

National Preparedness Month

September is [National Preparedness Month](#) (NPM). Launched in 2004, NPM is [FEMA](#)'s annual preparedness outreach campaign. NPM is sponsored by FEMA's [Ready Campaign](#). The Ready Campaign aims to educate and empower Americans during NPM, and throughout the year, to prepare for and respond to all types of emergencies.

This year's theme, "**Disasters Don't Wait, Make Your Plan Today,**" asks everyone to take action now by making a plan with your community, your family and for your pets. We can all take action to prepare! We are all able to help first responders in our community by training how to respond during an emergency and what to do when disaster strikes — where we live, work and visit. The goal of NPM is to increase the overall number of individuals, families, and communities that engage in preparedness actions

This toolkit also includes templates and drafts of newsletter articles, blogs, posters, and other collateral material that you can use in various outreach efforts. As you familiarize yourself with the toolkit, keep in mind the audiences that you work with, and select the tools that are best able to help your organization reach them most effectively. As our nation continues to respond to COVID-19, there is no better time to be involved than this September.

In addition to promoting NPM through its own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the [Whole Community](#) prepare for emergencies. This toolkit is designed to provide you and your organization with easy-to-use tools to promote NPM and help your stakeholders prepare for an emergency in their community.

FEMA Region 3 Points of Contact

Public Affairs	Gabe Lugo	202-304-0398
Congressional Affairs	Nicholas Morici	267-546-6419
Social Media & Digital Communications	Amanda Hancher	215-459-3637
Intergovernmental Affairs	David Thomason	215-931-5706
Private Sector	Melissa Wiehenstroer	202-568-4391
Volunteer Agency Liaison	Amy Eden	202-710-6297
Community Preparedness Officer	Vacant	
Regional Preparedness Liaison	John Dispaldo	610-930-6869
Disability Integration	PJ Mattiacci	267-270-5804 (text only)



FEMA

National Preparedness Month 2020

Key Messages for National Preparedness Month 2020

- National Preparedness Month (NPM), recognized each September, provides an opportunity to remind us that we all must prepare ourselves and our families now and throughout the year.
- September is NPM and is a time for the Whole Community to prepare for emergencies and disasters.
- NPM is geared toward building awareness and encouraging Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses and places of worship.
- Being prepared starts by knowing your risk and taking the appropriate actions before, during and after a disaster strikes. You can begin by visiting [Ready.gov](https://www.ready.gov).

Talking Points for National Preparedness Month 2020

- This NPM will focus on planning, with an overarching theme: **Disasters Don't Wait, Make Your Plan Today**
- Take the time to build a kit for yourself or your family. Consider multiple kits for home and work.
- Check your insurance policies and coverage for the hazards you may face, such as flood, earthquakes and tornadoes. Make sure to consider the costs associated with disasters and save for an emergency.
- This September, prepare and plan for surviving on your own after a disaster. Plan for several days without electricity, water service, access to a supermarket, or local services.

National Preparedness Month 2020 Themes

Week 1: Sept. 1-5 - Make A Plan

- [Make A Plan](#): Knowing how to prepare for disasters includes how you will communicate with family and friends during disasters, reviewing insurance papers, and much more.

Week 2: Sept. 6-12 – Build A Kit

- [Build A Kit](#): You'll need items to survive during a disaster that includes supplies you may need at home as well as a go-kit of items you may need if you must evacuate quickly to a safer location.

Week 3: Sept. 13-19 – Prepare For Disasters

- [Prepare for Disasters](#): Find out the best way to limit the impacts a disaster may have, like having the right insurance coverage or what you can do to your home to make it stronger and more resilient.

Week 4: Sept. 20-26 – Teach Youth About Preparedness

- [Teach Youth About Preparedness](#): Take the time now and talk with your children to reassure them. Teach them lessons on preparedness. Make family preparedness a fun annual event.

Press Release Template

[ORGANIZATION] Announces Participation in National Preparedness Month

This September: Disasters Don't Wait, Make Your Plan Today

[CITY, St.] – September is [National Preparedness Month](#) (NPM), the [Federal Emergency Management Agency](#)'s (FEMA) annual preparedness outreach event sponsored by FEMA's [Ready Campaign](#).

[ORGANIZATION] has committed to participate in NPM to increase preparedness in the community by **[LIST EVENTS OR PREPAREDNESS ACTIVITIES]**.

The theme this year is “**Disasters Don't Wait, Make Your Plan Today**” and asks citizens to take action now. Take time to build a kit, make a plan, check your insurance policies and coverage for the hazards you may face, such as floods, earthquakes and tornadoes. Educate and involve youth in preparedness. Make sure to consider the costs associated with disasters and save for an emergency. Also, know how to take practical safety steps like shutting off water and gas. As our nation continues to respond to COVID-19, there is no better time to be involved than this September.

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|-----------------------|--------------------------------|
| • Week 1: Sept. 1-5 | Make a Plan |
| • Week 2: Sept. 6-12 | Build a Kit |
| • Week 3: Sept. 13-19 | Prepare for Disasters |
| • Week 4: Sept. 20-26 | Teach Youth about Preparedness |

Preparedness is a shared responsibility that takes the [Whole Community](#). Learn ways you can take action by visiting [Ready.gov/prepare](#).

[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/September](https://www.ready.gov/September).

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BLOG POST TEMPLATE

Joining National Preparedness Month

I'm proud to announce that we here at **[ORGANIZATION]** have joined [FEMA](https://www.fema.gov) and countless other organizations in preparing for emergencies throughout the month of September, which the president has proclaimed National Preparedness Month ([NPM](https://www.ready.gov/national-preparedness-month)). NPM is a time to for us all to prepare for emergencies and disasters.

If you've seen the news recently, you know that emergencies happen unexpectedly in communities just like ours, to people like us. It's for that exact reason that we made the decision to join NPM this year and become more prepared to face an emergency. There are so many things that we can do to prepare. We're making a conscious effort to help prepare our staff both here at the office and at home.

By **[developing OR discussing]** an emergency plan with our families, communities, congregations, neighbors and co-workers, we can ensure that everyone knows what resources are available in an emergency and where to go if we need to evacuate. We can work as a team to make our communities, our neighborhoods and our own families safer.

But preparing goes beyond just making a kit and building a plan. The theme for National Preparedness Month this year is "**Disaster Don't Wait, Make Your Plan Today**" and asks citizens to take action now. Take time to build a kit, make a plan, check your insurance policies and coverage for the hazards you may face, such as flood, earthquakes and tornadoes. Educate and involve youth in preparedness. Make sure to consider the costs associated with disasters and save for an emergency. Also, know how to take practical safety steps like shutting off water and gas.

[INSERT STORY UNIQUE TO YOUR ORGANIZATION OR A QUOTE]

As we here at **[ORGANIZATION]** continue to prepare for an emergency, we encourage everyone in the community to do the same. You never know where you'll be when an emergency strikes, so prepare for it now.

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MEDIA ADVISORY TEMPLATE

Attention News Directors and Assignment Editors

[ORGANIZATION NAME] TO PARTICIPATE IN NATIONAL PREPAREDNESS MONTH IN SEPTEMBER; ENCOURAGES THE PUBLIC TO ATTEND [NAME OF EVENT]

WHO: [ORGANIZATION NAME] has committed to participate in National Preparedness Month (NPM) 2020.

WHAT: Launched in 2004, National Preparedness Month is the [Federal Emergency Management Agency's](#) annual preparedness outreach campaign. National Preparedness Month is sponsored by FEMA's [Ready Campaign](#). This year's theme is "**Disasters Don't Wait, Make Your Plan Today**" and asks citizens to take action now – [make a plan](#) with their community, build a kit, educate and involve youth in preparedness, check their insurance coverage, and prepare financially for an emergency.

As part of local National Preparedness Month activities, [ORGANIZATION NAME] will host [DETAILS OF EVENT].

WHEN: September [DATE], 2020, [TIME]

WHERE: [SITE NAME] [ADDRESS] [CITY, STATE]

WHY: Preparedness is a shared responsibility; it takes the [Whole Community](#). Sponsored by the [Ready Campaign](#), this year's National Preparedness Month asks everyone to take action now by making a plan with your family, community and for your pets, to check your insurance coverage, to learn life-saving skills, and to prepare financially for an emergency.

[ORGANIZATION NAME] encourages our community to be better prepared and invites community members to join us in this effort.

For more information, contact [ORGANIZATION NAME] at [PHONE NUMBER]. Visit [Ready.gov](#) for more information on emergency preparedness.

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PROCLAMATION TEMPLATE

National Preparedness Month, September 2020

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 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, STATE or UNIVERSITY/COLLEGE/SCHOOL]** and all **[CITIZENS/STUDENTS]** 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, STATE or UNIVERSITY/COLLEGE/SCHOOL]** are encouraged to participate in citizen preparedness activities and become more prepared.

THEREFORE, BE IT RESOLVED that the **[GOVERNING BODY]** hereby proclaims September 2020 as National Preparedness Month and encourages all **CITIZENS/STUDENTS/BUSINESSES]** to develop their own emergency preparedness plan and work together toward creating a more prepared society.

DATED this ____ Day of _____ 2020 by the **[GOVERNING BODY]**

[NAME, TITLE]

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Social Media

Social Media for Heat Preparedness

Hashtags:

- #BeReady

Make a Plan

- This month, consider how COVID-19 may change how you react to a disaster and make a plan with your loved ones. #BePrepared - what do you need, where will you go, how will you get there? Take the first step and learn more here – www.ready.gov/prepare
- Your emergency plans will need to look a little different this year. Emergency shelters may have more restrictions or reduced capacity due to COVID-19. Do you have a backup plan, like staying with an out of town relative or friend? Learn more: <https://www.ready.gov/shelter> #BeReady
- Do you rely on electrical medical equipment? This National Preparedness month, #BeReady - contact your water and power companies to get on a “priority reconnection service” list of power-dependent users. #PreparedNotScared
- What skills can help you in a disaster? #BeReady and learn how to turn off utilities like natural gas in your home. These skills can save a life - ready.gov/safety-skills #PrepareNow
- Preparing your family for an emergency is as simple as a conversation over dinner. #BeReady - things might have changed due to COVID-19. Get started with tips from @Readygov: ready.gov/plan
- Disasters don’t wait. Make your plan today. #Prepare for the hidden flood risks around your home with flood insurance from #NFIP at FloodSmart.gov/local. #FloodSmart #BeReady

Build a Kit

- Your disaster snacks won’t do you any good if they are expired. Check the expiration dates and use/replace items before they expire.
 - Store food in a cool, dry place
 - Store boxed food items in tightly sealed containers
 - Learn more: <https://www.ready.gov/kit> #BeReady
- What important documents should you have to #BeReady for an emergency? Download the Emergency Financial First Aid Kit to find out and put yours together in a few easy steps. <https://go.usa.gov/xypkQ>
- #BeReady - If you lost power tomorrow, could you survive for a week? This National Preparedness Month, build up your emergency kit to have enough supplies for a week at home or if you have to evacuate.

- What happens if you aren't home when disaster strikes? #BeReady - Make sure you carry a few #everydaycarry emergency essentials in your bag when you leave the home, such as an extra face covering and hand sanitizer to stay safe from COVID-19. #EDC
- Be it pets, children, an elder loved one, or someone with a disability, be sure to consider their needs when making a family's emergency kit. #BeReady – find more tips here: [ready.gov/kit](https://www.ready.gov/kit) #YouthPrep #ReadyKids

Prepare for Disasters

- During National Preparedness Month, protect your belongings with a renters flood insurance policy. Prepare for future floods today. Visit [FloodSmart.gov/local](https://www.floodsmart.gov/local) to learn more. #FloodSmart #BeReady
- Homeowners insurance doesn't cover flood damage, but flood insurance does. This National Preparedness Month make sure you're prepared for a flood with a flood insurance policy from the NFIP. Visit [FloodSmart.gov/local](https://www.floodsmart.gov/local) today to protect your home. #FloodSmart #BeReady
- One inch of flood water can cause up to \$25,000 in damage. Prepare your home for unexpected disasters with a flood insurance policy. Disasters don't wait. Make your plan today and visit [FloodSmart.gov/local](https://www.floodsmart.gov/local). #NationalPreparednessMonth #FloodSmart #BeReady
- Flash flooding in [INSERT LOCATION] last year caused millions in damage to homes & businesses. Remember - anywhere it can rain, it can flood. Prepare for the unexpected, protect your home with flood insurance at [FloodSmart.gov/local](https://www.floodsmart.gov/local) #NationalPreparednessMonth #FloodSmart #BeReady
- Ditch the selfie and #BePrepared for disasters during National Preparedness Month - Snap photos of important documents and personal belongings to help you quickly file an insurance claim after a flood. <https://youtu.be/i3MfRpND5gk>

Teach Youth About Preparedness

- It's National Preparedness Month! Need a fun activity for the kids? Get them involved in building their own emergency kit so they know what and where it is. www.ready.gov/kids/build-a-kit #YouthPrep #ReadyKids #BeReady
- #BeReady – Make sure your child's favorite stuffed animals, board games, books or music is in their emergency kit to comfort them in a disaster. #YouthPrep
- Looking for an activity for your #LearningPod? #BeReady - Your kids can become Disaster Masters with this @Readygov preparedness game: www.ready.gov/kids/games #YouthPrep
- Are your students prepared for an emergency? Download curriculum for grades 1-12 for your classroom: www.ready.gov/kids/educators #YouthPrep #BeReady #onlinelearning
- 4th and 5th Grade Teachers: STEP up and use this emergency preparedness curriculum: www.fema.gov/media-library/assets/documents/110946 #YouthPrep #onlinelearning

- #onlinelearning alert - Teaching kids about disaster prep is important. See the 9 steps @FEMA @RedCross @usedgov have for #YouthPrep <http://bit.ly/2axiPcl>
- Help your kids know how to communicate during an emergency. Review these topics with them to #BeReady:
 - Sending text message;
 - Emergency contact numbers;
 - Dialing 9-1-1 for help
 - Learn More - www.ready.gov/kids
- Reducing the stress and anxiety of your kids while sheltering or evacuating is essential. Talk to them about emergencies and pack comfort items in your emergency kit:
 - Toys, games, puzzles, books
 - Favorite snacks or candy
 - Learn more: www.ready.gov/helping-children-cope #BeReady

Images and Graphics



www.ready.gov/september



https://www.ready.gov/sites/default/files/2020-07/ADC00420COVID_SocialPosts_English_IG1.png



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https://www.ready.gov/sites/default/files/2020-04/review-emergency-plan_tw.png

For a collection of PSA's from the Ad Council, visit
<https://www.adcouncil.org/campaign/emergency-preparedness>