



FOR IMMEDIATE RELEASE

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Business Partnership Offers Opportunity to Better Prepare Citizens for Disasters

Indianapolis –Director of Public Safety Frank G. Straub joined the Division of Homeland Security Chief Gary Coons and Tom Adkins, Head of Roche Diagnostics Operations today to congratulate the newest members of the Community Emergency Response Team (CERT).

The community partnership between DHS and Roche is invaluable to public safety and is an excellent example of future community partnerships DHS hopes to create with many of the businesses in Marion County. “Roche Diagnostics is proud to partner with the city of Indianapolis Department of Public Safety and Homeland Security professionals in offering our employees this training,” said Tom Adkins, senior vice president and head of Roche Diagnostics Operations. “The (CERT) Program offers our employees a unique opportunity to be better prepared for disasters or hazards that may impact our community and work environment. Using the training learned this week, our associates have acquired an awareness and basic skills to assist others in their workplace and neighborhoods following an event when professional responders may not be immediately available.”

CERT training is a national program introduced by the Los Angeles City Fire Department in 1985 when national disaster threatened the safety of the city. Since then, CERT training has been adopted by cities such as Indianapolis to train citizens on how to properly respond to natural disasters.

Chief Gary Coons explains “Prevention and Education of Risk Reduction Programs with the CERT program has generally been focused towards community and civic groups. This partnership with Roche is the beginning for Indianapolis Homeland Security to build risk reduction and migration teams with our private business partners. We are excited with this new direction, knowing also some unique or special risks and vulnerabilities that private business and corporations face. This training builds awareness and response capabilities to help commerce maintain a continuity of operations to lead to minimize the effects of disasters to their business or corporation and sustaining the workforce.”

CERT is about readiness, people helping people, rescuer safety, and doing the greatest good for the greatest number when citizens will be initially on their own and their actions can make a difference. DHS provides ongoing CERT trainings to area businesses for the safety of Indianapolis and Marion County citizens.

About Roche

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world’s largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche’s personalized healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2010, Roche had over 80,000 employees worldwide and invested over 9 billion Swiss francs in R&D. The Group posted sales of 47.5 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: www.roche.com or www.roche-diagnostics.us.

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Media Contacts:

Elia James
Communications and Strategic Initiatives Manager
Department of Public Safety
Division of Homeland Security
Cell: 317.506.7770
elia.james2@indy.gov

Betsy Cox
Director, Corporate Communications
Roche Diagnostics Corporation
Indianapolis, IN
(317) 521-3911
betsy.cox@roche.com

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