US Congress, and the Pentagon. This adds urgency to the need to expand cyber-security efforts. DHS’s efforts focus on protection of Federal civilian networks and private sector networks, while the Defense Department focuses on protection of Federal military networks.

Going Local – State, Local, Tribal, and Territorial Homeland Security Activities.

Secretary Napolitano has placed a premium on supporting localized security activities. FEMA administers approximately \$4 billion in homeland security grants for state, local, tribal, and territorial governments for efforts such as fusion centers, critical infrastructure protection, individual and community preparedness, and government emergency response capability.

Security communication is not just about policies.
It is about character.



“He seemed like
an honest
fellow-I liked him



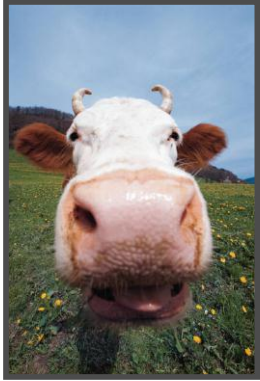
“We got a good
feeling from her.
We think she would
do a good job.”



“I'm just not sure
he could get the
job done”

Americans don't know which security policies they prefer—they want to find someone with similar values, and trust that person.

To understand our problem, we must learn how the brain works - especially the limbic system

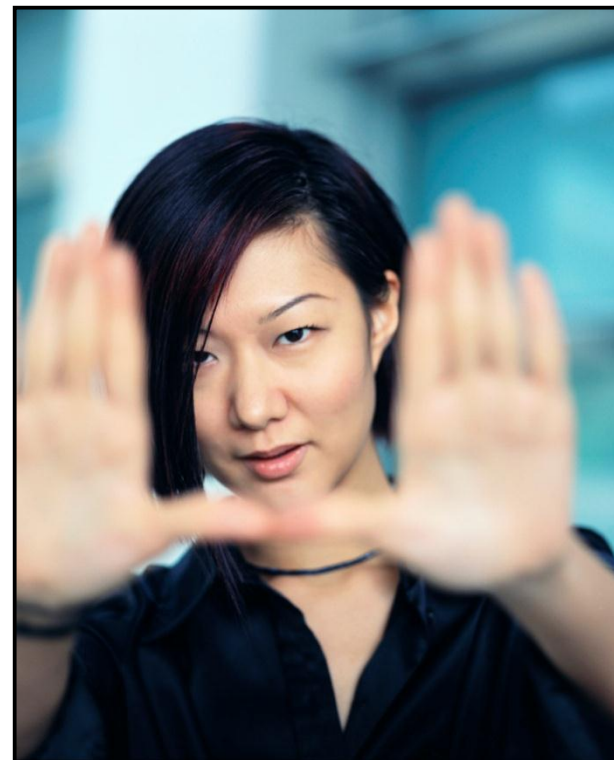


Issues of security and safety (which all foreign policy questions evoke) trigger the limbic system—the reptilian, fight-or-flight part of our brains.

The limbic system bypasses the intellectual and rational receptors, and goes straight for the emotional gut.

Preconceptions Matter – A lot!

- If the facts don't fit the frame...
- It's the facts that will be rejected, not the pre-existing beliefs!



(See “Cultural Cognition and Public Policy” by Dan M. Kahan and Donald Braman, http://research.yale.edu/culturalcognition/documents/dmk_articles/culturalcognition.pdf)

Connect THEN Lead

The Science of Persuasive Communications



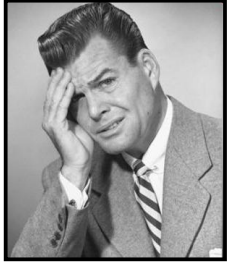
You start in a hole:
That's why you need
to connect.



Use Values and
Emotions
To Establish
That Connection



Lead to Your
Policy



1.) What emotions are triggered by this issue?



2.) What short personal story can you tell to connect?



3.) What are your goals? Hint: Keep America safe!



4.) What is your policy and why is it the best?

About FEMA

FEMA's Mission Statement:

FEMA's mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain and improve on our ability to prepare for, protect against, respond to, recover from and mitigate all hazards.



Disaster Declaration Process

1. If a recovery from a disaster will require more than state and local governments are able to provide, a Governor may request federal assistance.
2. A preliminary damage assessment team including FEMA, the State's emergency management agency, county and local officials and the U.S. Small Business Administration will assess damage to private and public facilities.
3. A Governor submits request to the President through one of ten FEMA Regional Offices.
4. FEMA reviews the request and provides an analysis and recommended course of action to the President. Arithmetical formulas or other objective standards are prohibited as the sole basis for determination.
5. The President declares a disaster and counties are eligible, counties may qualify for Public Assistance and/or Individual Assistance.

24/7/365 Access to DHS



- State and Local Desk
(877) 318-8980
- SL_Support@hq.dhs.gov
- FEMA Office of
Intergovernmental Affairs
(202) 646-4600

Homeland Security – Talking Points & Takeaways

Homeland Security is National Security. Threats such as terrorism, natural disasters, and disease do not respect national borders. President Obama understands this reality. In 2009, he absorbed the Homeland Security Council into the National Security Council, and views homeland security as a critical component of national security.

Preventing terrorism is one of many Homeland Security priorities. Although the Department of Homeland Security was created from the ashes of 9/11, homeland security also includes border security, cyber-security, and emergency preparedness (for natural disasters, epidemics, disease, etc.).

Our emergency relief team needs to be staffed with professionals, not politicians. FEMA's poor response to Hurricane Katrina is largely due to the fact that the man President Bush appointed to be FEMA's leader – Michael Brown – was a political supporter with no emergency management experience. This is a stark contrast to President Clinton and President Obama, who both appointed men who had led state-level emergency management departments.

The Department of Homeland Security is a work in progress, and it's a job we have to get right. More than 20 federal agencies fall under the Department of Homeland Security, adding up to a workforce of 215,000. The sheer size of DHS, combined with the variety of tasks it undertakes, means that the department needs strong management and organizational practices.

Homeland Security – Sources

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