

NATIONAL PREPAREDNESS MONTH

September 2011 | ready.gov



**A Time to Remember.
A Time to Prepare.**



**Coalition Member
Toolkit**

Dear Coalition Member,

On behalf of the Department of Homeland Security's Federal Emergency Management Agency, I would like to thank you for your support of National Preparedness Month 2011.

As you know, each year we designate the month of September for a series of outreach efforts to raise awareness of the importance of being prepared for disasters. Over the past few years, the size and number of these efforts have grown dramatically. But with your assistance, and the support of our other coalition members, I am confident that this year's National Preparedness Month will be our most successful and coordinated effort to date.

I encourage you to use the enclosed "tool kit" to start planning outreach activities in your community. By hosting events, promoting volunteer programs, facilitating meetings, and sharing emergency preparedness information, you will help to ensure that all communities throughout our Nation are prepared to face and respond to disasters.

Your outreach activities should be designed to foster a continued partnership and dialogue within your community that will highlight the importance of preparedness year-round, not just during National Preparedness Month. To be truly effective, your activities should emphasize that it takes the whole community – voluntary organizations, faith-based organizations, the private sector, and all members of the public – not just the government, to prepare for any disaster.

As we move forward with the planning for this year's events and activities, we also recognize that this September marks the ten year anniversary of the 9/11 terrorist attacks. By doing what we can to ensure that our communities, and our nation, are prepared to respond and recover from all types of disasters and hazards, we will honor the memory of those that were lost that day.

Again, thank you for participating in National Preparedness Month. I look forward to working with you, in the months and weeks ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Craig Fugate". The signature is stylized and somewhat abstract, with a large circular loop and a long horizontal stroke extending to the right.

W. Craig Fugate
Administrator

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SECTION I: WHAT IS NPM?

National Preparedness Month (NPM) is an annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. NPM is lead by the Federal Emergency Management Agency (FEMA) and is sponsored by the *Ready* Campaign in partnership with the Citizen Corps. Every September, NPM works with Coalition Members to increase emergency preparedness awareness and activities across the nation.

This September marks the eighth annual NPM. This year's campaign will focus on remembering disasters from our past, whether it be the tenth anniversary of the September 11th attacks or the disasters in Alabama and Missouri earlier this year, and asking our communities to work together to make our country more resilient. We are encouraging everyone to join the preparedness team and truly help ensure that you and your family, neighbors, work, and community are *Ready*.

Coalition Members

- NPM Coalition Membership is open to all public and private sector organizations. You can register to become a NPM Coalition Member by visiting Ready.gov and clicking on the NPM banner.
- During NPM, Coalition Members share preparedness information with their members, customers, employees, and communities. Members spearhead activities that encourage individuals, neighborhoods, and communities to take specific steps toward emergency preparedness.

Sponsors: Ready Campaign and Citizen Corps

- **The Ready Campaign:** *Ready* is a national public service advertising (PSA) campaign, produced in partnership with The Advertising Council to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. The Campaign's websites (Ready.gov and Listo.gov) and toll-free numbers (1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585) provide Americans with free emergency preparedness information.
- **Citizen Corps:** 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 www.citizencorps.gov.

SECTION II: WHAT'S MY ROLE IN NPM 2011?

NPM couldn't happen without you, our Coalition Members. Unlike many outreach efforts, NPM and the *Ready* campaign aren't just trying to raise awareness. We rely on you to reach out to many different audiences and motivate them to become prepared for disasters and emergencies.

2.1 THE PREPAREDNESS COMMUNITY

All disasters are inherently local. They affect families and their communities, businesses and their customers, and organizations and their members. It takes all aspects of a community – not just the government – to effectively prepare for, respond to, and recover from emergencies and disasters. It is critical that the entire emergency preparedness community (including the public and disaster survivors, civic leaders, volunteers, faith-based and community organizations, private sector businesses, and government) work together to develop capabilities in our communities to withstand the potential impacts of disasters, respond quickly, and recover in a way that increases the community's resilience. Building community resilience requires close coordination between the government, community organizations, individuals, and emergency managers to plan for the needs of the whole community – that's where you, the NPM Coalition Members, come in.

2.2 COALITION MEMBERS' ROLE

NPM Coalition Members bridge the gap between government and the public through emergency preparedness education and events. By expanding the emergency management team to include entire communities, Coalition Members improve national preparedness and resilience. With the help of Coalition Members, FEMA promotes a whole community approach to emergency management, which includes:

- Engaging all parts of a community in defining its true preparedness needs
- Coordinating preparedness activities throughout the community with participation from local government and first responders
- Strengthening the assets, institutions, and social processes that work well in communities on a daily basis to improve resilience and emergency management outcomes

2.3 WHAT'S IN THE TOOLKIT?

This Toolkit includes suggestions for activities and events you can sponsor to help spread the NPM message, along with templates and drafts of articles, posters, and other collateral material that you can use in your outreach efforts. As you familiarize yourself with the Toolkit, keep an eye out for the audiences that you work with and select the tools that can help you reach them most effectively.

As always, the *Ready* campaign welcomes your input on our Toolkit, as well as suggestions for activities, audiences, or outreach efforts that we can include in future NPM efforts. Preparedness works best when we work together. Please see page 19 for information on how to provide suggestions or feedback.

2.4 NPM 2010 COALITION MEMBERS' SUCCESS STORIES

Last year, a number of Coalition Members found innovative and effective ways to engage their community during NPM 2010. Here are a few highlights of how Coalition Members used the toolkit and their own creativity to host effective preparedness activities across the country.

Lowell, IN - 2010 Illiana Hummer Club, Hummer Emergency Response Team (HERT) and K9 Live Search and Rescue Exercise

On August 28, 2010, the Illiana Hummer Club's HERT and K9 Search and Rescue Team held a live search and rescue exercise drill. The private search and rescue team coordinated with local police to organize this event. The Illiana Hummer Club HERT and K9 Search and Rescue Team are independent preparedness organizations in Illinois and Indiana, specializing in natural disaster relief through search and rescue activities and public awareness.

The K9 teams undertook a mock mission to find two missing children. The team rotated their personnel to different positions in the search and practiced employing a number of search and rescue practices to effectively find the missing children. The exercise promoted cooperation between the independent search and rescue team, local authorities, and the public. The team followed up this exercise with a series of survival skills trainings and community outreach.



Virginia - Ready Virginia’s 2010 National Preparedness Campaign

Ready Virginia’s Citizen Corps undertook a number of diverse projects to promote national preparedness in Virginia during NPM 2010. Working with local government officials, they distributed information in English and in Spanish almost daily using television, radio, and social media. Later in the month, they held a number of expositions, symposiums, and town hall meetings for attendees to learn about making preparedness kits, preparing their homes, and available resources. *Ready Virginia’s* efforts included a Safety Saturday community event held at a local Lowes where community members could learn about creating family emergency plans.

Washington, DC - 2010 National Preparedness Day at Children’s National Medical Center

Last September, the Emergency Medical Services for Children (EMSC) National Resource Center (NRC) hosted a National Preparedness Day at Children’s National Medical Center in Washington, DC. The event was designed to educate patients and families on how to best prepare for a disaster. Participants had the opportunity to build their own disaster kit full of educational resources and giveaways, such as water bottles and first aid kits. Local community organizations such as the DC EMSC, PEPCO (a local electric company), Children’s National Trauma Division, the DC Homeland Security and Emergency Management Agency, and the DC Executive Office of the Mayor also participated by providing materials on emergency preparedness.

Leading up to the event, the EMSC NRC distributed weekly National Preparedness Month reminders and ideas to members of the EMSC community.



Palo Alto, CA - Quakeville: Natural Disaster Response Exercise

Palo Alto Citizen Corps organized a two-day earthquake drill in Palo Alto, California to provide real world education on preparedness and disaster response to the public. The drill was organized by Neighborhood and Block Preparedness Coordinators, Palo Alto Neighborhood Disaster Activities volunteers, the Red Cross, and the Boy Scouts.

The scenario involved a massive earthquake that caused major structural damage to the neighborhood, calling for relocation of all civilians. Citizens built a number of temporary structures around a centralized tent where Red Cross volunteers and Boy Scouts provided information and supplies for national preparedness and disaster response.

This initiative increased public awareness about preparedness and provided education on the services and resources available to the community through organizations such as the Red Cross and Neighborhood Preparedness Coordinators.



Worcester, MA - 2010 Emergency Preparedness Game Show and Bark in the Park

The Retired Senior Volunteer Program (RSVP) in Worcester, Massachusetts filmed an Emergency Preparedness Game Show where contestants answered questions on natural disasters, emergency kits, and disaster recovery. Mascots from local sports teams hosted the show and a tape of the event was distributed to Public Access Stations in 18 local towns as well as the online hosting service, Peg media.

The RSVP also hosted a “Bark in the Park” event with the Worcester Tornadoes baseball team where residents were encouraged to bring their dogs to a Tornadoes game. At the game, RSVP distributed national preparedness children’s coloring and activity books and pamphlets on “Preparing your Pets for Emergencies”.

SECTION III: HOW TO PROMOTE NPM

This section provides information and best practices on how to create targeted, effective events to promote preparedness education and encourage concrete preparedness activities in your communities. We encourage you to involve community and business leaders in the planning process. While not comprehensive, the information below should give you ideas of the events, messages, and communications that can help you reach and engage your community

3.1 TOOLS YOU CAN USE

As a Coalition Member, your main goal is to connect with individuals, families, businesses, and organizations within your community. The tools below will help you coordinate with organizations and individuals in your area to collaborate on events or share best practices.

NPM Calendar

NPM utilizes a public calendar to promote events throughout September. Please post your events on the NPM calendar by following these steps:

- Go to the Coalition Member website (For access you must be registered. If you are not registered, visit Ready.gov/community)
- Click on the event calendar
- Fill out the required information in the fields provided as completely as possible
- Submit your event for approval

If you are having technical difficulties with the calendar, please contact NPM@fema.gov.

Ready.gov

Ready is a national public service advertising (PSA) campaign designed to educate and empower Americans to prepare for and respond to emergencies including natural and man-made disasters. The goal of the campaign is to get the public involved and increase the level of preparedness across the nation.

Ready and its Spanish language version *Listo* ask individuals to do three key things: (1) get an emergency supply kit, (2) make a family emergency plan, and (3) be informed about the different types of emergencies that could occur and their appropriate responses. *Ready* has specific information available for individuals, kids, families, pets, businesses, military families, senior citizens, and those with disabilities or access and functional needs. For more information including PSAs, instructional videos, and brochures, visit Ready.gov or Listo.gov.

Serve.gov

Serve.gov is an online resource for finding and creating volunteer opportunities and events in your community and around the country. Managed by the Corporation for National and Community Service, serve.gov helps service entities of all types to better engage their community.

3.2 MESSAGING FOR YOUR AUDIENCES

Here are some keys to bringing action-based NPM messages to your audiences:

Understand Your Audience

Know what groups of people you are trying to reach. Are you targeting specific groups with additional needs, such as people with access and functional needs or seniors? What about people who don't speak English? Does your community have specific demographic groups, such as college-aged students? Knowing who is receiving your message is important to what you say and do.

Know the Specific Risks in your Area

It's not just hurricanes, earthquakes, and tornadoes that affect our communities. All across the country, people are affected daily by disasters, both natural and otherwise. 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.

Make it Meaningful

Tailor your message to each particular audience, whether it's individuals or families, employees, professionals in specific fields (such as education or medicine), young people, or those with access and functional needs. Reaching out to these audiences with messages that resonate with them will help engage them and call them to action.

Make it Accessible

Create messages and tools that are accessible to *all* audiences, including: offering accessible PDFs to audiences with disabilities; ensuring that websites are 508-compliant; offering closed and open captioning on videos and other visual material; making meetings physically accessible to those with disabilities; and including programming and communications options that ensure accessibility to all. Visit disability.gov for more information on accessibility.

Engage Your Audience

Create activities that engage your community and promote interaction: offer preparedness activities and games, prepare checklists, or run drills or exercises. Include a "call to action" in your messaging to encourage people to take active steps toward preparedness.

3.3 KEY MESSAGES TO CONVEY

In outreach materials:

- ✓ **Work with local emergency management and Citizen Corps Councils to include information in outreach materials about community specific hazards, alerts and warning systems, evacuation routes, and emergency shelter locations and processes (e.g. pet policies, items to take to the shelter, etc)**
 - ✓ Good preparedness practices include having an understanding of local hazards and the appropriate response actions individuals and families should take in response to an emergency situation. In (AREA), we are most prone to (TYPES OF EMERGENCIES).
- ✓ **Highlight the need for individuals and families to be self-reliant during disasters**
 - ✓ Preparedness is an individual responsibility. By being prepared as individuals, we free up valuable resources, including allowing our first responders to assist those who are in the greatest need.
 - ✓ Self-reliance extends to helping neighbors and friends who may reach those in need first, prior to emergency responders.
 - ✓ Some people may need extra help. Be ready to lend a hand to those in need.
- ✓ **Encourage individuals, families, organizations, and businesses to start preparing now**
 - ✓ It is important to prepare now. Families may not be together when an emergency happens and you may not have access to cell phones, gas stations, grocery stores or some of the other things that you are used to having every day.
 - ✓ Get a kit. Make a plan. Be informed.
- ✓ **Help community members understand preparedness kits are needed in multiple locations such as their homes, cars, and workplaces**
 - ✓ Disasters can happen at any time, so it is important for individuals and families to be prepared at places where they spend large amounts of time, such as at home, at the office, and in the car.

3.4 PLANNING AND PROMOTING NPM EVENTS AND MESSAGES

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. Whether it's setting up a booth to pass out information or requesting time during an event where you can address participants, tapping into already planned and scheduled events can be a great way to reach members of your community.

Reach Out to Your Local Citizen Corps Council. Through Citizen Corps Councils and Citizen Corps' program partners and affiliates, you can find training and volunteer opportunities to support you, your family, first responders, and your community in an emergency. Visit www.citizencorps.gov to learn more. Citizen Corps partners and affiliates include organizations in emergency management, emergency medicine and public health services, law enforcement organizations, volunteer organizations, private sector associations, disability organizations, youth organizations, education groups, and more, including:

- American Association of Community Colleges
- The American Legion
- The American Legion Auxiliary
- American Red Cross
- American Radio Relay League
- Association of Public Television Stations
- Civil Air Patrol
- Community Emergency Response Teams (CERT)
- E9-1-1 Institute
- Environmental Protection Agency
- Fire Corps
- Girl Scouts of USA
- Home Safety Council
- Jaycees
- Meals on Wheels Association of America
- Medical Reserve Corps (MRC)
- Mercy Medical Airlift
- www.myGoodDeed.org
- National Council on Independent Living
- National Disability Rights Network
- National Association for Search and Rescue
- National Crime Prevention Council
- National Fire Protection Association
- National Oceanic and Atmospheric Administration
- National Safety Council
- National Volunteer Fire Council
- National Voluntary Organizations Active in Disaster (National VOAD)
- Operation HOPE, Inc.
- Points of Light Institute and the HandsOn Network
- U.S. Department of Education
- United States Power Squadrons
- USA On Watch/ Neighborhood Watch
- Veterans of Foreign Wars
- Volunteers In Police Service (VIPS)

Go Virtual

Use Your Website

- ✓ Post NPM 2011 web banners and information to your website and announce your decision to be a Coalition Member. See page 23 for more information.
- ✓ Post links to *Ready's* public service advertisements (PSAs) or instructional videos. See pages 54 and 55 for more information.
- ✓ Use your website to promote readiness information. See pages 32-37 for several articles that you can customize for your audience.
- ✓ Post local information and links including information provided by local emergency management on specific local hazards, alert and warning systems, evacuation and shelter plans, sources of local emergency information, contacts for training, and ways to get informed and involved.

Social Media

- ✓ **Use Facebook.** Promote events on Facebook and invite members of your community. Setting up an event on Facebook provides you with an estimated number of attendees and allows attendees to forward the invite, ask questions, and interact with you. Update your Facebook status to promote NPM. See page 38 and 39 for messaging ideas or get creative and write something that better represents your community.
- ✓ **Tweet about it.** Mix in tweets about preparedness information and event announcements. Get more information by following the *Ready* Campaign on Twitter at www.twitter.com/readidotgov.
- ✓ **Have a Blog?** Tell your readers about your efforts as a Coalition Member or link your readers to Ready.gov. For sample blog posts that you can use or customize to your liking, see pages 32-27.

Use Existing Forms of Communication

Include Messages in E-Mails, Newsletters, Bill Stuffers, or Receipts

- ✓ Include emergency preparedness messages in various types of communication. Messages could include: an Emergency Supply Kit tip of the day, a Family Emergency Plan reminder, invites to events, or links to more information. See page 27 and 31-38 for templates and sample language.
- ✓ In your standard email signature, add a short tagline about NPM or a specific event that you are promoting with a link to more information.

What to Include at Your Preparedness Meetings or Events

From hosting a Preparedness Day, to including preparedness as part of a business, organization, or community meeting, to setting up a booth at a local event, the following should help give you ideas on what to do and what to distribute.

Information to Display and Distribute

- ✓ **Templates and Checklists.** Emergency Plan Templates and Emergency Supply Checklists available at Ready.gov.
- ✓ **Display the *Ready* PSAs.** See pages 54 and 55 for instructions on how to access and download them or send an e-mail to NPM@fema.gov to request them on DVD.
- ✓ **Showcase Instructional Videos.** Instructional videos are available on Ready.gov/videos for families, older Americans, individuals with disabilities and other access and functional needs, and pet owners.
- ✓ **Display an Emergency Supply Kit.**
- ✓ **Financial Preparedness.** Spread the word about financial preparedness and help those who rely on Federal benefits learn about safer, more convenient ways to get their money. Switching to electronic payment is a significant step people can take to prepare themselves before disaster strikes. Visit www.godirect.org for more information.

Ideas for Events

- ✓ Invite local government officials, first responders, and/or your local Citizen Corps Council to give a brief emergency preparedness presentation.
- ✓ Walk through how to develop a Family Emergency Plan by using *Ready's* Family Emergency Plan Template available at Ready.gov.
- ✓ Present a community emergency preparedness plan and have first responders discuss emergencies that could affect your area. You could also contact your local meteorologist to discuss weather-related hazards.
- ✓ Have the Red Cross give CPR training.
- ✓ Invite a guest speaker from your local Citizen Corps to speak about how to get involved in community preparedness, including outreach efforts, training and exercises, and volunteer programs, such as Volunteers in Police Service (VIPS), Community Emergency Response Teams (CERT), Fire Corps, Neighborhood Watch, and Medical Reserve Corps.
- ✓ Invite your local CERT Program to give a training. To find your local CERT Program, go to <http://www.citizencorps.gov/cert> and look for the link "Find Nearby CERTs".
- ✓ Invite a guest speaker to talk about financial preparedness. Remind participants to back up their important information and have copies of their financial and legal documents (insurance papers, wills, bank account information, etc.). Suggest that they back this information up electronically, or consider giving copies to a trusted friend or family member outside of their area.

Preparing Different Populations in your Community

Prepare Your Family

- ✓ Post emergency plans around the house so your family remembers what to do in case of an emergency.
- ✓ Check with the places your family spends time, such as schools, workplaces, and places of worship, to make sure they have emergency plans.
- ✓ Discuss the plans for these areas with your family and talk about what you would do if your family was not in the same place during a disaster.

Prepare Your Neighborhood

- ✓ **Involve Your Neighbors.** Help prepare your neighborhood by asking, "What's our plan?" Talk to your neighbors about their preparedness plans and make sure your plans are compatible. Knowing your neighbors' plans for specific scenarios can inspire new preparedness ideas and help you be more aware of those around you during disasters.
- ✓ **Plan with your Neighborhood.** Ask your Home Owners Association or Neighborhood Civic Association to make emergency preparedness an agenda item during its September meeting. This is a great way to make sure there is an evacuation plan for your neighborhood and to communicate it to your neighbors.
- ✓ **Help Neighbors Get Informed.** Host a neighborhood preparedness meeting. See page 14 for ideas on who to invite as guest speakers and what to do at the meeting.

Prepare Your Community

- ✓ **Include Preparedness Activities at Community Events.** Consider local events already scheduled in your community such as state or county fairs, festivals, parades, or sporting events. Set up a table or booth to distribute emergency preparedness information, recruit volunteers, and discuss your preparedness plans within your community.
- ✓ **Host a Preparedness Fair.** Reach out to prominent organizations in your community such as faith-based and community organizations, businesses, and schools to help coordinate a preparedness fair.
- ✓ **Schedule Presentations.** Invite local government officials, first responders, and/or your local Citizen Corps Council to give an emergency preparedness presentation at a community recreation center, library, or other community gathering place.
- ✓ **Encourage Your City or Town to Promote NPM Directly.** Request your civic leaders to declare September National Preparedness Month with a proclamation, full instructions and sample templates can be found on pages 40 and 41 of this toolkit. Ask your City or Town to include preparedness information in their existing communications channels.
- ✓ **Participate in Town Meetings.** Include preparedness as an item for discussion in town meetings.

Prepare Your Workplace

- ✓ **Update and Distribute Emergency Contact Information to your Employees.** Additionally, you can create and distribute a list of important emergency numbers in the areas you do business.
- ✓ **Host a Business Preparedness Review.** Organize an emergency preparedness procedures review with employees to review your company's emergency plans and practice emergency drills. For more information about business preparedness, go to Ready.gov and click on "Ready Business." There are many resources and tools that you can order or download.
- ✓ **Host a Brown Bag Lunch or Preparedness Meeting or Day.** See page 14 for ideas on what you could do.
- ✓ **Put Emergency Items on Display.** Showcase an Emergency Supply Kit in your break room or other high-traffic locations and encourage employees to get their own Emergency Supply Kits for their homes.
- ✓ **Make Employees Aware.** Put a bottle of water on each employee's desk along with a note that says "If there is an emergency, do you have enough water to last you and your family for three days?" and a printout of the emergency supply checklist.
- ✓ **Showcase Instructional Videos and PSAs.** Play them in lobbies, waiting rooms, break rooms, and/or at events. Various instructional videos are available at Ready.gov/videos.
- ✓ **Host a Business Preparedness Workshop.** Contact a local business or commerce organization and work together to host workshops for business leaders about the importance of business preparedness. The U.S. Chamber of Commerce and the Better Business Bureau have worked with the Ready Campaign and their local organizations may be interested in serving as a resource for you.
- ✓ **Conduct Office Evacuation/Shelter-in-Place Exercises and Drills.** During the month of September, schedule emergency exercises and drills. Once completed, evaluate how well they worked and if additional training or exercises are needed. For information on addressing the needs of employees with disabilities, visit <http://www.dol.gov/odep/pubs/fact/effective.htm>.
- ✓ **Distribute Emergency Preparedness Messages.** Include emergency preparedness messages in communication touch points such as e-mails, newsletter articles, bill stuffers, receipts, and Social Media. See pages 27-38 for templates and sample language.

Prepare Your Local Military Installation

- ✔ **Promote Emergency Preparedness to Military Families.** The *Ready* Campaign website includes information for military families. Visit Ready.gov/military.
- ✔ **Distribute Emergency Preparedness Messages.** Include preparedness messages in installation communications channels and distribute supplies and pamphlets at youth and adult sporting events on the installation.
- ✔ **Host Preparedness Events.** Include representatives from the installation’s emergency management services, distribute information on the installation’s emergency preparedness plans and on weather-related hazards specific to your area.

Prepare Youth

- ✔ **Organize a Scavenger Hunt.** Organize a scavenger hunt at a local community center for kids to search for items that should be included in an Emergency Supply Kit. While the kids are hunting for supply kit items, it’s a great opportunity to hand out Family Emergency Plan templates to their parents and/or caregivers.
- ✔ **Plan Preparedness Activities for Scouts and Other Youth Organizations.** Make preparedness a priority during September for scout meetings and activities. Ideas can be found on pages 14. Girl Scouts can work toward achieving the new Preparedness Patch and Boy Scouts can work toward the Emergency Preparedness Award.
- ✔ **Download and Distribute Games and Puzzles from the *Ready Kids* Website.** Visit Ready.gov/kids to download word search games, coloring pages, hidden treasure activities, and more.
- ✔ **Get Rex Involved.** Don’t forget that Rex, the official *Ready Kids* mascot, is available to make an appearance at events. All reservations and requests for the Rex costume must be coordinated through your state, local, tribal, or territorial governments, local Office of Emergency Management, or Citizen Corps Council. These organizations are responsible for ordering the costume. Requests for Rex should be submitted at least four weeks prior to an event. See page 53 for order information.

Prepare Pet Owners

- ✔ **Work with Your Local Pet Store, Veterinarian Practice, Humane Society, or Shelter to Distribute Emergency Preparedness Information to Pet Owners.** The *Ready* Campaign has pet preparedness materials available that can be ordered or downloaded and printed. These materials can also be easily sent to employees, colleagues, members, or stakeholders via e-mail. Visit Ready.gov/publications.
- ✔ **Reach Out to New Pet Owners.** Coordinate with local rescue organizations and shelters to provide the two-page brochure to all new pet owners who rescue or adopt a pet.
- ✔ **Host a Pet Preparedness Day.** Host a preparedness event in conjunction with local pet events or pet walks, and distribute the *Ready* “Preparing Your Pets for Emergencies Makes Sense” brochure. Help pet owners plan what to do in case of an evacuation. The Humane Society of the United States, American Kennel Club, American Society for the Prevention of Cruelty to Animals, and the American Veterinary Medical Association have worked with the *Ready* Campaign and their local organizations may be interested in participating.
- ✔ **Pet Friendly Areas.** Set up a preparedness booth or table near pet friendly areas such as dog parks to discuss preparedness and distribute materials.
- ✔ **Use the Pet Preparedness Toolkit.** FEMA’s *Ready* Campaign and the Citizen Corps, American Red Cross, and Humane Society of the United States have come together to develop an emergency

preparedness toolkit that can assist you in your planning efforts as you work toward keeping your community—and specifically, the pets and people who care for them—safe from disasters. The toolkit includes resources including sample brochures, PowerPoint templates, and press materials you can use. Visit Ready.gov/pets for more information.

- ✔ **Showcase Instructional Videos for Pet Owners.** Instructional videos for pet owners are available on the *Ready* website (Ready.gov/videos).

Prepare Senior Citizens and Individuals with Disabilities or Other Access and Functional Needs.

- ✔ **Include Senior Neighbors and Persons with Disabilities in your Planning.** Seniors and individuals with disabilities are a valuable asset for developing and supporting neighborhood and other emergency plans, including plans for how to provide assistance to those who may need help in specific preparedness or response actions.
- ✔ **Meet and talk with neighborhood senior citizens, persons with disabilities, and those who may need additional assistance.** Ask about their needs, how you can help, and how they can be involved in helping others.
- ✔ **Partner with an Organization to Support Older Americans or Individuals with Disabilities and Other Access and Functional Needs.** Work with organizations that provide meal delivery or faith-based organizations to help communicate emergency preparedness messages. A local hospital, mental health center, library, church, community center, independent living center, or nursing home may be willing to host a training or event. You can distribute the *Ready* “Preparing Makes Sense for Older Americans” brochure and the *Ready* “Preparing Makes Sense for People with Disabilities and Other Special Needs” brochure (Ready.gov/publications)
- ✔ **Showcase Instructional Videos.** Preparedness videos targeted towards senior citizens and individuals with disabilities are available on the *Ready* website (Ready.gov/videos).
- ✔ **Spread the Word about Financial Preparedness.** Help those who rely on Federal benefits learn about safer, more convenient ways to get their money. Switching from paper checks to electronic payment is a significant step people can take to protect themselves before disaster strikes. The *Go Direct*® campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit. And the *Direct Express*® Debit MasterCard gives people without bank accounts a secure, convenient and U.S. Department of Treasury-recommended way to receive their Social Security payments. Visit www.godirect.org/ for more information.

Prepare Your School

- ✔ **Offer to Help Schools.** Volunteer to bring preparedness information into your child’s class, school functions, and/or Parent Teacher Association/Organization (PTA/PTO) meetings.
- ✔ **Back-to-School Nights.** September is back-to-school for many districts and a great opportunity to work with the school community. During back-to-school nights, families could be invited to hear from local officials about the school and community emergency plans. Consider having a local first responder teach parents how to make an Emergency Supply Kit and a Family Emergency Plan.
- ✔ **Engage the Students.** Work with schools to hold preparedness competitions to get the students involved. Ask students to make videos or presentations on what preparedness means to them and give prizes to the most creative, impactful, and educational. Getting students actively involved in the creation of plans makes them more likely to remember the plans in emergency situations.

SECTION IV: SHARE YOUR STORY

4.1 SHARE YOUR SUCCESS

The job of an NPM Coalition Member is challenging. It is not always easy to inspire your communities to take meaningful action. Help other Coalition Members or find inspiration yourself by sharing or reviewing success stories online on the Coalition Member website.

To access the Coalition Member website you must be registered as an NPM 2011 Coalition Member. You can register to be a Coalition Member at Ready.gov/community. Use the Success Stories portion of the Coalition Member website to post your successes and view other stories submitted by fellow NPM Coalition Members. Members who submit ideas can decide if they are willing to be contact about their events. If so, you can reach out to them to brainstorm new, successful ideas for your organization or find ways to work together to jointly host an event. We encourage you to share your successes with the entire Coalition to spread ideas and help us all make a greater impact in our communities.

4.2 GIVE US FEEDBACK

As you work to make your community safer and stronger through preparedness, we want to hear from you. Tell us what has worked and what hasn't. Let us know what items you would like to see in future toolkits or what items in this toolkit were helpful.

We encourage you to send us suggestions, observations, or experiences, how we can better help you, or anything else you want to share. Your input will help guide future toolkits and will inspire future Coalition Members to make an impact on their communities. To submit feedback, please fill out the template below and send to NPM@fema.gov.

Feedback Template (E-Mail):

SUBJECT LINE:

NPM Feedback

MESSAGE:

Organization Name:

[ORGANIZATION NAME]

Location:

[CITY, STATE]

of Years as a Coalition Member:

[NUMBER OF YEARS]

Feedback Type:

[SUCCESS STORY, QUESTION, SUGGESTION, COMMENT, OTHER]

Feedback:

[INSERT FEEDBACK HERE]

SECTION V: BEYOND SEPTEMBER

Although NPM encourage preparedness throughout September, emergencies happen year round. We've included below other events throughout the year to get your community involved and raise awareness.

Use these events as an opportunity to jumpstart work with community partners and your local Citizen Corps. Local Citizen Corps Councils and partners may contact representatives from the organizations below to learn how the community can benefit from involvement. The specific dates given are for 2011 and 2012, but the events and themes can be used year after year.

In addition to the suggestions below, Citizen Corps maintains a comprehensive list of national holidays, days of recognition, and weekly and monthly themes that may be used to encourage and promote civic engagement, public safety, preparedness, resilience, and volunteerism. Please visit <http://www.citizen corps.gov/news/themes.shtm> for the comprehensive listing of themes.

Event: National Blood Donor Month

Date(s): January

Description: Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather, and illness. January, in particular, is a difficult month for blood centers to collect blood donations. The American Association of Blood Banks, in conjunction with America's Blood Centers and the American Red Cross, celebrates National Blood Donor Month (NBDM) to encourage donors to give or pledge to give blood. More information is available at www.aabb.org

Event: Go Direct Month

Date(s): February

Description: Each year, the U.S. Department of the Treasury and the Federal Reserve Banks sponsor Go Direct Month, a campaign to motivate federal benefit checks recipients to sign up for direct deposit. For those who depend on the mail for their Social Security benefits, a difficult situation can become worse if they are evacuated or lose their mail service – as 85,000 check recipients learned after Hurricane Katrina, and thousands more learned in 2008 during Hurricanes Gustav, Hanna and Ike. Switching to electronic payment is a significant way people can protect themselves before disaster strikes. More information is available at www.godirect.org/partners/Disaster_Preparedness.cfm.

Event: American Red Cross Month

Date(s): March

Description: March is American Red Cross Month, a month long celebration of Red Cross accomplishments and a look forward to future goals. The month-long commemoration was created in the 1940s when the Red Cross started a "Roll Call" drive to increase public support during wartime. After discussions with President Franklin Roosevelt, the honorary chairman of the Red Cross, an official call for support was issued, and he declared the whole month of March Red Cross Month. Each President since has issued a proclamation for the month. More information is available at www.redcross.org.

Event: Flood Safety Awareness Week

Date(s): March 12-16, 2012 (usually the third week of March)

Description: Flooding is a coast-to-coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods

can occur, the hazards associated with floods, and what you can do to save life and property. More information is available at www.floodsafety.noaa.gov.

Event: National Hurricane Preparedness Week

Date(s): May 21-25, 2012 (usually the last week in May)

Description: Hurricane hazards come in many forms: storm surge, high winds, tornadoes and flooding. This means it is important for your family to have a plan that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions you should take, you can reduce the effects of a hurricane disaster. More information is available at www.hurricanes.gov/prepare.

Event: National Safety Month

Date(s): June

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation's only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation's safety issues in the home and community, on our roads and highways, and in our workplaces. More information is available at www.nsc.org.

Event: National Cyber Security Awareness Month

Date(s): October

Description: The U.S. Department of Homeland Security's National Cyber Security Division sponsors National Cyber Security Awareness Month in October, designed to educate the public on the shared responsibility of protecting cyberspace. DHS employs numerous strategies to increase the security, resiliency, and reliability of the nation's information technology and communications infrastructure. More information is available at www.dhs.gov/cyber.

Event: National Fire Prevention Month

Date(s): October 9-15, 2011 (annually the week that includes October 9th)

Description: The National Fire Protection Association (NFPA) sponsors this week annually. Contact your local newspaper, radio, and television outlets to let reporters know that this week is National Fire Prevention Week. Provide local statistics and information about the damage fires have done and can do, as well as information on preventing fires. Organize door-to-door campaigns to check smoke detectors and carbon monoxide monitors. Contact local NFPA groups to work with them to help spread the fire safety message. More information is available at www.nfpa.org.

Event: National Animal Safety and Protection Month

Date(s): October

Description: National Animal Safety and Protection Month promotes appropriate ways to protect and care for domestic and wild animals and helps individuals stay safe around animals. More information is available at www.PALS.R8.org.

Event: Winter Storm Awareness

Date(s): December

Description: Inclement weather is a danger to many regions during winter months. In December, reach out to citizens to provide information for local storm preparation. Encourage retailers to mark shelves with emergency preparedness stickers highlighting what people need to buy for emergencies. Recruit volunteers to help shovel snow for elderly residents and to make sure they have adequate supplies.

APPENDICES

NPM TOOLS YOU CAN USE

In these appendices, you will find tools to assist you in disseminating emergency preparedness messaging, including distributing brochures, e-mails, PSAs and other preparedness materials to your employees, members, community, or stakeholders.

Remember, it is important to tailor many of these materials to fit your audience and needs. Be creative. Be meaningful. Be actionable. Be *Ready*.

NOTE: All collateral materials can be found at: Ready.gov/community.

APPENDIX A: GRAPHIC TOOLS

NPM WEB BANNER

Add an NPM web banner to your organization or community website throughout the summer and fall. Registered Coalition Members can download various sizes of banner ads on the Coalition Member website. Once registered, access to the Coalition Member website will be sent via e-mail.



NPM POWERPOINT PRESENTATION

The toolkit includes a general emergency preparedness PowerPoint presentation for you to use to educate your employees, members, customers, or other local organizations and businesses.


Ready.

**A Time to Remember.
A Time to Prepare.**

Title

Date

Presenter

 **FEMA**

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov

NPM EMPLOYEE/CUSTOMER POSTER

Display these posters at work and throughout your community during the summer and fall to encourage your employees, customers, and community members to be more prepared. Use the posters at the events you are sponsoring. The posters are available in 8½” x 11” flyers that you can print and also use as handouts.



SEPTMBER IS NATIONAL PREPAREDNESS MONTH

**A Time to Remember.
A Time to Prepare.**

Take steps this month to prepare your family, neighborhood and community for emergencies and disasters

- ✓ Put together an emergency supply kit
- ✓ Make a family emergency plan
- ✓ Be prepared to help your neighbor
- ✓ Work as a team to keep everyone safe

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit ready.gov or call 1-800-BE-READY, TTY 1-800-462-7585

Ready ✓

NATIONAL PREPAREDNESS MONTH

September 2011 | ready.gov  FEMA 

NPM "DID YOU KNOW?" POSTER



SEPTEMBER IS NATIONAL PREPAREDNESS MONTH

A Time to Remember. A Time to Prepare.

Did You Know?¹

- Only 57% of people report that they have readiness items set aside in their homes for use in disaster
- Just 34% of people have readiness supplies in their car
- Less than half of households have an Emergency Plan and yet...
- 42% of individuals report that they would need help during a disaster

Preparedness is everyone's responsibility.
Are you Ready?

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit ready.gov or call **1-800-BE-READY**, TTY **1-800-462-7585**

¹ Data from Personal Preparedness in America: Findings from the 2009 Citizen Corps National Survey

 **Ready**

**NATIONAL
PREPAREDNESS MONTH**

September 2011 | ready.gov  

**EMERGENCY PREPAREDNESS BILL STUFFER
AND SAMPLE RECEIPT MESSAGE**

Paycheck message, bill stuffers, and register tape messages are easy ways to create and distribute emergency preparedness messages to employees and customers.

Below is a sample bill stuffer as well as sample register tape messages. Consider printing and including these in your summer and fall customer billing statements/invoices. Registered Coalition Members can download the bill stuffer on the Coalition Member website. Once registered, access to the Coalition Member website will be sent via e-mail.



September is National Preparedness Month

Take action now to make sure your family, neighborhood and community are ready for emergencies and disasters of all types:

- ✓ Put together an emergency supply kit
- ✓ Make a family emergency plan
- ✓ Be prepared to help your neighbor
- ✓ Work as a team to keep everyone safe

To learn more about how you can prepare for emergencies visit ready.gov or call **1-800-BE-READY, TTY 1-800-462-7585**

**A Time to Remember.
A Time to Prepare.**

Ready

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov

FEMA citizen corps

Sample Bill Stuffer Language:

This September: A Time to Remember. A Time to Prepare.

September is National Preparedness Month. Disasters are not limited to one specific time or place. While remembering the disasters of our past, help make sure our community is prepared for the disasters of our future. Get an emergency supply kit. Make a family emergency plan. Be informed about the risks in your area.

To learn more about how you, your family, your business, and your community can prepare for emergencies and get involved, please visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

Sample Invoice/Receipt Message One:

This September: A Time to Remember. A Time to Prepare.

(RETAILER NAME) is a proud participant in National Preparedness Month 2011. To learn more about how you and your family can prepare for emergencies, visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

Sample Invoice/Receipt Message Two:

This September: A Time to Remember. A Time to Prepare.

Thank you for shopping at **(RETAILER NAME)**. As a member of the **(NAME OF TOWN)** community, we would like to encourage all of our neighbors to take a moment to remember the disasters of our past and set aside time to make sure that you, your family and neighbors, and our community as a whole are prepared for future emergencies and disasters. That is why we are a proud participant in National Preparedness Month 2011. Please visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585 for more information on emergency preparedness.

NPM 2011 POSTERS

This year NPM offers a number of posters for you to use to promote National Preparedness Month. The NPM 2011 Posters come with a number of background images, allowing you to choose the image that best fits your audience. Below is an example of one of the posters available to you this year.



NPM 2011 CUSTOMIZABLE COLLATERAL

We've included customizable versions of our collateral so you can localize and add your information to NPM materials.

Add your logo and information to our banners, posters or presentation by opening the file and placing your desired text and images within the space indicated below. To make customization easier, the items are available in Microsoft PowerPoint format.

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH

**A Time to Remember.
A Time to Prepare.**

Did You Know?

- Only 57% of people report that they have readiness items set aside in their homes for use in disaster
- Just 34% of people have readiness supplies in their car
- Less than half of households have an Emergency Plan and yet...
- 42% of individuals report that they would need help during a disaster

Preparedness is everyone's responsibility.
Are you Ready?

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit ready.gov or call 1-800-BE-READY, TTY 1-800-462-7585

Customize It!
Your logo or other information goes here

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov FEMA

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov

**A Time to Remember.
A Time to Prepare.**

Customize It!
Your logo or other information goes here

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH

**A Time to Remember.
A Time to Prepare.**

Take steps this month to prepare your family, neighborhood and community for emergencies and disasters

- ✓ Put together an emergency supply kit
- ✓ Make a family emergency plan
- ✓ Be prepared to help your neighbor
- ✓ Work as a team to keep everyone safe

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit ready.gov or call 1-800-BE-READY, TTY 1-800-462-7585

Customize It!
Your logo or other information goes here

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov

September is National Preparedness Month

Take action now to make sure your family, neighborhood and community are ready for emergencies and disasters of all types:

- ✓ Put together an emergency supply kit
- ✓ Make a family emergency plan
- ✓ Be prepared to help your neighbor
- ✓ Work as a team to keep everyone safe

To learn more about how you can prepare for emergencies visit ready.gov or call 1-800-BE-READY, TTY 1-800-462-7585

Customize it!
Your logo or other information goes here!

**A Time to Remember.
A Time to Prepare.**

NATIONAL PREPAREDNESS MONTH
September 2011 | ready.gov

APPENDIX B: ARTICLES, NOTICES, PROCLAMATIONS, AND OTHER NOTIFICATIONS

**EMERGENCY PREPAREDNESS E-MAIL FOR EMPLOYEES, MEMBERS,
AND STAKEHOLDERS**

Send e-mails to your members, employees, and stakeholders asking them to take steps toward emergency preparedness and encouraging them to join in on your preparedness activities.

SUBJECT LINE:

This September: A Time to Remember. A Time to Prepare.

MESSAGE:

This September will mark the ten year anniversary of 9/11; we will remember those lost, honor our first responders, and renew our commitment to prepare and plan for emergencies. I am pleased to announce that (ORGANIZATION) is joining the *Ready* Campaign, founded after 9/11 to increase preparedness throughout all communities in the U.S., and taking an active role in helping (INSERT COMMUNITY NAME) prepare for emergencies.

What does it mean to be prepared? [SELECT THE TEXT FOR THE CORRECT AUDIENCE]

(FOR COMMUNITY GROUPS AND FAMILIES) It means households have an emergency supply kit so they can be self-reliant for at least three days in case of emergency, and they have a plan for how they will respond and reconnect after an emergency. For information on creating a supply kit and writing a plan, see the attached Family Emergency Plan template and Emergency Supply Kit checklist, and for more free resources and information visit Ready.gov.

(FOR EMPLOYERS AND BUSINESS GROUPS) Being prepared means employers have planned for how they will survive a disaster: they've backed up critical information, developed a plan for assisting employees on site, established a call tree to account for employees, and identified back-up sources of power and supplies. See *Ready Business* at Ready.gov/business for more information.

(FOR SCHOOLS) Being prepared means schools and districts have developed, implemented, and communicated crisis plans. See the U.S. Department of Education's [Readiness and Emergency Management for Schools Technical Assistance Center](http://www.ed.gov/ReadinessandEmergencyManagementforSchools) at <http://rems.ed.gov>.

(FOR ALL GROUPS) Being prepared means staying informed, knowing how to get information and alerts from local state, tribal, and territorial emergency management agencies, and understanding the specific risks in your community and preparing against them. Meet with community resources such as Citizen Corps (www.citizencorps.gov/) and first responders to coordinate planning in your community.

We're taking steps as an organization to become better prepared and informed, and we urge you to take time to do the same at home and in our community.

Thank you!

Sincerely,
(NAME OF YOUR ORGANIZATION'S LEADERSHIP)

EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE/BLOG ENTRY FOR A GENERAL AUDIENCE

Include articles about NPM in your newsletters or on your website. Feel free to use this sample article:

This September: A Time to Remember. A Time to Prepare. **By Darryl J. Madden, Director, Ready Campaign**

This September will mark the ten year anniversary of 9/11 and we ask you to take time to remember those lost as well as time to make sure you are prepared for future emergencies. September is National Preparedness Month (NPM), which was founded after 9/11 to increase preparedness in the U.S. It is a time to prepare yourself and those in your care for an unexpected emergency.

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.

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 three steps:

1. **Get a Kit:** Keep enough emergency supplies on hand for you and those in your care – water, non-perishable food, first aid, prescriptions, flashlight, battery-powered radio – for a checklist of supplies visit Ready.gov.
2. **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.
3. **Be Informed:** Free information is available to assist you from federal, state, local, tribal, and territorial resources. You can find preparedness information by:
 - ✓ Accessing Ready.gov to learn what to do before, during, and after an emergency
 - ✓ Contacting 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
 - ✓ Contacting your local firehouse and asking for a tour and information about preparedness

Police, fire and rescue may not always be able to reach you quickly, such as if trees and power lines are down or if they're overwhelmed by demand from an emergency. 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.

As FEMA Administrator Craig Fugate reminds us, "Individuals and families are the most important members of the nation's emergency management team. Being prepared can save precious time if there is a need to respond to an emergency." For more information on NPM and for help getting prepared, visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585 for free information.

This September: A Time to Remember. A Time to Prepare.

**COMMUNITY INVOLVEMENT NEWSLETTER/WEBSITE ARTICLE/BLOG ENTRY
FOR A GENERAL AUDIENCE**

**September is National Preparedness Month: A Time for Service and Community Involvement
By Darryl J. Madden, Director, Ready Campaign**

This September will mark the ten year anniversary of 9/11 and we ask you to take time to remember those lost as well as time to make sure you are prepared for future emergencies. September is National Preparedness Month (NPM), which was founded after 9/11 to increase preparedness in the U.S. It is a time to prepare yourself, those in your care, and your community for an unexpected emergency.

Preparedness is a shared responsibility; it takes a whole community. This year's NPM will focus on turning awareness into action by encouraging individuals to make an emergency preparedness plan for their homes, businesses, and community. You can get involved by:

Attending a Service Event

Non-profit and non-governmental organizations (NGO) will host projects (www.HandsOnNetwork.org) and service opportunities (www.911dayofservice.org) across the country. Participate in a service event and encourage your family and your neighbors to join you. You can also contact National Voluntary Organizations Active in Disaster for local disaster preparedness and response service opportunities.

Joining in at a Preparedness Event

Preparedness events that will be hosted throughout NPM will be posted at Ready.gov and additional events in your community can be easily searched on serve.gov. Visit your local firehouse to learn more about preparedness in your community.

Participating in your Local Citizen Corps Council

Citizen Corps connects citizens with government and civic leaders, NGOs, and other community-based programs. Join a Citizen Corps Council and support emergency planning, training and exercises, and participate in volunteer opportunities that enhance community safety. Visit www.CitizenCorps.gov to find local Citizen Corps Councils in your community.

Partnering with Fire, Police and other Responders

Local chapters of national organizations, as well as local fire, police, and other first responders can always use a hand. Look for ways to become involved and pitch in with your community, not just in September, but throughout the year as well.

- ✔ Get involved with your local chapter of the American Red Cross
- ✔ Join USAonWatch (Neighborhood Watch) groups and work with local law enforcement to help prevent crime and terrorism in your neighborhood
- ✔ Train with Community Emergency Response Teams (CERT), which support first responders
- ✔ Participate in Fire Corps programs and assist with administrative duties at your local fire station
- ✔ Give your time to Volunteers in Police Service (VIPS) programs, conduct traffic control, crowd control, and other duties that support local law enforcement
- ✔ Volunteer with medical and public health professionals through the Medical Reserve Corps (MRC)

Ask yourself what you can do to prepare yourself, your neighborhood and your community for disasters. Think through how you can help your neighbors, including older Americans, children and adults with disabilities, and others with access and functional needs.

For more information on National Preparedness Month and for help getting your family, business or community prepared, visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585. This September: A Time to Remember. A Time to Prepare.

EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE/BLOG ENTRY FOR A FAMILY AUDIENCE

This September: Remember, Prepare, Plan with your Family **By Darryl J. Madden, Director, Ready Campaign**

This September will mark the ten year anniversary of 9/11 and we ask you to take time to remember those lost as well as time to make sure you are prepared for future emergencies. September is National Preparedness Month (NPM), which was founded after 9/11 to increase preparedness in the U.S. It is a time to prepare yourself and those in your care for an unexpected emergency.

Emergencies can happen anytime and anywhere. If you've seen the news recently, you know that emergencies can happen unexpectedly in communities and families just like yours. This September, please prepare in the event your family must go for a few days without electricity, water service, access to a supermarket or local services. Just follow these three steps: Get a Kit. Make a Plan. Be informed.

Get a Kit

Keep enough emergency supplies on hand for your family – water, non-perishable food, first aid, prescriptions, flashlight, and a battery-powered radio. If you own pets, remember to include their food and supplies in your supply kit. The *Ready Kids* family-friendly website (Ready.gov/kids) features instructions on what families and teachers can do to prepare for emergencies and the role kids can play in that effort. Spanish material is available at *Listo Niños* (Listo.gov).

Make a Plan

Discuss and agree on an emergency plan with your family. You can fill out the Family Emergency Plan on page 51 of this toolkit, or download it from our website at Ready.gov/makeaplan.

Be Informed

In addition to the Ready.gov site, free information is available from federal, state, local, tribal, and territorial resources to assist you. Contact your local emergency management agencies to get details on specific hazards in your area, local plans for shelter and evacuation, ways to get specific information before and during an emergency, and how to sign up to receive emergency alerts if they are available.

Consider planning a *Ready Kids* event in your community to encourage other families to remember, and prepare. Sample activities that are great for schools, scouts and other youth groups include:

- Helping Girl Scouts & Boy Scout work towards achieving their new Preparedness Patch
- Volunteering to present preparedness information in your child's class or in PTO/PTA meetings
- Inviting officials from your local Office of Emergency Management, Citizen Corps Council, or first responder teams to speak at schools or youth events

As FEMA Administrator Craig Fugate reminds us, "Individuals and families are the most important members of the nation's emergency management team. Being prepared can save precious time if there is a need to respond to an emergency."

For more information on National Preparedness Month and for help getting your family, business or community prepared, visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE/BLOG ENTRY PREPAREDNESS ON A BUDGET

It Doesn't Cost a lot to be Prepared

By Darryl J. Madden, Director, *Ready* Campaign

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 at Ready.gov.
- ✓ **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.
- ✓ **Check Your Policy.** Review your insurance policy annually and make any necessary changes – renters, 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, use these as inspiration.
- ✓ **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.

*The best tip: start now. Take small steps toward preparedness and before you know it, you will be *Ready!*

EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE/BLOG POST FOR PET OWNERS

Emergencies Affect all of Us, Including our Pets **By Darryl J. Madden, Director, Ready Campaign**

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. In order to be safe and survive an emergency you must take steps to prepare today.

September is National Preparedness Month (NPM), while you make a plan to prepare your family also consider your family pet. This year, NPM is focusing on helping Americans remember the disasters from our past, while preparing for the disasters of our future. Get an emergency supply kit, make a family emergency plan including your pets, and make sure you are ready to help those who may need extra help.

Pet owners can receive free preparedness tips on how to best prepare for emergencies at Ready.gov, or by calling 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585. Learn what to put in a pet Emergency Supply Kit, how to develop a pet care buddy system, and how to make plans in advance for neighbors' pets if they need to evacuate. In addition, instructional videos on family and pet preparedness are available at: Ready.gov/videos. This September, remember to prepare you entire family, including your pets.

**EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE/BLOG POST
FOR BUSINESS OWNERS/MANAGERS AUDIENCE****Plan to Stay in Business
By Darryl J. Madden, Director, Ready Campaign**

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, 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 Coalition Members across the nation, including a wide range of businesses and organizations, is focusing NPM 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, neighborhoods, and communities are *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. The *Ready Business* section of Ready.gov contains vital information for businesses on how to get started preparing their business and their unique needs during an emergency.

For more information on NPM, or for help preparing your business, call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585 or visit Ready.gov/business where business owners can download or order free *Ready* information, publications, and much more.

EMERGENCY PREPAREDNESS SAMPLE TWEETS AND FACEBOOK STATUS UPDATES

Do you or your organization use Twitter or Facebook? In September, use your social media presence to help promote National Preparedness Month (NPM) and encourage people to take action. This year we will be using the hashtag “#NPM” to help promote the NPM campaign. By including “#NPM11” with each of your messages, you can help promote preparedness among all your followers and fans.

We will be promoting NPM on Facebook and Twitter throughout the month of September. Follow the *Ready Campaign*’s twitter account at www.twitter.com/readidotgov and retweet messages, use the tweet ideas below, or create your own preparedness messages to help make our country safer and more resilient.

NPM/Citizen Corps/Ready Campaign Sample Tweets and Status Updates

- ✓ It's the first day of National Preparedness Month. Join the XXXX Coalition Members and help us get America Ready! Ready.gov #NPM11
- ✓ This is National Preparedness Month, the perfect time for you and your family to make a plan, create a kit, and stay informed! #NPM11
- ✓ Help your community or your office get *Ready* during National Preparedness Month. Visit Ready.gov to get started #NPM11
- ✓ @Citizen_Corps works hard to help people prepare, train, and volunteer in their communities. Visit www.citizencorps.gov #NPM11

Preparedness Tips and Reminders Sample Tweets and Status Updates

- ✓ Preparedness on a budget: Fill clean, airtight containers with water, instead of buying bottled water #NPM11
- ✓ 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 #NPM11
- ✓ After an emergency, once you know you are safe, check on a neighbor #NPM11
- ✓ Do you and your family know the best escape routes out of your house during an emergency? #NPM11 <http://1.usa.gov/38esdf>
- ✓ It may be easier to call long distance after a disaster so choose an emergency contact who lives outside your area. #NPM11
- ✓ In case of a blackout, keep plastic containers of water in your refrigerator and freezer to help keep food cold for several hours #NPM11
- ✓ Does your community have an e-mail or text alert system? Visit your local emergency management website to find out #NPM11
- ✓ Teach your children how and when to call 9-1-1 or your local emergency medical services number for help. #NPM11
- ✓ During National Preparedness Month, consider those who need a little extra help during emergencies and make a plan to help them #NPM11

- ✓ Make sure you know how and when to turn off your utilities. You just might have to during an emergency. #NPM11
- ✓ Talk to your friends, neighbors and family this month and encourage them to prepare for emergencies and disasters #NPM11
- ✓ Explore all of our interactive tools to stay prepared: Ready.gov/community #NPM
- ✓ Remember Your Pets! Get your pet an emergency kit and create a buddy system. Click here for a pet preparedness kit: Ready.gov/pets #NPM11
- ✓ Take a minute to check your family's first aid kit, note any depleted items and add them to your shopping list #NPM11
- ✓ Prepare & support your community before & after disasters by volunteering w/ local organizations #NPM11
- ✓ Be sure you know your workplace emergency plan, including multiple ways to exit your building #NPM11 www.Ready.gov/business
- ✓ #NPM Every emergency supply kit is unique. Your family kit should be created with your specific needs in mind <http://bit.ly/Ih7pJ> #NPM11
- ✓ Have kids? Ask your child's school for a copy of their emergency plan for you to keep at home or work #NPM11
- ✓ When making a Family Emergency Plan, include a contact outside ur area. It may be easier to call long distance after a local emergency #NPM11
- ✓ Place "Pets Inside" stickers on ur doors/windows, including info on the # & types of pets in ur home to alert rescue workers #NPM11
- ✓ In an emergency, cell voice networks may not work. Make sure everyone in your family knows how to text #NPM11
- ✓ Do you have flood insurance? Found out if you need it at www.floodsmart.gov #NPM11
- ✓ Do you know what to do in the event of a tornado? Find out at <http://1.usa.gov/4I6DXC> #NPM11
- ✓ Know your child's school emergency plan #NPM11
- ✓ Use #ImPrepared and share what you've done to get prepared for emergencies this week #NPM11
- ✓ Share how you've been getting prepared for emergencies during #NPM11 by using #ImPrepared
- ✓ Tell your followers how you've been preparing for an emergency & use #ImPrepared #NPM11

NATIONAL PREPAREDNESS MONTH PROCLAMATION REQUEST

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.

(MONTH) (DAY), 2011

Dear (OFFICIAL'S NAME HERE):

For the past four years, the *Ready* Campaign and its partners have received a Presidential proclamation designating September National Preparedness Month (NPM). 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: MINNESOTANS) 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 September marks the 10th anniversary of the 9/11 attacks; this year's NPM campaign focuses on the theme: A Time to Remember. A Time to Prepare. FEMA and the *Ready* Campaign urge communities around the country to take a moment in September to remember the disasters from our past and prepare for the disasters of the future.

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 put together an emergency supply kit, make an emergency plan, 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)

NATIONAL PREPAREDNESS MONTH PROCLAMATION TEMPLATE

The following is a template you may submit for use as a guideline for the actual proclamation.

PROCLAMATION**National Preparedness Month, September 2011**

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 review the *Ready* campaign’s websites at Ready.gov or Listo.gov (in Spanish) and become more prepared.

THEREFORE, BE IT RESOLVED that the **(GOVERNING BODY)** hereby proclaims September, 2011 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 _____ 2011 by the **(GOVERNING BODY)**

NAME, TITLE

EMERGENCY PREPAREDNESS EVENT INVITATION FLYER



In Support of
National Preparedness Month 2011

Please Join Us For
Emergency Preparedness Night

September (DATE), 2011 at (TIME)
(ORGANIZATION/BUSINESS NAME)
(street address, city)

Activities will include: [ADJUST LIST ACCORDINGLY]

- Building an Emergency Supply Kit
- Making a Family Emergency Plan
- A Team Approach to Preparedness
- Community Emergency Response Team (CERT) Training
- Reviewing Local Emergency Procedures
- Getting Involved in Preparing Our Community

Please bring your family and emergency contact information, and we'll walk you through making a Family Emergency Plan.

For more information or to request accessibility information or accommodations for people with disabilities, please contact (NAME) at (PHONE NUMBER).

For more information on emergency preparedness, visit Ready.gov.

EMERGENCY PREPAREDNESS SPEAKER INVITATION

(MONTH) (DAY), 2011

Dear (RECIPIENT'S NAME HERE):

I'd like to thank you for serving our community as (TITLE/OCCUPATION, I.E. MAYOR, FIRE FIGHTER, EMT, POLICE OFFICER, TOWN COUNCIL, ETC). Your contribution benefits all who live and work in (NAME OF TOWN) and is greatly appreciated. I would also like to ask you to continue that contribution by joining us to help share an important message with our community this September: Emergency Preparedness.

September is National Preparedness Month (NPM), a nationwide coordinated effort encouraging families to take action now to prepare for future emergencies and disasters in their homes, businesses, and communities. This nationwide effort is sponsored by the *Ready* Campaign and Citizen Corps. During the month, a wide variety of federal, state, local, tribal, and territorial organizations will spearhead activities and outreach efforts that highlight the importance of emergency preparedness and promote community involvement through a wide variety of events and activities.

We at (ORGANIZATION/BUSINESS NAME) are planning to participate in NPM at the local level by hosting an (EVENT) on September (DATE), at (TIME). We would be honored if you would join us to speak to attendees about the importance of emergency preparedness, encourage our community to take action toward becoming more prepared, and provide information about our community's emergency plans.

We can do a lot to help our community be better prepared and your role as a (TITLE/OCCUPATION FROM FIRST PARAGRAPH) makes you uniquely qualified to talk about emergency preparedness with our attendees.

I hope you will agree to be our guest speaker at the upcoming (EVENT). I look forward to speaking with you further about this opportunity. Please feel free to call me at (PHONE NUMBER) with any questions.

Thank you for your time and consideration.

Sincerely,

(YOUR NAME)
(TITLE)
(ORGANIZATION)
(PHONE/E-MAIL)

EMERGENCY PREPAREDNESS QUIZ

Include this Emergency Preparedness Quiz in your newsletter, on your website or on your blog. Give the quiz to your members, employees or customers at local events, and then offer suggestions for readiness activities and direct them to ready.gov for additional information.

WHAT ARE YOU DOING TO PREPARE?

Are you prepared for an emergency? Quiz yourself on the questions below to see just how prepared you are. If you don't know the answer to some of the questions, visit Ready.gov or your local Office of Emergency Management for tips and resources that can help make sure you, your family, and your community are *Ready*.

- Does your local government have an emergency or disaster plan for your community? If so, do you know what it is?
- Do you know how to find the emergency broadcasting channel on the radio?
- Does your city/county have an emergency alert system? If so, are you signed up to get alerts?
- Do you know your local evacuation routes? How would you get out of town from work? How about from home?
- Does your city/county have a Citizen Corps Council? (If you don't know, visit www.citizencorps.com)
- In the last year, have you prepared or updated your Emergency Supply Kit with emergency supplies like water, food and medicine that is kept in a designated place in your home? Visit Ready.gov for an Emergency Supply Kit checklist.
- In the last year, have you prepared a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly?
- In the last year, have you made a specific plan for how you and your family would communicate in an emergency situation if you were separated?
- Are you prepared to help your neighbor? In most emergencies, the best way to get help quickly is by working with your neighbors. Do you know anyone in your neighborhood who might need a little extra help preparing for or responding to an emergency?
- Have you established a specific meeting place for your family to reunite in the event you and your family cannot return home or are evacuated?
- In the last year, have you practiced or drilled on what to do in an emergency at home?
- In the last year, have you volunteered to help prepare for or respond to a major emergency?
- Have you taken first aid training such as CPR **in the past five years?**

EMERGENCY PREPAREDNESS QUIZ FOR KIDS

WHAT SHOULD YOU DO TO BE READY?

This Emergency Preparedness Quiz can be included in your newsletter, on your website, or you may give the quiz to kids at local events.

1. What is NOT one of the four steps you can take to help your family be prepared for emergencies?
 - A. Eat your vegetables
 - B. Get a kit
 - C. Make a plan
 - D. Be Informed
 - E. Get Involved

2. What should a Family Communications Plan include?
 - A. Information about how we would get in touch with each other during an emergency
 - B. Where we would meet
 - C. How we would remain in contact
 - D. All of the above

3. How much water should you have in your Ready Kit?
 - A. One small water bottle for each person
 - B. One gallon for the whole family
 - C. One gallon of water per person per day
 - D. One gallon of water for the family per day

4. Which of the following is NOT an important part of a Kid's Emergency Supply Kit?
 - A. Flashlight
 - B. Batteries
 - C. Water
 - D. Video Games

5. How quickly can a fire spread through a house?
 - A. 10 minutes
 - B. As little as five minutes
 - C. 30 minutes
 - D. 45 minutes

6. In an emergency, what number should you dial to contact the police and fire department?
 - A. 911
 - B. 111
 - C. 711
 - D. 311

7. In an emergency, what should you have available to hear news and official reports about what is occurring?
 - A. A hand-crank/battery-powered radio
 - B. A CD player
 - C. A board game
 - D. DVD player

The Answers: 1.A, 2.D, 3.C, 4.D, 5.B, 6.A, 7.A

EMERGENCY PREPAREDNESS FREQUENTLY ASKED QUESTIONS (FAQ)

National Preparedness Month (NPM)

Question: What is NPM?

Answer: Sponsored by the *Ready* Campaign, and with support from Coalition Members across the nation, NPM is held each September to increase public awareness about emergency preparedness. During the month, Americans are encouraged to participate by hosting activities and initiatives to make sure their family and community are prepared. In recent years, more than 3,000 organizations joined the *Ready* Campaign as Coalition Members.

This year, NPM focuses on encouraging you and other Americans to take active steps toward getting involved and becoming prepared. Preparedness is everyone's responsibility. We have to work together as a team to ensure that individuals, families, neighborhoods and communities are ready. For more information about NPM, visit Ready.gov.

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

Answer: The *Ready* Campaign and its partner Citizen Corps ask Americans to take important steps to prepare, including getting an Emergency Supply Kit, making a Family Emergency Plan, becoming informed about the different types of emergencies that could occur where they live, learning about appropriate responses to emergencies, 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: What should be included in an Emergency Supply Kit?

Answer: In a basic Emergency Supply Kit, the *Ready* Campaign recommends including the following:

- One gallon of water per person per day for three days – remember to include enough for your pets, too
- At least a three-day supply of non-perishable food. Select foods that require no refrigeration, preparation, or cooking and little or no water, and choose foods your family will eat: ready-to-eat canned meats, peanut butter, protein or fruit bars, dry cereal or granola. Also pack a manual can opener and eating utensils.
- Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- Flashlight and extra batteries
- First aid kit
- Whistle to signal for help
- Dust mask, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
- Moist towelettes, garbage bags and plastic ties for personal sanitation
- Wrench or pliers to turn off utilities
- Local maps

Ready also encourages everyone to think about their access and functional needs and the needs of family members:

- Prescription medications, list of medications, dosages and schedules
- Glasses
- Infant formula and diapers
- Hearing aid batteries
- Pet food, extra water for your pet, leash and collar
- Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container
- Books, games, puzzles or other activities for children

For a complete list of items, we encourage people to visit Ready.gov to download a free emergency supply checklist or call 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 free Family Emergency Plan template available at Ready.gov. A Family Emergency Plan can help a family to stay in contact if they are separated during an emergency.

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 Ready.gov and click on *Ready America*, then Community and States Information to find out more information about your local area. For specific questions about the area where you live, contact your state or local Office of Emergency Management and look for them at festivals and other events in your area. *Ready* recommends including a battery operated radio, such as a NOAA radio with tone alert, in your emergency kit to stay apprised of developments during emergencies. It is always important to listen to and follow the advice of local officials in the event of an emergency.

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

Answer: The *Ready Kids* website focuses on weather-related emergencies and helps parents educate children, ages 8-12, about emergencies and how they can help their families prepare. The *Ready* Campaign encourages parents to visit the website with their children. In addition, the *Ready* Campaign has developed *Ready Kids* in-school materials for teachers, which are available at Ready.gov or by calling 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

The *Ready* Campaign consulted a number of organizations experienced in education and children's health, including the American Psychological Association, American Red Cross, U.S. Department of Education, and U.S. Department of Health and Human Services to develop *Ready Kids*. Together, these experts agree that it is appropriate to reach children, parents, and teachers to discuss potential emergencies and how to be prepared.

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. Taking into consideration the types of emergencies that could happen in their area and the appropriate responses. Pet owners can download a free brochure from the *Ready* website at Ready.gov, or request a copy by calling 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

The *Ready* Campaign consulted with a number of organizations experienced in animal health and well-being to develop *Ready* for Pet Owners information. These organizations include American Kennel Club, American Society for the Prevention of Cruelty to Animals, American Veterinary Medical Association, and Humane Society of the United States.

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 Ready.gov for a free brochure or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

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.

The *Ready* Campaign consulted with a number of organizations experienced in the health and well-being of older Americans and individuals with disabilities and others with access and functional needs to develop *Ready* information tailored to their unique needs. These organizations include AARP, American Red Cross, and the National Organization on Disability.

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 goal of this program is 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.

Ready Business was developed by the *Ready* Campaign and launched in partnership with the U.S. Chamber of Commerce, Small Business Administration, Society of Human Resource Management, The Business Roundtable, The 9/11 Public Discourse Project, ASIS International, Business Executives for National Security, International Safety Equipment Association, International Security Management Association, National Association of Manufacturers, National Federation of Independent Businesses and Occupational Safety and Health Administration. For more information about business emergency preparedness, visit Ready.gov, and click on *Ready Business*.

Ready Campaign

Question: What is the *Ready Campaign*?

Answer: The *Ready Campaign* is a national public service advertising campaign, sponsored by the Federal Emergency Management Agency (FEMA) in partnership 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: get an Emergency Supply Kit, make a Family Emergency Plan, be informed about the different types of emergencies that could occur and their appropriate responses, and get involved in community efforts. Individuals can visit Ready.gov or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585 for information about emergency preparedness.

Question: What does the *Ready Campaign* include?

Answer: The *Ready Campaign* includes a general consumer platform called *Ready America*. In addition, the campaign has extensions for pet owners, older Americans, and individuals with disabilities and other access and functional needs. In 2004, the *Ready Campaign* and the Ad Council launched *Ready Business*, an extension of the *Ready Campaign* that focuses on business preparedness. *Ready Business* helps owners and managers of small to medium-sized businesses prepare their employees, operations and assets in the event of an emergency.

In 2006, the *Ready Campaign* and The Ad Council launched *Ready Kids*, a tool to help parents and teachers educate children, ages 8 – 12, about emergencies and how they can help get their family prepared.

Listo is the Spanish-language version of the *Ready Campaign*. Visit Listo.gov for information in Spanish, or call 1-888-SE-LISTO. In addition, some state and local Offices of Emergency Management have translated preparedness information into additional languages. To find resources in your area, visit Ready.gov.

Citizen Corps

Question: What is *Citizen Corps*?

Answer: *Citizen Corps* is FEMA's grassroots strategy to bring together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience. The program was created in 2002 and is headquartered in the Federal Emergency Management Agency's (FEMA) National Preparedness and Protection Division. Inspired by the vast outpouring of spontaneous volunteer support after the September 11, 2001, terrorist attacks, *Citizen Corps* strives to answer the essential questions "What can I do?" and "How can I help?" in a meaningful way. *Citizen Corps* does this by providing local opportunities for Americans of all abilities to prepare, train and volunteer to help address all types of natural and man-made hazards. Visit www.citizencorps.gov for more information.

Question: How does Citizen Corps work?

Answer: With so many different roles and functions to play in an emergency, successful response and recovery must be supported by well-coordinated planning, training and preparation. 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. When disaster strikes, everyone knows what their role is, who they need to coordinate with, and how to get support where and when it is needed most.

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 and exercise volunteers. To find a Council near you, visit www.citizencorps.gov/cc/CouncilMapIndex.do.

Question: What are Citizen Corps' partner programs and affiliates?

Answer: Citizen Corps works with 32 national partners which include other federal agencies and national organizations. Volunteer programs such as Community Emergency Response Teams (CERT), Medical Reserve Corps (MRC), Fire Corps, USA On Watch/ Neighborhood Watch (NWP), and Volunteers in Police Service (VIPS) provide national resources for training and exercising citizens at the state and local levels. In addition, 27 Citizen Corps affiliate programs and organizations offer community resources for public education, outreach, and training, represent volunteers interested in helping make their community safer, or offer volunteer service opportunities to support first responders, disaster relief activities, and community safety efforts. Visit citizencorps.gov for more information.

APPENDIX B: *READY* TOOLS

Detailed information on emergency planning and preparedness is available on the Ready.gov website. Here are just a few of the materials available.

EMERGENCY SUPPLY KIT CHECKLIST

The *Ready* Emergency Supply Kit Checklist includes the basic items to put in an Emergency Supply Kit. It is available to download at Ready.gov or you can order a limited amount of printed brochures by using the form on page 57 or by calling the FEMA Warehouse at 1-800-480-2520.

FAMILY EMERGENCY PLAN TEMPLATE

Families may not be together in an emergency, so it is important to plan in advance how to contact one another and what to do in different situations. To get started, *Ready* has designed a Family Emergency Plan template that is available for download on Ready.gov and clicking on “Make a Plan.” It is also available in Spanish on Listo.gov.

READY AND CITIZEN CORPS BROCHURES

Distribute emergency preparedness brochures to your employees, members, or communities. There are a variety of brochures, booklets, and handouts available, including resources for parents and teachers, children, older Americans and individuals with disabilities and other access and functional needs, pet owners, small to medium-sized businesses and more. You can order printed copies of existing *Ready* and Citizen Corps publications by using the order forms on page 57 and 58 of this toolkit or calling by the FEMA Distribution Center at 1-800-480-2520 TTY 1-800-462-7585.

Since the quantity limit may be less than the amount you need for your community, some of the *Ready* publications have been converted into two-page printer-friendly handouts. These are condensed versions of our brochures and are an easy and inexpensive way to supplement the *Ready* brochures at events where you expect mass attendance. These can also be easily sent to employees, colleagues, members or stakeholders via email. You can access them at Ready.gov/publications. At the same webpage you can also find information about downloading source files and reprinting the materials at your own expense.

**Ready Materials Order Form**

Voice: 1 (800) 480-2520 Fax: (240) 699-0525

To place an order

- **email:** fema-publications-warehouse@fema.gov
- **call:** 1 (800) 480-2520, 8:00 am to 5:00 pm, Eastern Standard Time (EST), Monday – Friday, or fax to (240) 699-0525
- **mail:** FEMA Distribution Center, 4440 Buckeystown Pike, Frederick, MD 21704

Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	500	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Booklet (English)	125	Booklet
	9-0659	Ready Emergency Supply List	500	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	500	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Booklet (Spanish)	125	Booklet
	9-0654	Ready Kids Poster and Teacher's Guide	50	Poster
	9-0655	Ready Kids Activity Booklet	100	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	250	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	250	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs	250	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	500	Quad-Fold
	9-0635	Every Business Should Have a Plan - Booklet	125	Booklet
	9-0636	Every Business Should Have a Plan - Poster	50	Poster

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () Fax: ()

REX ORDER FORM



**“Rex” the Ready Kids
Mascot Now Available For Use**

**Brought to you by the Federal Emergency
Management Agency and The Advertising Council**



Important:

All reservations must be made two weeks in advance through your state, local, tribal, or territorial government, local Office of Emergency Management or Citizen Corps Council. Requests will be taken on a first come first serve basis. (Approximately six uses per month available.) A confirmation E-mail will be sent upon receipt of the request to inform you of the availability. This contract must be filled out with all the correct information. Rental fee is \$200.00 plus shipping costs. (A rush fee may be applied if the request is received with less than 2 weeks' notice)

Date Needed: _____ Date Returning: _____

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Information - Name: _____

Expiration Date: _____ CVS: _____

IMPORTANT INFORMATION:

I have read and fully understand the following financial and maintenance responsibilities invoiced in the use of this costume:

- ✓ I agree to pay for any damage that occurs to the costume while it is in my possession.
- ✓ I acknowledge the rental agreement stating that I may only keep the costume for three days upon receipt. (i.e. Friday – Monday) or I will be charged for \$50 per day.
- ✓ I will arrange and pay for the costume to be returned by the date indicated.
- ✓ I agree to pay \$200 + shipping for its three-day use and comply with all instructions including maintenance, repacking and return of the costume.
- ✓ If the costume can't be returned by set date, I will contact M&C to reschedule.

2841 Oakland Avenue, Minneapolis, MN 55407-1301 (612) 874-8176 • Fax (612) 874-6003
www.mascotsandcostumes.com E-mail Address: contract.service@mascotsandcostumes.com

READY PUBLIC SERVICE ADVERTISING (PSA) AND ADDITIONAL MATERIAL

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with your 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 National Preparedness Month (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 offers a number of PSA campaigns divided into the following categories:

“World Upside Down”

- Television, radio, web, and outdoor PSAs utilizing the metaphor that a disaster can turn your world and your family’s life “upside down”
- Encourages Americans to prepare and directs audiences to visit Ready.gov where they can find tools and resources to prepare

“Consequences”

- These PSAs available in Spanish and English utilizing television, radio, web, and outdoor mediums to promote the idea that preparing today will help reduce the consequences of a disaster tomorrow.
- Released in September 2010 as part of National Preparedness Month, “Consequences” PSAs direct Spanish speaking audiences to Listo.gov where they can find tools and resources to help their communities prepare for disasters, and English speaking audiences to Ready.gov.

The Weather Channel® Partnership

- The Weather Channel® (TWC) joined *Ready* with a series of PSAs featuring TWC’s on-camera meteorologist Jim Cantore and a real family who lost their home to a natural disaster.
- In these television advertisements Cantore encourages all Americans to follow the *Ready* Campaign’s three simple steps to be prepared for emergencies.

Ready Business PSAs


- Developed in partnership with the Red Cross, these Business PSAs were released to coincide with the start of Hurricane Season 2011.
- The campaign promotes the idea that by taking steps ahead of time, many small- to medium-sized businesses can be better prepared to survive and recover after an emergency and directs audiences to Ready.gov/Business.

To download or order copies of the radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Website at <http://psacentral.adcouncil.org/psacentral>, register for free, and then view campaigns under Emergency Preparedness.




To download broadcast television PSAs, visit www.adcouncil.tv and click Emergency Preparedness <http://www.adcouncil.tv/view/#/campaign/emergency-preparedness/>.


Comprehensive **instructional videos** are available for download at Ready.gov/videos, as well at Listo.gov/videos with Spanish close captioning. The videos offer general information on emergency preparedness, information for pet owners, individuals with disabilities and other access and functional needs, and older Americans.

Ready Instructional Videos Menu






Older Americans Video
(5 minutes) - Flash Format - 20Mb
WMV format - 13Mb TXT format - 12Kb



Ready Pets Video
(5 minutes) - Flash Format - 16Mb
WMV format - 13Mb TXT format - 8Kb

Ready brochures and pamphlets are also available **free of charge** in limited supply. There are materials for *Ready America*, *Ready Business*, *Ready Kids*, and also brochures for pet owners, older Americans and Americans with Access and Functional Needs, including people with disabilities. To order *Ready* materials, please see the order form on page 52.

In the event that you need a quantity of materials that exceeds what can be ordered for free, *Ready* provides a couple of options. All the brochures can be downloaded from the *Ready* website at Ready.gov/publications. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files.

Having brochures professionally printed at your own expense will allow you the option to localize the brochures by placing your local emergency contact information on the back cover.

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

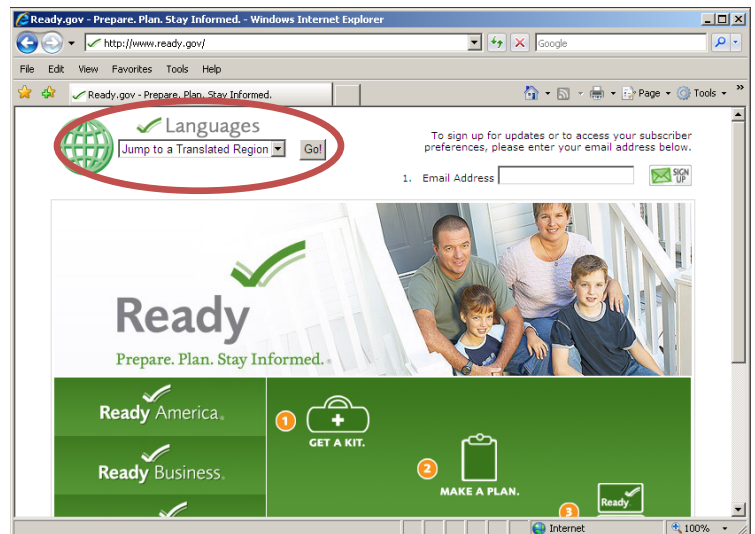
All available materials are provided free of charge.

LIMITED ENGLISH PROFICIENCY AND ADDITIONAL COMMUNICATIONS NEEDS

Populations who have difficulty speaking, reading, writing or comprehending the English language are referred to as Limited English Proficiency (LEP) populations. Additional Communications Needs (ACN) communities are, defined as, individuals with sensory disabilities including people who are deaf or hard of hearing, people who are blind or have low vision and people with speech disabilities. In order to better integrate the preparedness needs of entire communities, *Ready* has created customized preparedness materials to include people with communication needs in all aspects of preparedness.

Non-English resources are available on Ready.gov in the ‘Translations Portal.’ To access these materials select a desired language from the drop down menu at the top of the homepage or click on the globe for a complete list of languages. Translated regions offer information on *Ready*’s three key steps, information for kids, and seven translated publications, including emergency kit and family communication plan materials.

Languages include: Arabic, Chinese, French, Haitian-Creole, Hindi, Japanese, Korean, Russian, Spanish, Tagalog, Urdu, and Vietnamese.



Publications Available:

- [Emergency Supply List](#)
- [Family Emergency Plan](#)
- ["Information for Pet Owners" Brochure](#)
- ["Preparing Makes Sense for People with Disabilities & Other Special Needs" Brochure](#)
- ["Preparing Makes Sense for Older Americans" Brochure](#)
- ["Preparing Makes Sense, Get Ready Now" Brochure](#)
- ["Every Business Should Have A Plan." Brochure](#)



Ready also offers the brochure “Preparing Makes Sense for People with Disabilities and Special Needs” in Braille format for people who are blind. All non-English brochures can be downloaded from Ready.gov in their respective region. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files. For additional information on LEP and ACN preparedness materials, please email Ready@fema.gov.

FAMILY EMERGENCY PLAN



Prepare. Plan. Stay Informed. ©

Family Emergency Plan



Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency. Keep a copy of this plan in your emergency supply kit or another safe place where you can access it in the event of a disaster.

Out-of-Town Contact Name: _____ Telephone Number: _____

Email: _____

Neighborhood Meeting Place: _____ Telephone Number: _____

Regional Meeting Place: _____ Telephone Number: _____

Evacuation Location: _____ Telephone Number: _____

Fill out the following information for each family member and keep it up to date.

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Name: _____ Social Security Number: _____

Date of Birth: _____ Important Medical Information: _____

Write down where your family spends the most time: work, school and other places you frequent. Schools, daycare providers, workplaces and apartment buildings should all have site-specific emergency plans that you and your family need to know about.

Work Location One School Location One

Address: _____ Address: _____

Phone Number: _____ Phone Number: _____

Evacuation Location: _____ Evacuation Location: _____

Work Location Two School Location Two

Address: _____ Address: _____

Phone Number: _____ Phone Number: _____

Evacuation Location: _____ Evacuation Location: _____

Work Location Three School Location Three

Address: _____ Address: _____

Phone Number: _____ Phone Number: _____

Evacuation Location: _____ Evacuation Location: _____

Other place you frequent Other place you frequent

Address: _____ Address: _____

Phone Number: _____ Phone Number: _____

Evacuation Location: _____ Evacuation Location: _____

Important Information	Name	Telephone Number	Policy Number
Doctor(s):			
Other:			
Pharmacist:			
Medical Insurance:			
Homeowners/Rental Insurance:			
Veterinarian/Kennel (for pets):			

Dial 911 for Emergencies



Family Emergency Plan

Prepare. Plan. Stay Informed.



Make sure your family has a plan in case of an emergency. Fill out these cards and give one to each member of your family to make sure they know who to call and where to meet in case of an emergency.

ADDITIONAL IMPORTANT PHONE NUMBERS & INFORMATION

Family Emergency Plan

EMERGENCY CONTACT NAME: _____
TELEPHONE: _____

OUT-OF-TOWN CONTACT NAME: _____
TELEPHONE: _____

NEIGHBORHOOD MEETING PLACE: _____
TELEPHONE: _____

OTHER IMPORTANT INFORMATION: _____

Ready 

DIAL 911 FOR EMERGENCIES

< FOLD HERE >

ADDITIONAL IMPORTANT PHONE NUMBERS & INFORMATION


Family Emergency Plan

EMERGENCY CONTACT NAME: _____
TELEPHONE: _____

OUT-OF-TOWN CONTACT NAME: _____
TELEPHONE: _____

NEIGHBORHOOD MEETING PLACE: _____
TELEPHONE: _____

OTHER IMPORTANT INFORMATION: _____

Ready 

DIAL 911 FOR EMERGENCIES

ADDITIONAL IMPORTANT PHONE NUMBERS & INFORMATION

Family Emergency Plan

EMERGENCY CONTACT NAME: _____
TELEPHONE: _____

OUT-OF-TOWN CONTACT NAME: _____
TELEPHONE: _____

NEIGHBORHOOD MEETING PLACE: _____
TELEPHONE: _____

OTHER IMPORTANT INFORMATION: _____

Ready 

DIAL 911 FOR EMERGENCIES

< FOLD HERE >

ADDITIONAL IMPORTANT PHONE NUMBERS & INFORMATION


Family Emergency Plan

EMERGENCY CONTACT NAME: _____
TELEPHONE: _____

OUT-OF-TOWN CONTACT NAME: _____
TELEPHONE: _____

NEIGHBORHOOD MEETING PLACE: _____
TELEPHONE: _____

OTHER IMPORTANT INFORMATION: _____

Ready 

DIAL 911 FOR EMERGENCIES

APPENDIX C: MEDIA TOOLS

EMERGENCY PREPAREDNESS PRESS RELEASE TEMPLATE

Press Release

(DATE- Month, Day,) 2011

Contact: (Contact Name), (Phone)

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

This September: A Time to Remember. A Time to Prepare.

(CITY, STATE) – This September, our nation will mark the ten year anniversary of 9/11, (ORGANIZATION) has committed to participate in National Preparedness Month (NPM) in September, an event founded after 9/11 to increase preparedness in the U.S. The event, now in its eighth 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 three important steps:

1. Get an emergency supply kit
2. Make a plan for what to do in an emergency
3. 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.

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 Ready.gov.

(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 Ready.gov or call 11-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

(ORGANIZATION NAME)

(ORGANIZATION BOILERPLATE/DESCRIPTION OF ORGANIZATION)

EMERGENCY PREPAREDNESS EVENT MEDIA ADVISORY

The *Ready* Campaign will be distributing a national media advisory to publicize NPM 2011. This media advisory can be tailored for your local efforts.

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 REMEMBER, PREPARE, PLAN THIS SEPTEMBER

WHO: (ORGANIZATION/BUSINESS NAME) has committed to participate in National Preparedness Month (NPM) 2011 by (FIRST MENTION OF EVENT).

WHAT: This September, our nation will mark the ten year anniversary of 9/11, remembering those lost, honoring our first responders, and renewing our commitment to prepare and plan for emergencies. 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 Ready.gov.

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

WHEN: September (DATE), 2011, (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 three important steps: Get an emergency supply kit. Make a plan for what to do in an emergency. 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. (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.

**EMERGENCY PREPAREDNESS NEWSPAPER CALENDAR SECTION
SUBMISSION**

This September, our nation will mark the ten year anniversary of 9/11, remembering those lost, honoring our first responders, and renewing our commitment to prepare and plan for emergencies. September is also National Preparedness Month, founded after 9/11 to increase preparedness in the U.S., and **(ORGANIZATION/BUSINESS NAME)** invites you to Remember, Prepare and Plan with us by joining us for a special event, **(EVENT NAME AND DESCRIPTION) (DATE)**, 2011, **(TIME)**, at **(ADDRESS)**. The event is open to the public and admission is free. For more information, contact **(NAME)** at **(PHONE NUMBER)**. For more information on National Preparedness Month, visit Ready.gov.

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