

SPEAKER KEYNOTE PROFILE

Wednesday, March 10, 2010



Keynote Speaker:
**Suzy DeFrancis, Chief Public Affairs Officer,
American Red Cross**

Suzy DeFrancis joined the American Red Cross as its Chief Public Affairs Officer in August 2007. In this role, she oversees all communications, government affairs and public outreach for the charity, integrating these functions to advance the message and mission of the Red Cross.

Prior to joining the Red Cross, Ms. DeFrancis served as Assistant Secretary for Public Affairs at the U.S. Department of Health and Human Services (HHS).

From 2002-2004, Ms. DeFrancis served in President Bush's White House as Deputy Assistant to the President for Communications. She also served as the Deputy Director of Communications and Congressional Affairs at the Republican National Committee, where she appeared frequently on TV talk shows. Ms. DeFrancis has worked as a speechwriter in the Nixon Administration and on Capitol Hill. She is a graduate of the University of Colorado and has three grown sons.

Preparedness, Recovery and Mitigation: American Red Cross' Response to Worldwide Disasters



In an operation that has involved more emergency response teams than any other single-country disaster in global Red Cross history, the American Red Cross has so far spent or allocated \$80 million to meet the most urgent needs of earthquake survivors in Haiti.

The American Red Cross is currently focusing on three areas through its emergency responders and partners:

- Sending food to those in need, including 3 million pre-packaged meals and funding for World Food Program efforts that will enable them to feed up to 1 million people for a month.
- Producing more than 1.25 million liters of water per day, enough for 320,000 people. Water distribution points are in 110 settlements with sanitation facilities in 12 settlements.
- Distributing shelter items, (tarps, rope, blankets, kitchen sets, hygiene kits, water containers, laundry soap/detergent, and mosquito nets) that have reached 1.3 million people, or approximately 12,500 each day.
- The Red Cross is also meeting the health needs of Haitian survivors and providing support to Haitian families in Haiti and the US. This includes providing relief supplies, shipment of blood products, family linking services and providing Red Cross volunteers to the USNS Comfort.