



NECESSITY BECAME THE MOTHER OF INVENTION

Filling an Unmet Need

My family has been engaged in the disaster restoration and construction industry since 1937. Much of this time has been spent helping people rebuild their homes and businesses after fires, floods, storms, water pipe bursts, explosions, and a wide range of other disaster events. I have found that most people who haven't experienced a disaster before, find it extremely difficult to navigate the long and often treacherous road to recovery. The emotional impact alone of losing your home and being displaced is bad enough, but then to be faced with finding temporary housing, dealing with the insurance claim process, creating an inventory of all your personal property, trying to get your mortgage company to release funds, hiring the right contractor, and dealing with the host of other issues can be overwhelming.

This became more obvious than ever in 2003 and then again in 2007, when wildfires swept through Southern California and destroyed over 6,000 homes and damaged countless others. Thousands of families were displaced and found themselves faced with the daunting task of trying to recover on their own. Local, state, and Federal government agencies provided general information pamphlets and handouts at local assistance centers, but much of this information left many questions unanswered. People desperately needed detailed and more specific information to help them navigate the recovery process and know what to do and where to turn for help. Sadly, many who lost their homes were never able to return.



Author Sean Scott with retired Fire Chief Augie Ghio.

As a result, necessity became the Mother of invention and I decided to embark on a mission to create a simple easy-to-read recovery road-map to walk disaster survivors step-by-step through the recovery process and raise awareness of the many pitfalls that accompany post-disaster scenarios. Since its release in 2009, *The Red Guide to Recovery – Resource Handbook for Disaster Survivors* has been adopted by San Diego County as well as City, County, and State emergency management agencies, fire departments, and relief organizations across the U.S. Most recently we published a Native American & Alaska Native Edition that addresses the unique aspects of Native American communities and the resources available to help their residents be more disaster resilient.

Through grants, public/private partnerships, corporate sponsors, and other funding sources, first responders now have a tool they can put into the hands of disaster survivors that will help them navigate the recovery process and the rebuilding of their lives.

It is my mission to help take the mask of mystery off of the recovery process and teach people not only how to prepare for disaster events, but also how to prepare for recovery in advance. If you would like more information on *The Red Guide to Recovery* or if you would like to download any of our free preparedness or recovery resources, please visit www.TheRedGuideToRecovery.com and feel free to link to us.

TESTIMONIALS



"The Red Guide to Recovery has proven to be an excellent resource to aid victims of fire in our community. As Chief

*of the San Diego Fire-Rescue Department, I implemented the distribution of this reference guide to citizens who have suffered from or are impacted by such emergencies. As promised, this reference helps prepare victims for the issues they will face during the recovery phase in an unbiased, easy to understand manner. As I learned during my many years as a fire investigator, insurance requirements, inventories and the role of insurance adjusters can be difficult to comprehend following a disaster and are just a few of the areas discussed in *The Red Guide to Recovery*. The information provided allows readers to prepare for things they may and/or may not anticipate following a fire. Having this useful information at their fingertips can help them maneuver more easily through the difficult and often times emotional recovery process. Ideally, it would be recommended that all citizens read and apply this information before a disaster strikes. However, for those trying to pick up the pieces following a disaster, this tool offers an invaluable amount of information that can aid them along the way."*

Fire Chief Javier Mainar of the City of San Diego Fire-Rescue Department



"As a first responding agency we are focused on the response and mitigation of an incident but know all too well that when we leave the scene

*the road to recovery for most will be long and hard. When we saw *The Red Guide* for the first time, we knew that we wanted to be able to provide this to the residents of the City and County of San Francisco to give them some direction and to assist them in beginning the recovery process as soon as possible."*

Fire Chief Joanne Hayes-White of the San Francisco Fire Department

What's In The Book?

The Red Guide to Recovery includes a quick start checklist for the first 24 hours, followed by chapters that cover:

- Emergency Repairs & Services
- Displacement & Relocation
- Disaster Relief & Financial Assistance
- Homeowners & Renters Insurance
- Personal Property
- Smoke & Water Damage
- Estimating The Cost Of Repairs
- Selecting A Contractor
- Public Insurance Adjusters
- Hazardous Materials
- Safety After A Disaster
- Recovery of Valuables
- Trauma Intervention & Grief Counseling
- Avoiding Disaster Scams
- ... And much more

