
National Preparedness Month

2013 Toolkit



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NPM TOOLKIT

Launched in 2004, NPM is FEMA's national annual preparedness outreach. NPM is managed and sponsored by FEMA's *Ready Campaign*. The *Ready Campaign*, in conjunction with the Ad Council, aims to educate and empower Americans during NPM and throughout the year to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks

This NPM toolkit includes suggestions for activities and events that state, local, tribal and territorial governments, business, non-governmental organizations, and community organizations could sponsor to promote NPM.

This toolkit also includes templates and drafts of newsletter articles, blogs, posters, and other collateral material that you are able to use in various outreach efforts. As you familiarize yourself with the toolkit, keep in mind the audiences that you work with, and select the tools that are best able to help your organization reach them most effectively.

HOW TO PROMOTE NPM

NPM couldn't happen without you. The *Ready Campaign* relies on everyone to reach out to many different audiences and motivate them to become prepared for disasters and emergencies. We encourage you to involve community and business leaders in the planning process. The information in this toolkit should provide you with ideas of the events, messages, and communication techniques that can help you reach and engage your community.

PLANNING AND PROMOTING NPM EVENTS

Work with Your Community Partners

Don't feel like you have to do it alone. Reach out to emergency response and preparedness groups in your community for advice or assistance in coordinating events and educating your community about preparedness.

- ✓ **Find Existing Community Events and Meetings** – Participating in planned and scheduled events can be a great way to reach members of your community.
- ✓ **Reach Out to Your Local Citizen Corps Council** – Citizen Corps Councils and Citizen Corps' program partners and affiliates provide training and volunteer opportunities to support you, your family, first responders, and your community in an emergency. Visit www.citizencorps.gov to learn more.

Share Online

Use a variety of tools to promote NPM to an even wider audience on the internet and in social media.

- ✓ **Use your website** – Post NPM web banners on your website or post links to the *Ready* campaign's public service announcements (PSAs). You can also post local information and links to preparedness events in your community.
- ✓ **Social media** – Use Facebook, Twitter, YouTube or a blog to reach out to your community about NPM. Check out the social media tips in this toolkit for more information.
- ✓ **Email and Newsletters** – Do not forget to include emergency preparedness messages in your email signature, monthly newsletters, or other messaging tools.

Preparedness Resources

Consider the following resources to display or highlight when you plan a preparedness meeting or event. You can access many of these online at **Ready.gov**.

- ✓ **PSAs**
- ✓ **Instructional Videos**
- ✓ **Emergency Preparedness Templates and Checklists**
- ✓ **Display an Emergency Supply Kit**

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COMMUNITY TOOLS YOU CAN USE

As a National Preparedness Community (NPC) member, your main goal is to connect with individuals, families, businesses, and organizations within your community. The tools will help you coordinate with organizations and individuals in your area to collaborate on events or share best practices.

Events Calendar

The NPC allows for members to submit events to be posted on one of the many state event calendars, as well as the virtual calendars for events such as webinars. Please submit your events to a calendar by following these steps:

- ✔ Go to Community.fema.gov and log in. Register if you have not already.
- ✔ Click on **Add or Find Events**.
- ✔ On the Events Calendar page, click **Add Event**.
- ✔ Fill out the required information in the fields provided as completely as possible.
- ✔ Submit your event for approval.

Discussions

Discussion forums allow for members to connect and collaborate with each other over a variety of preparedness issues and causes. Members are able to view, comment on, or add their own discussion by following these steps:

- ✔ Go to Community.fema.gov and log in. Register if you have not already done so.
- ✔ On the left hand navigation, select the preparedness discussion, regional, or community of practices forums you would like to view.
- ✔ Click on the threads of interests and view the discussions.
- ✔ If you would like to comment on a discussion thread, click on **Reply** on the original thread or the comment of interest, type in your comment. Click **Create**.
- ✔ If you would like to add a new discussion, go to the discussion forum main page where you see all the threads and choose **Start a New Discussion** and fill in a descriptive subject and then add your content, and click **Create**.

Photos

Pictures allows for members to illustrate stories and share moments from preparedness events, trainings, or their own experiences. Sometimes pictures can connect us in ways words cannot. Please submit your NPM pictures by following these steps:

- ✔ Go to Community.fema.gov and log in. Register if you have not already done so.
- ✔ Click on **Photos**.
- ✔ Select **Click Here to Add Your Photo**.
- ✔ Add a photo title and caption.
- ✔ You may add up to 10 photos at once.

Event Report Back - Share Your Story

By sharing success stories, members can learn from the successes of others and find inspiration for future activities. Members can submit their own success story by following these steps:

- ✔ Go to Community.fema.gov and log in. Register if you have not already done so.
- ✔ Click on **Add or Find Events**.
- ✔ On the Events Calendar page, click **Event Report Back Form**.
- ✔ Fill out the required information in the fields provided as completely as possible.
- ✔ Submit your event report back for approval.

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RESOURCES YOU CAN USE

Public Service Announcements (PSAs)

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with all NPC members, employees, and stakeholders. Include Ready print ads in your organization's publications or community newsletters, post them in your break room, or include them in any existing stakeholder communications. You can also encourage your local newspapers, television and radio stations to run the PSAs during NPM in September. Remember to reach out to your local media outlets as soon as possible this summer to ensure the spots can be played during NPM.

Ready PSA's are available directly through the Ad Council.

- ✓ To download or order copies of the broadcast television, radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Website at <https://www.psacentral.org/home.do>. Registration is free.

Ready PSAs on FEMA YouTube

Ready PSA's are available in English and Spanish through the Federal Emergency Management Agency's (FEMA) official YouTube channel with closed captioning to share on your social media channel's and websites.

English

- ✓ "Al Roker-Be Ready for any weather" 30 sec PSA (closed captioning) <http://youtu.be/OZMr1XtP6BY>
- ✓ "The Day Before: Joplin Tornado" 15 sec PSA (closed captioning) - <http://youtu.be/CDcNXmXmZjw>
- ✓ "The Day Before: Hurricane Irene" 15 sec PSA (closed captioning)- <http://youtu.be/V1eOILGEGuU>
- ✓ "The Day Before" 30 sec (closed captioning)- <http://youtu.be/4s7z05G5p4Y>
- ✓ "The Day Before" 60 sec (closed captioning)- <http://youtu.be/MkccyhoS4IE>
- ✓ "Get Your Business Prepared- Earthquakes" 15 sec PSA (closed captioning) <http://youtu.be/yex44j8GCag>
- ✓ "Get Your Business Prepared- Floods" 15 sec PSA (closed captioning) - <http://youtu.be/2U0EFYKGN50>
- ✓ "Wireless Emergency Alerts" 30 sec English PSA (closed captioning)- http://youtu.be/wDpcGypv2_U

Spanish

- ✓ "Inundaciones Anuncio" 15 sec Spanish (closed captioning)- <http://youtu.be/GDL27JolJBk>
- ✓ "Consecuencias" 30 sec Spanish (closed captioning)- http://youtu.be/Zswt_h6QSAM
- ✓ "Wireless Emergency Alerts" 30 sec Spanish PSA (closed captioning) - http://youtu.be/iqmfOgR_JR8

Emergency Preparedness Publications

Ready brochures are also available **free of charge** in limited supply. There are general preparedness materials, information for businesses, kids, pet owners, older Americans and people with disabilities. Complete the order form available at Ready.gov/Publications and submit it by phone, email, standard mail, or fax.

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Please allow **four to six weeks** for the shipping of these materials. To receive materials more quickly, you can express mail at your own expense and provide your UPS or FedEx number on the order form.

In the event that you need a quantity of materials that exceeds what can be ordered for free, all the brochures can be downloaded from the *Ready* website at Ready.gov/publications.

Monthly Preparedness Text Messages

Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (*msg/data rates apply*)

MESSAGING TIPS FOR YOUR AUDIENCE

- ✓ **Understand Your Audience** – Know what groups of people you are trying to reach. Knowing who is receiving your message is important to what you say and do.
 - Ready.gov/seniors
 - Ready.gov/campus
 - Ready.gov/caring-animals
 - Ready.gov/military
 - Ready.gov/responders
 - Ready.gov/Indian-country
 - Ready.gov/business

- ✓ **Know the Specific Risks in Your Area** – By tailoring preparedness messages to the specific risks in your area; you can make your outreach more effective and help your community prepare for the most likely emergencies.
 - Ready.gov/today

- ✓ **Make it Meaningful** – Tailor your message to each particular audience, whether its individuals or families, employees, professionals in specific fields (such as education or medicine), young people, or those with access and functional needs.
 - Ready.gov/kids
 - Ready.gov/individuals-access-functional-needs
 - Ready.gov/infants-young-children

- ✓ **Make it Accessible** – Create messages and tools that are accessible to all audiences. Visit disability.gov and www.howto.gov for more information on accessibility.

- ✓ **Engage Your Audience** – Create activities that engage your community and promote interaction.

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PRESENTATION, ARTICLE, NEWSLETTER, BLOGS AND TEMPLATES

Include articles about NPM in your newsletters or blog posts on your website. Feel free to use and adapt the following templates.

PREPAREDNESS PRESENTATION

Use the general emergency preparedness PowerPoint presentation to educate your community, employees, members, customers, or other local organizations and businesses.

(Download .pptx file at community.fema.gov)



PREPAREDNESS FOR GENERAL AUDIENCE

This September: You Can Be the Hero.

September is National Preparedness Month (NPM). It is a time to prepare yourself and those in your care for emergencies and disasters. If you've seen the news recently, you know that emergencies can happen unexpectedly in communities just like yours, to people like you. We've seen tornado outbreaks, river floods and flash floods, historic earthquakes, tsunamis, and even water main breaks and power outages in U.S. cities affecting millions of people for days at a time.

Police, fire and rescue may not always be able to reach you quickly in an emergency or disaster. The most important step you can take in helping your local responders is being able to take care of yourself and those in your care; the more people who are prepared, the quicker the community will recover

This September, please prepare and plan in the event you must go for three days without electricity, water service, access to a supermarket, or local services for several days. Just follow these four steps:

- ✓ **Stay Informed:** Information is available from federal, state, local, tribal, and territorial resources. Access Ready.gov to learn what to do before, during, and after an emergency.
- ✓ **Make a Plan:** Discuss, agree on, and document an emergency plan with those in your care. For sample plans, see Ready.gov. Work together with neighbors, colleagues, and others to build community resilience.
- ✓ **Build a Kit:** Keep enough emergency supplies - water, nonperishable food, first aid, prescriptions, flashlight, and battery-powered radio on hand - for you and those in your care.
- ✓ **Get Involved:** There are many ways to get involved especially before a disaster occurs. The whole community can participate in programs and activities to make their families, homes and places of worship safer from risks and threats. Community leaders agree that the formula for ensuring a safer homeland consists of volunteers, a trained and informed public, and increased support of emergency response agencies during disasters.

By taking a few simple actions, you can make your family safer. Consider planning a *Ready Kids* event in your community to encourage families to get prepared with their children.

- ✓ Volunteer to present preparedness information in your child's class or in PTO/PTA meetings.

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- ✔ Invite officials from your local Office of Emergency Management, Citizen Corps Council, or first responder teams to speak at schools or youth events.

Use local emergency management resources to learn more about preparedness in your community.

- ✔ Contact your local emergency management agency to get essential information on specific hazards to your area, local plans for shelter and evacuation, ways to get information before and during an emergency, and how to sign up for emergency alerts if they are available
- ✔ Contact your local firehouse and ask for a tour and information about preparedness
- ✔ Get involved with your local American Red Cross Chapter or train with a Community Emergency Response Team (CERT).

For more information, check out:

- ✔ Ready.gov/be-informed
- ✔ Ready.gov/make-a-plan
- ✔ Ready.gov/build-a-kit
- ✔ Ready.gov/get-involved
- ✔ Follow us: [@Readygov](https://twitter.com/Readygov)
- ✔ Email us: ready@fema.gov or citizen corps@dhs.gov
- ✔ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (*msg/data rates apply*)
- ✔ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585

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PREPAREDNESS FOR PET OWNERS

Emergencies Affect All of Us, Including Our Pets

If you are like millions of animal owners nationwide, your pet is an important member of your household. When planning your family for disaster, don't overlook the needs of your cherished family pets. The likelihood that you and your animals will survive an emergency such as a fire or flood, tornado or any of the all hazards depends largely on emergency planning done today.

September is National Preparedness Month (NPM); while you make a plan to prepare your families also consider your family pet. Some of the things you can do to prepare for the unexpected, such as assembling an animal emergency supply kit and developing a pet care buddy system, are the same for any emergency. Whether you decide to stay put in an emergency or evacuate to a safer location, you will need to make plans in advance for your pets. Keep in mind that what's best for you is typically what's best for your animals

If you evacuate your home, **DO NOT LEAVE YOUR PETS BEHIND!** Pets most likely cannot survive alone and if by some remote chance they do, you may not be able to find them when you return.

If you are going to a public shelter, it is important to understand that animals may not be allowed inside. Plan in advance for shelter alternatives that will work for both you and your pets; consider loved ones or friends outside of your immediate area who would be willing to host you and your pets in an emergency. Make a back-up emergency plan in case you can't care for your animals yourself. Develop a buddy system with neighbors, friends, and relatives to make sure that someone is available to care for your pets, if you are unable to do so.

For more information, check out:

- ✓ Ready.gov/caring-animals
- ✓ "Preparing Makes Sense for Pet Owners" Video- (closed captioning & ASL)
http://youtu.be/aUbsF_S20bE
- ✓ Follow us: [@Readygov](https://twitter.com/Readygov)
- ✓ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✓ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585
- ✓ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (msg/data rates apply)

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PREPAREDNESS FOR BUSINESS OWNERS AND MANAGERS

Plan to Stay in Business

As a business owner or manager, you are a leader in your community and have the opportunity to set an example for your employees, customers, and community to follow. This September for National Preparedness Month, join your community in preparing for emergencies and disasters of all types, and leading efforts to encourage the community as a whole to become more prepared.

Disasters not only devastate individuals and neighborhoods, but entire communities, including businesses of all sizes. As an employer in your community, having a business continuity plan can help protect your company, its employees, and its infrastructure, and maximizes your chances of recovery after an emergency or disaster.

Ready Business asks companies to take three simple steps: plan to stay in business; encourage your people to become *Ready* and protect your investment.

This year, the *Ready* Campaign and Citizen Corps, with support from members of the National Preparedness Community across the nation, including a wide range of businesses and organizations, is focusing on encouraging individuals, families, and businesses to take active steps toward becoming *Ready*. We must work together as a team to ensure that our families, businesses, places of worship, and neighborhoods *Ready*.

Ready Business, an extension of the *Ready* Campaign, helps business owners and managers of small and medium-sized businesses prepare their employees, operations and assets in the event of an emergency. At Ready.gov/business, companies can find vital information on how to get started preparing their organization and addressing their unique needs during an emergency.

For more information, check out:

- ✓ Ready.gov/business
- ✓ “Get Your Business Prepared- Earthquakes” 15 sec PSA (closed captioning)
<http://youtu.be/yex44j8GCag>
- ✓ “Get Your Business Prepared- Floods” 15 sec PSA (closed captioning) -
<http://youtu.be/2U0EFYKGn50>
- ✓ “Get Your Business Ready for Disasters” Video (closed captioning)- <http://youtu.be/89f87x7OyNO>
- ✓ Follow us: [@Readygov](https://twitter.com/Readygov)
- ✓ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✓ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585
- ✓ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (msg/data rates apply)

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PREPAREDNESS FOR INDIVIDUALS WITH ACCESS AND FUNCTIONAL NEEDS

How to prepare if you or someone in your life has access or functional needs

September is National Preparedness Month (NPM). It is a time to prepare yourself and those in your care for emergencies and disasters. This September, please prepare and plan in the event you must go for three days without electricity, water service, access to a supermarket, or local services for several days. Just follow these four steps:

- ✔ **Be Informed**
- ✔ **Make a Plan**
- ✔ **Build a Kit**
- ✔ **Get Involved**

If you or someone close to you has a disability or other access or functional needs, you may have to take additional steps to protect yourself and your family. Each person's needs and abilities are unique, but every individual can take important steps to prepare for all kinds of emergencies and put plans in place. By evaluating your own personal needs and making an emergency plan, you can be better prepared for any situation.

- ✔ Consider how a disaster might affect your individual needs or the needs of someone you care for
- ✔ It's possible that you will not have access to a medical facility or even a drugstore. Plan to make it on your own, at least for a period of time.
- ✔ Identify what kind of resources you use on a daily basis and what you might do if they are limited or not available.
- ✔ Build a Kit with your unique consideration in mind. What do you need to maintain your health, safety and independence?

For more information, check out:

- ✔ Ready.gov/individuals-access-functional-needs
- ✔ [FEMA Office of Disability Integration and Coordination](http://FEMA.gov/disability-integration)
- ✔ Disability.gov
- ✔ “Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs” Video- (Closed Captioning and American Sign Language) <http://youtu.be/ZLLMDOScE4g>
- ✔ Follow us: [@Readygov](https://twitter.com/Readygov)
- ✔ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✔ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585
- ✔ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (msg/data rates apply)

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PREPAREDNESS FOR SENIORS

Preparedness for Seniors

September is National Preparedness Month (NPM). It is a time to prepare yourself and those in your care for emergencies and disasters. This September, please prepare and plan in the event you must go for three days without electricity, water service, access to a supermarket, or local services for several days. Just follow these four steps:

- ✓ **Be Informed**
- ✓ **Make a Plan**
- ✓ **Build a Kit**
- ✓ **Get Involved**

While each person's abilities and needs are unique, every individual can take steps to prepare for all kinds of emergencies. By evaluating your own personal needs and making an emergency plan that fits those needs, you and your loved ones can be better prepared.

By evaluating your own personal needs and making an emergency plan, you can be better prepared for any situation. Visit Ready.gov/seniors and consider the following.

- ✓ Learn more about how a disaster might affect your individual needs or the needs of someone you care for.
- ✓ It's possible that you will not have access to a medical facility or even a drugstore. Plan to make it on your own, at least for a period of time.
- ✓ Identify what kind of resources you use on a daily basis and what you might do if they are limited or not available.
- ✓ Build a Kit with your unique consideration in mind. What do you need to maintain your health, safety and independence?

Create a network of neighbors, relatives, friends, and co-workers to aid you in an emergency. Discuss your needs and make sure everyone knows how to operate necessary equipment. If appropriate, discuss your needs with your employer. Seniors should keep specialized items ready, including extra wheelchair batteries, oxygen, catheters, medication, food for service animals and any other items you might need. Be sure to make provisions for medications that require refrigeration. Make arrangements for any assistance to get to a shelter.

For more information, check out:

- ✓ Ready.gov/seniors
- ✓ "Preparing makes sense for Older Americans" Video (Closed Captioning and American Sign Language)- <http://youtu.be/SByTKf2rrlg>
- ✓ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (msg/data rates apply)
- ✓ Follow us: [@Readygov](#)
- ✓ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✓ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585

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EMERGENCY ALERTS

Know the Tone: Wireless Emergency Alerts

Over the past year, many Americans have received important and life-saving announcements from new technology that they may know they had: a Wireless Emergency Alert (WEA). Our cell phones can now potentially help save lives and keep us safe. You do not need to register to receive WEA notifications. You will automatically receive alerts if you have a WEA-capable phone and your wireless carrier participates in the program.

Emergencies can occur at any time and in any place. Since June 2012, more than 3,500 WEAs have been issued, including alerts that were sent to various areas during Hurricane Sandy last year. WEAs are free messages sent by local public safety officials and the National Weather Service to warn about imminent danger, AMBER Alerts, and national emergencies. The 90-character WEAs use one-way cell broadcast technology to send alerts even if other wireless voice and data services in the area are highly congested.

For more information, check out:

- ✓ Ready.gov/alerts
- ✓ Ready.gov/get-tech-ready
- ✓ “Wireless Emergency Alerts” 30 sec English PSA (closed captioning)- http://youtu.be/wDpcGypv2_U
- ✓ “Wireless Emergency Alerts” 30 sec Spanish PSA (closed captioning) - http://youtu.be/iqmfOgR_JR8
- ✓ Follow us: [@Readygov](https://twitter.com/Readygov)
- ✓ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✓ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585
- ✓ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (*msg/data rates apply*)

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PREPAREDNESS ON A BUDGET

It Doesn't Cost a lot to be Prepared

It is no secret that many families and individuals are looking to cut back on spending. But with the frequency of disasters, both natural and manmade, can you afford not to be prepared? Preparedness doesn't have to cost an arm and a leg.

September is National Preparedness Month, and we are asking you to help your family and friends prepare for whatever may come. Here are a few tips on how you can protect those that matter to you without spending a fortune.

- ✔ **Make a Plan.** Work with you family and neighbors to make an emergency plan for the types of disasters that affect your area. Make sure everyone in your family understands where to go and what to do in case of an emergency. You can download Family Emergency Plan templates Ready.gov/make-a-plan.
- ✔ **Update Contact Information.** Having accurate records for family, friends and neighbors will help you stay in contact and possibly help those in need. Make sure updated contact information is posted in visible places throughout your house and workplace. [Family Emergency Plan](http://FamilyEmergencyPlan)
- ✔ **Check Your Policy.** Review your insurance policy annually and make any necessary changes- and renters, do the same too! When a disaster strikes, you want to know that your coverage will get you back on your feet.
- ✔ **Make a Ready List.** You may not need all of the items in ready-made preparedness kits. Choose the essentials that fit your needs and budget. Don't forget to keep supplies at work and in your car. Sample Ready Lists can be found at Ready.gov/build-a-kit.
- ✔ **Plan Your Purchases.** You can save money by thinking ahead. Don't buy preparedness items just before a storm when they're expensive and supplies will be in high demand. Buy items at the end of the season when you can get good deals.
- ✔ **Shop Sales.** Shop at sales and used goods stores. Buy preparedness items throughout the year, instead of all at once, and you won't notice the cost as much.
- ✔ **Make Sure it Keeps.** Store water in safe, containers. You don't need to buy expensive bottled water, just make sure your water containers are disinfected and airtight
- ✔ **Request a Gift.** We all get things we don't need. Suggest preparedness supplies as gifts from your friends and family. It just might save your life.
- ✔ **Trade a Night Out.** Trade one night out to fund your 72-hour kit. Taking a family of four to the movies can cost upwards of \$80. Just one night staying in could fund your *Ready* kit.
- ✔ **Start now!** Take small steps toward preparedness and before you know it, you will be *Ready!*

For more information, check out:

- ✔ [Emergency Financial First Aid Kit](#)
- ✔ Follow us: [@Readygov](#)
- ✔ Email us: ready@fema.gov or citizencorps@dhs.gov
- ✔ Order publications: call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585
- ✔ Monthly Preparedness text messages: Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (msg/data rates apply)

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SAMPLE PRESS RELEASE

The *Ready* Campaign will be distributing a national press release and media advisory to publicize NPM 2013. These templates can be tailored for your local efforts.

Press Release

(DATE- Month, Day,) 2013
Contact: (Contact Name), (Phone)

(ORGANIZATION) Announces Participation in September's National Preparedness Month (NPM)

This September: You Can Be the Hero

(CITY, STATE) – This September is National Preparedness Month (NPM). (ORGANIZATION) has committed to participate in National Preparedness to increase preparedness throughout the U.S. The event, now in its ninth year, is a nationwide, month-long effort hosted by the *Ready* Campaign and Citizen Corps, encouraging households, businesses and communities to prepare and plan for emergencies. (ORGANIZATION) is participating this year by (LIST EVENTS OR PREPAREDNESS ACTIVITIES).

One of NPM's key messages is: be prepared in the event an emergency causes you to be self-reliant for three days without utilities and electricity, water service, access to a supermarket or local services, or maybe even without response from police, fire or rescue. Preparing can start with four important steps:

1. Be informed about emergencies that could happen in your community, and identify sources of information in your community that will be helpful before, during and after an emergency
2. Make a plan for what to do in an emergency
3. Build an emergency supply kit
4. Get involved.

Preparedness is a shared responsibility; it takes a whole community. This year's National Preparedness Month focuses on turning awareness into action by encouraging all individuals and all communities nationwide to make an emergency preparedness plan. Preparedness information and events will be posted to <http://community.fema.gov/connect.ti/READYNPM>

(ORGANIZATION) is (INSERT EVENT AND MORE DETAILS HERE).

(INSERT QUOTE FROM YOUR ORGANIZATION SPOKESPERSON HERE)

This is the (INSERT NUMBER OF YEARS ORGANIZATION HAS BEEN INVOLVED WITH NPM) year (ORGANIZATION) has participated in NPM.

For more information about the *Ready* Campaign and National Preparedness Month, visit <http://community.fema.gov/connect.ti/READYNPM> or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

(ORGANIZATION NAME)

(ORGANIZATION BOILERPLATE/DESCRIPTION OF ORGANIZATION)

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MEDIA ADVISORY TEMPLATE

MEDIA ADVISORY

Attention News Directors and Assignment Editors

(ORGANIZATION/BUSINESS NAME) TO PARTICIPATE IN NATIONAL PREPAREDNESS MONTH IN SEPTEMBER; ENCOURAGES THE PUBLIC TO ATTEND (NAME OF EVENT)

(ORGANIZATION) ASKS OTHERS TO BE THE HERO PREPARE THIS SEPTEMBER

WHO: (ORGANIZATION/BUSINESS NAME) has committed to participate in National Preparedness Month (NPM) 2013 by (FIRST MENTION OF EVENT).

WHAT: September is also National Preparedness Month (NPM), founded after 9/11 to increase preparedness in the U.S., a fitting time to join the effort to help our community prepare for an emergency. Preparedness is a shared responsibility; it takes a whole community. Sponsored by the Ready Campaign and Citizen Corps, this year's National Preparedness Month will focus on strengthening our communities through public events and online communities. Preparedness events and information can be found on <http://community.fema.gov/connect.ti/READYNPM>.

As part of local National Preparedness Month activities, (ORGANIZATION/BUSINESS NAME) will (DETAILS OF EVENT).

WHEN: September (DATE), 2013, (TIME)

WHERE: (ORGANIZATION/BUSINESS NAME)
(ADDRESS) (CITY/STATE)

WHY: Emergencies can happen anytime and anywhere without notice. Households, businesses and organizations should prepare in the event an emergency causes you to be self-reliant for three days without utilities, electricity, or water, without access to a supermarket or local services or maybe even without response from police, fire or rescue. Preparing can start with four important steps: Be informed about emergencies that could happen, and identify sources of information in your community that will be helpful before, during and after an emergency. Make a plan for what to do in an emergency. Build an emergency supply kit. Get involved. (ORGANIZATION/BUSINESS NAME) encourages our community to be better prepared and invites community members to join us in this effort.

**For more information contact (ORGANIZATION/BUSINESS NAME) at (PHONE NUMBER).
Please visit Ready.gov for more information on emergency preparedness.**

National Preparedness Month 2013

National Preparedness Month Proclamations

Government officials have the authority to issue proclamations for special occasions and events. Proclamations call attention to a particular subject at the request of the public, and they designate a period of time (day, week, or month) for raising awareness for a specific cause. Proclamations can be initiated by an individual or local group identifying a cause that impacts the region and warrants a call to action. See below for a customizable template for outreach to your government officials asking them to declare September National Preparedness Month in your area.

NPM PROCLAMATION REQUEST TEMPLATE

[MONTH] [DAY], 2013

Dear [OFFICIAL'S NAME HERE]:

Every year the President issues a proclamation declaring September as National Preparedness Month. Several state governments have also followed suit and provided proclamations raising awareness for emergency preparedness in their respective states. Today, I am writing to urge you to help [AUDIENCE – EXAMPLE: HAWAIIANS] take concrete action toward preparing for emergencies and disasters by declaring September National Preparedness Month in [REGION, TOWN or STATE].

NPM was originally created by the Federal Emergency Management Agency's (FEMA) *Ready* Campaign in response to the tragic events of 9/11 in order to educate the public on how to prepare for emergencies. This year's NPM campaign focuses on the theme: You Can Be the Hero. FEMA and the *Ready* Campaign urge communities around the country to take the pledge in order to be better prepared for disasters.

Emergency preparedness is the responsibility of every citizen of [REGION, TOWN or STATE]. It takes a team effort to ensure that we are ready for any disaster. Please help us encourage individuals, families, organizations, and businesses within our community to make an emergency plan, put together an emergency supply kit, and join in local efforts to become a community preparedness partner.

The *Ready* Campaign and [PARTNERING ORGANIZATIONS] encourage everyone to participate in preparedness activities and to get their families, businesses, neighborhoods, and communities prepared. Only by working together as a team, can we be truly ready for emergencies and disasters.

For free information on how to get prepared, individuals can visit the *Ready* websites at Ready.gov and Listo.gov. These activities, along with a vigilant public, contribute to an overall level of preparedness that is critical to the safety of our [REGION, TOWN or STATE] and the entire country.

We hope you will join us in encouraging our community to become more involved and engaged in emergency preparedness by declaring September National Preparedness Month in [REGION, TOWN or STATE]. Please feel free to contact me with questions.

Sincerely,

[YOUR NAME]
[TITLE, ORGANIZATION]
[PHONE/E-MAIL]

NPM PROCLAMATION TEMPLATE

PROCLAMATION

National Preparedness Month, September 2013

WHEREAS, “National Preparedness Month” creates an important opportunity for every resident of [REGION, TOWN or STATE] to prepare their homes, businesses, and communities for any type of emergency including natural disasters and potential terrorist attacks; and

WHEREAS, investing in the preparedness of ourselves, our families, businesses, and communities can reduce fatalities and economic devastation in our communities and in our nation; and

WHEREAS, the Federal Emergency Management Agency’s *Ready* Campaign, Citizen Corps, and other federal, state, local, tribal, territorial, private, and volunteer agencies are working to increase public activities in preparing for emergencies and to educate individuals on how to take action; and

WHEREAS, emergency preparedness is the responsibility of every citizen of [REGION, TOWN or STATE] and all citizens are urged to make preparedness a priority and work together, as a team, to ensure that individuals, families, and communities are prepared for disasters and emergencies of any type; and

WHEREAS, all citizens of [REGION, TOWN or STATE] are encouraged to participate in citizen preparedness activities and asked to visit the websites of the *Ready* campaign at Ready.gov or Listo.gov (in Spanish) and become more prepared.

THEREFORE, BE IT RESOLVED that the [GOVERNING BODY] hereby proclaims September, 2013 as National Preparedness Month, and encourages all citizens and businesses to develop their own emergency preparedness plan, and work together toward creating a more prepared society.

DATED this _____ Day of _____ 2013 by the [GOVERNING BODY]

NAME, TITLE

National Preparedness Month 2013

SOCIAL MEDIA & ONLINE RESOURCES

Use your social media channels to share NPM and encourage others to take action. Consider using content that you have on your own website about preparedness and feel free to use Ready.gov to share preparedness messaging.

TWITTER

NPM Twitter hashtag: “#NATLPREP”

- ✔ It's the first day of National Preparedness Month. Help get America Ready! Stay informed Ready.gov #NATLPREP
- ✔ National Preparedness Month is the perfect time for you and your family to make a plan, build a kit, and stay informed! #NATLPREP
- ✔ Join the #NATLPREP Community to discuss steps you can take Before, During, and After a disaster. community.fema.gov
- ✔ Help your community or your office get Ready during National Preparedness Month. Visit Ready.gov to get started #NATLPREP
- ✔ . @Citizen_Corps works hard to help people prepare, train, and volunteer in their communities. Visit www.citizencorps.gov #NATLPREP
- ✔ #WEA's: Free SMS sent to cell phones in range of dangerous local situation, severe weather or Amber Alert <http://t.co/waeZUPBMSJ> #NATLPREP
- ✔ #WEA's are automatic txt msg's sent to you in an emergency. No registration required. #WEA PSA Video: <http://t.co/OPJa9ffiOp> #NATLPREP
- ✔ Preparedness on a budget: Fill clean, airtight containers with water, instead of buying bottled water #NATLPREP
- ✔ Preparedness on a budget: Pick up canned items on sale 2 or 3 at a time. Shop at used goods stores for blankets and electronics #NATLPREP
- ✔ After an emergency, once you know you are safe, check on neighbors #NATLPREP
- ✔ Do you and your family know the best escape routes out of your house during an emergency? #NATLPREP Ready.gov/escape-routes
- ✔ Before, during and after disasters keep phone lines open. Tip: use social media to update friends & family. <http://www.ready.gov/get-tech-ready> #NATLPREP
- ✔ During emergencies, cell networks may not work. Make sure everyone in your family knows how to text #NATLPREP
- ✔ In an emergency, cell networks may not work. Make sure everyone in your family knows how to text #NATLPREP
- ✔ In case of a blackout, keep plastic containers of water in your refrigerator and freezer to help keep food cold for several hours #NATLPREP
- ✔ Engage your kids in your family's emergency planning, they can visit <http://Ready.gov/kids> to get started. #NATLPREP
- ✔ Teach your children how and when to call 9-1-1 or your local emergency medical services number for help. #NATLPREP
- ✔ During National Preparedness Month, consider those who need a little extra help during emergencies and make a plan to help them #NATLPREP
- ✔ Talk to your friends, neighbors and family this month and encourage them to prepare for emergencies and disasters #NATLPREP
- ✔ Remember Your Pets! Get your pet an emergency kit and create a buddy system. Click here for a pet preparedness kit: Ready.gov/animals #NATLPREP
- ✔ Take a minute to check your family's first aid kit, note any depleted items and add them to your shopping list #NATLPREP
- ✔ Up to 40% of businesses never recover after a major disaster. Plan today. <http://youtu.be/2U0EFYKGn50> #NATLPREP

National Preparedness Month 2013

- ✓ Does your small business have an emergency response plan? Download FREE planning tools: <http://www.Ready.gov/business> #NATLPREP
- ✓ Every emergency supply kit is unique. Your family kit should be created with your specific needs in mind <http://www.ready.gov/basic-disaster-supplies-kit> #NATLPREP

VIDEO

Ready PSAs and videos are available through the FEMA YouTube page. Make sure and share the link on your Facebook page, Twitter account and embed the code on your website.

English

- ✓ "Al Roker-Be Ready for any weather" 30 sec PSA (closed captioning) <http://youtu.be/OZMr1XtP6BY>
- ✓ "The Day Before: Joplin Tornado" 15 sec PSA (closed captioning) - <http://youtu.be/CDcNXmXmZjw>
- ✓ "The Day Before: Hurricane Irene" 15 sec PSA (closed captioning)- <http://youtu.be/V1eOILGEGuU>
- ✓ "The Day Before" 30 sec (closed captioning)- <http://youtu.be/4s7z05G5p4Y>
- ✓ "The Day Before" 60 sec (closed captioning)- <http://youtu.be/MkccyhoS4IE>
- ✓ "Get Your Business Prepared- Earthquakes" 15 sec PSA (closed captioning) <http://youtu.be/yex44j8GCag>
- ✓ "Get Your Business Prepared- Floods" 15 sec PSA (closed captioning) - <http://youtu.be/2U0EFYKGN50>
- ✓ "Wireless Emergency Alerts" 30 sec English PSA (closed captioning)- http://youtu.be/wDpcGypv2_U
- ✓ "Preparing Makes Sense for Pet Owners" Video- (closed captioning & American Sign Language) http://youtu.be/aUbsF_S20bE
- ✓ "Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs" Video- (Closed Captioning and American Sign Language) <http://youtu.be/ZLLMDOScE4g>
- ✓ "Preparing makes sense for Older Americans" Video (Closed Captioning and American Sign Language)- <http://youtu.be/SByTKf2rrlg>

Spanish

- ✓ "Inundaciones Anuncio" 15 sec Spanish (closed captioning)- <http://youtu.be/GDL27JoJBk>
- ✓ "Consecuencias" 30 sec Spanish (closed captioning)- http://youtu.be/Zswt_h6QSAM
- ✓ "Wireless Emergency Alerts" 30 sec Spanish PSA (closed captioning) - http://youtu.be/iqmfOgR_JR8

WEB BANNER & SOCIAL MEDIA COVER PHOTO'S

Add a NPM web image to your organization or community website throughout the summer and fall. (Download file at community.fema.gov)

WIDGET

Paste the National Preparedness Community (NPC) widget code on your website.

```
<script id="govd_widget_js_usdhsrsrc_usdhsrsrc_widget_1"
src="http://content.govdelivery.com/accounts/USDHSRC/widgets/USDHSRC_WIDGET_1.js
" type="text/javascript"></script>
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POSTERS

Display the NPM posters for visibility and awareness. (Download file at community.fema.gov)

National Preparedness Month 2013

FREQUENTLY ASKED QUESTIONS

National Preparedness Month

Question: What is National Preparedness Month (NPM)?
Answer: Launched in 2004, NPM is FEMA's national annual preparedness outreach. NPM is managed and sponsored by FEMA's *Ready Campaign*. The *Ready Campaign*, in conjunction with the Ad Council, aims to educate and empower Americans during NPM and throughout the year to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks. The *Ready Campaign* works closely with FEMA's Individual & Community Preparedness Division (ICPD) to ensure the rollout of NPM events and activities.

About Ready Campaign

Question: What is the *Ready Campaign*?
Answer: The *Ready Campaign* is a national preparedness awareness campaign. Public Service Announcements (PSAs) are produced in conjunction with the Ad Council. It is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters, emergencies, and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of preparedness across the nation.

Ready asks individuals to do four key things:

- ✓ Be informed about the different types of emergencies that could occur and the appropriate responses,
- ✓ Make a family emergency plan,
- ✓ Build an emergency supply kit and,
- ✓ Get involved in community efforts.

For emergency preparedness information, individuals can visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

Question: How is the message of national preparedness communicated?
Answer: National preparedness messages are communicated and shared through various media channels and outlets:

- ✓ Website
- ✓ PSAs (Print, Television, Radio)
- ✓ Social
- ✓ Publication brochures
- ✓ National Preparedness Community members

Emergency preparedness information and resources are available in English and Spanish on Ready.gov and Listo.gov and through toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO).



National Preparedness Month 2013

About the National Preparedness Community

Question: What is the National Preparedness Community (NPC)?

Answer: The National Preparedness Community (NPC) one of the nation's largest public online networks organized to improve the nation's resilience against all-hazards. It is made up of individuals, as well as, public and private sector organizations engaged in preparedness committed to strengthening, sustaining and enhancing the resilience of their communities. NPC membership is free. You can register to become a NPC member by visiting Ready.gov and clicking on the Pledge to Prepare banner. During NPM, NPC members share preparedness information and spearhead activities that encourage individuals, customers, employee, neighborhoods, and communities to take specific steps toward emergency preparedness.

Question: What is the role of the National Preparedness Community members?

Answer: NPC members bridge the gap between government and the public through emergency preparedness education and events. With the help of NPC Members, FEMA promotes a whole community approach to emergency management, which includes:

- ✓ Engaging a community to define its true preparedness needs;
- ✓ Coordinating preparedness activities with participation from local government and first responders; and
- ✓ Strengthening the assets, institutions, and social processes to improve resilience and emergency management outcomes in your community.

About Citizen Corps

Question: What is Citizen Corps?

Answer: Citizen Corps is FEMA's grassroots strategy to involve citizens in all-hazards emergency preparedness and resilience. Local Citizen Corps Councils facilitate collaborative planning between government and civic leaders and provide localized support for outreach and educational efforts to the public, training and exercises that effectively integrate all sectors of the community, and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit Citizencorps.gov.

Question: Where are Citizen Corps Councils located?

Answer: More than 2,300 federal, state, local, tribal and territorial governments in all 56 states and U.S. territories have formed Citizen Corps Councils, and every day new Councils are formed in communities around the country. These Councils help drive local citizen preparedness and participation by assessing possible threats, identifying local resources, developing community action plans, and engaging the community through Citizen Corps partner programs which train volunteers. To find a Council near you, visit www.citizencorps.gov.

Question: How does Citizen Corps work?

Answer: Citizen Corps Councils are designed to bring together government, community leaders, first responders, emergency managers, businesses, non-profit and volunteer organizations, and other groups with a direct interest in strengthening their communities.

Preparedness Questions

Question: How can I better prepare myself and my family for an emergency?

Answer: Both the Ready Campaign and Citizen Corps ask Americans to take important steps to prepare: making a Family Emergency Plan, becoming informed about the different types of emergencies that could occur where they live and learning about appropriate responses to emergencies, building an Emergency Supply Kit and, getting involved in the community. More information, including an Emergency Supply Kit checklist and a Family Emergency Plan template, is available at Ready.gov or by calling 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

Question: How can I develop a Family Emergency Plan?

Answer: Preparing a Family Emergency Plan is easy. You can get started by using the Family Emergency Plan template available at www.ready.gov/make-a-plan. A Family Emergency Plan can help a family to stay in contact if they are separated during an emergency.

National Preparedness Month 2013

Question: How can I stay informed about emergencies?

Answer: It's important that you know the potential emergencies that can happen in your state, region and community. Go to www.ready.gov/community-state-info to find out more information about your local area.

Question: How can I talk to kids about emergency preparedness?

Answer: The new *Ready Kids* website focuses on weather-related emergencies and helps parents educate children, ages 7-12, about emergencies and how they can help their families prepare. The *Ready Campaign* encourages parents to visit the website with their children. Teachers can also find in-school materials at www.ready.gov/kids.

Question: How can pet owners prepare for emergencies?

Answer: Pet owners should assemble an Emergency Supply Kit that includes enough pet food and water for three days, medications and medical records, leashes, ID tags, and other appropriate supplies. It's recommended that pet owners have an emergency plan that includes the needs of their pets. Pet owners can download a brochure from the *Ready* website at www.ready.gov/animals.

Question: How can older Americans and individuals with disabilities and other access and functional needs prepare for emergencies?

Answer: *Ready* encourages all individuals to make an Emergency Supply Kit, including food and water, medications, a list of medications, dosage and schedule and medical records, and personal items such as eyeglasses, hearing aids, wheelchair battery charger and other appropriate supplies to maintain health and independence. *Ready* also recommends that individuals develop an emergency plan that considers their unique needs and a personal support network they can call upon in the event of an emergency. To learn more, visit www.ready.gov/individuals-access-functional-needs.

Additionally, every individual should include their friends and neighbors, with disabilities and without, in their emergency planning. In an emergency, neighbors will need to be prepared to help each other until first responders arrive. Know if your neighbors have disabilities or other access and functional needs and help them prepare too.

Question: What steps should businesses take to prepare?

Answer: *Ready Business* is designed to inform owners and managers of small and medium sized businesses about what they can do to prepare in the event of an emergency. The *Ready Business* aims to raise the business community's awareness of the need for emergency planning and motivate them to: plan to stay in business, talk to their employees, and protect their investment. For more information about business emergency preparedness, visit www.ready.gov/business.