



## Stakeholder Toolkit

*2019 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, including natural disasters and potential terrorist attacks.

The theme of NPM this year is **“Prepared, Not Scared. Be Ready for Disasters”** and 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 at home, work, businesses, school and places of worship.

This NPM toolkit includes suggestions for activities and events that state and local governments, businesses, community organizations, and individuals can sponsor to promote NPM. 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.

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 III POINTS OF CONTACT

Public Affairs	<a href="#">Will Powell</a>	215-931-5684
Congressional and Intergovernmental Affairs	<a href="#">Nicholas Morici</a>	267-546-6419
Private Sector	<a href="#">Melissa Wiehenstroer</a>	202-568-4391
Volunteer Agency Liaison	<a href="#">Michelle Breeland</a>	215-931-5584
Community Preparedness Officer	<a href="#">Carrie Weintraub Nilsson</a>	267-515-3499
Regional Preparedness Liaison	<a href="#">John Dispaldo</a>	610-930-6869
Disability Integration	<a href="#">PJ Mattiacci</a>	267-270-5804 (Text)

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## TALKING POINTS

### Key Messages

- 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.
- This NPM will focus on planning, with an overarching theme: **Prepared, Not Scared. Be Ready for Disasters**
- September is NPM and is a time for the Whole Community to prepare for emergencies and disasters.
- Take time to learn lifesaving skills – such as CPR and first aid. Also, know how to take practical safety steps like shutting off water and gas.
- 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.
- 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.
- 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.
- 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).

### Stay Informed

- Information is available from federal, state, local, tribal and territorial resources. Access [Ready.gov](https://www.ready.gov) to learn what to do before, during and after an emergency.
- Learn where you will receive emergency notifications, including news media, a [NOAA weather radio](https://www.noaa.gov), the [Emergency Alert System](https://www.fema.gov) (EAS), etc. Learn about other alert systems at [Ready.gov/alerts](https://www.ready.gov/alerts).

## KEY MESSAGES

### 2019 Weekly Themes

#### September 1-7: Save Early for Disaster Costs

#### *Web Resources*

- Check your [insurance](#) coverage and review the [Document and Insure Property guide](#)

- Visit [Floodsmart.gov](https://www.floodsmart.gov) to learn more about flood insurance and how to protect your home or business
- [Plan financially](#) for the possibility of disaster
- Complete an [Emergency Financial First Aid Kit \(EFFAK\)](#)
- [Financial Preparedness Graphics](#)
- [Financial Preparedness Graphics \(Spanish\)](#)
- [Flood Insurance Graphics](#)
- [Flood Insurance Graphics \(Spanish\)](#)

### **September 8-14: Make a Plan**

#### *Web Resources*

- [Make an Emergency Plan](#)
- Sign up for [alerts and warnings](#) in your area
- Learn your [evacuation zone](#) and have an evacuation plan
- [Make and practice Your Plan graphics](#)

### **September 15-21: Youth Preparedness**

#### *Web Resources*

- [Youth Preparedness](#)
- [Ready Kids](#)
- [Sesame Street Fire Safety Program for preschool children](#) (U.S. Fire Administration)
- [Ready Wrigley](#) (Centers for Disease Control and Prevention)
- [Owley Skywarn](#) (National Weather Service)

### **September 22-30: Get Involved in Your Community's Preparedness**

#### *Web Resources*

- [National Voluntary Organizations Active in Disaster](#)
- [National Safety Council](#)
- [Community Emergency Response Teams](#)
- [State and Local Information](#)

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## PRESS RELEASE TEMPLATE

### **[ORGANIZATION] Announces Participation in National Preparedness Month**

*This September: Prepared, Not Scared. Be Ready for Disasters*

**[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 “**Prepared, Not Scared. Be Ready for Disasters**” and asks citizens to take action now. Take time to learn lifesaving skills – such as CPR and first aid, 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.

- Week 1: Sept 1-7                      Save Early for Disaster Costs
- Week 2: Sept 8-14                    Make a Plan
- Week 3: Sept 15-21                   Youth Preparedness
- Week 4: Sept 22-30                   Get Involved in Your Community's 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](#).

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## **BLOG POST TEMPLATE**

### **Joining National Preparedness Month**

I'm proud to announce that we here at **[ORGANIZATION]** have joined [FEMA](#) and countless other organizations in preparing for emergencies throughout the month of September, which the President has proclaimed National Preparedness Month ([NPM](#)). NPM is a time 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 **"Prepared, Not Scared. Be Ready for Disasters"** and asks citizens to take action now. Take time to learn lifesaving skills – such as CPR and first aid, 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) 2019.

**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 "Prepared, Not Scared. Be Ready for Disasters" and asks citizens to take action now – [make a plan](#) with their community, learn life-saving skills, 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], 2019, [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 2019

**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 2019 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 \_\_\_\_\_ 2019 by the **[GOVERNING BODY]**

\_\_\_\_\_  
**[NAME, TITLE]**

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## ONLINE RESOURCES

FEMA, Ready, and NOAA recommend using social media tools to promote the 2019 National Preparedness Month Campaign. You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA, Ready and NOAA accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers with National Preparedness Month. More information and ideas on how to take action and be an example can be found on FEMA's official [Facebook](#) or [Twitter](#) accounts, Ready's official [Facebook](#) or [Twitter](#) accounts, NOAA's official [Facebook](#) or [Twitter](#), the National Weather Service's official [Facebook](#) and [Twitter](#) account, or FEMA Region III's [Twitter](#) account.

### **FEMA App** (*smartphone app for mobile devices*)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The app is free to download through your smartphone provider's app store on Android, Apple and BlackBerry devices.

- Share [public service announcements and instructional videos](#)
- Print, share or order FREE [emergency preparedness publications](#)
- Sign up for preparedness text messages: Text PREPARE to 43362 (4FEMA) to receive [preparedness tips](#). (*msg/data rates apply*)
- [Share preparedness information from Ready.gov in 12 other languages](#)

## SOCIAL MEDIA

FEMA, NOAA, and FEMA Region III will have daily messages on their Facebook and Twitter accounts throughout the week.

### **NPM Hashtags:**

- #NatlPrep
- #PrepareNow
- #FloodSmart
- #YouthPrep
- #ReadyKids



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## Week 1: Save Early for Disaster Costs

### *Social Media Content*

- Most homeowners' and renters' insurance do not cover flood damage. Learn more about flood insurance at [FloodSmart.gov](https://www.floodsmart.gov) #PrepareNow #FloodSmart
- #PrepareNow. Snap photos of important documents and personal belongings to help you quickly file an insurance claim after a flood. <https://youtu.be/i3MfRpND5gk> #NatlPrep
- Start talking with your children early about money. Include kids in discussions about saving for a disaster. Get ideas for how to involve them at [ready.gov/kids](https://www.ready.gov/kids) #PrepareNow #NatlPrep #YouthPrep
- 30 Days: The number of days it takes for most flood insurance policies to go into effect. Don't wait until it's too late! [FloodSmart.gov](https://www.floodsmart.gov) #PrepareNow #NatlPrep
- Are you financially prepared for a natural disaster? Learn how to make a plan with @CFPB's tips: <https://go.usa.gov/xPbJv>
- What important documents should you have for an emergency? Download the Emergency Financial First Aid Kit, which will walk you through the planning process: <https://go.usa.gov/xykQ> #PrepareNow
- Plan ahead: how will you pay your bills if a disaster strikes? #PrepareNow with the help of these tips and free resources: [ready.gov/financial-preparedness](https://www.ready.gov/financial-preparedness) #NatlPrep
- 40 percent of Americans don't have \$400 in savings according to the Federal Reserve. What will you do if there is a disaster? Learn how you become more prepared: [ready.gov/financial-preparedness](https://www.ready.gov/financial-preparedness) #PrepareNow
- Keep some cash on hand in case of emergencies, since ATMs and credit card readers won't always be available. Cash can help pay for immediate expenses like lodging, food and gas. #NatlPrep Learn more: [ready.gov/financial-preparedness](https://www.ready.gov/financial-preparedness)
- Set aside a small amount from each paycheck to go into your savings account. Find more tips to help you manage your money to be prepared for the unexpected: <https://www.usa.gov/flec> #NatlPrep

## Week 2: Make a Plan

### *Social Media Content*

- Be Prepared. Make an emergency plan today & practice it: [www.ready.gov/plan](https://www.ready.gov/plan) #PrepareNow #NatlPrep
- Preparing your family for an emergency is as simple as a conversation over dinner. Get started with tips from @Readygov: [ready.gov/plan](https://www.ready.gov/plan) #PrepareNow #NatlPrep
- It's important to include kids in the disaster planning process. Review your family emergency plan together so that they know what to do even if you are not there: [ready.gov/kids](https://www.ready.gov/kids) #YouthPrep #PrepareNow #NatlPrep
- Practice your fire escape plan by having a home fire drill at least twice a year with everyone in the home. #PrepareNow #NatlPrep
- Download a group texting app so your entire circle of family and friends can keep in touch before, during & after an emergency. #NatlPrep #PrepareNow
- Practice evacuating in the car with your animals, so they're more familiar if you need to evacuate in an emergency. #NatlPrep #PrepareNow

- Be prepared. Get the @fema app with weather alerts for up to 5 locations, plus disaster resources and safety tips: [fema.gov/mobile-app](https://fema.gov/mobile-app) #NatlPrep #PrepareNow.
- Contact your water and power companies to get on a “priority reconnection service” list of power-dependent customers if you rely on electrical medical equipment. #PrepareNow
- Learn how to [turn off utilities like natural gas](https://ready.gov/safety-skills) in your home. [ready.gov/safety-skills](https://ready.gov/safety-skills) #PrepareNow #NatlPrep
- Be prepared for a power outage by having enough food, water, & meds to last for at least 72 hours: [ready.gov/kit](https://ready.gov/kit) #PrepareNow

### Week 3: Youth Preparedness

#### *Social Media Content*

- Teach children what to do in an emergency if they are at home or away from home. [ready.gov/kids](https://ready.gov/kids) #PrepareNow #NatlPrep #YouthPrep
- Help your kids know how to communicate during an emergency. Review these topics with them: Sending text message; Emergency contact numbers; Dialing 9-1-1 for help [ready.gov/kids](https://ready.gov/kids) #PrepareNow #NatlPrep #YouthPrep
- Update school records and discuss emergency contact numbers with kids before they go: [ready.gov/make-a-plan](https://ready.gov/make-a-plan) #BackToSchool #YouthPrep
- Add your kids’ school’s social media info to the family communication plan: [ready.gov/kids/make-a-plan](https://ready.gov/kids/make-a-plan) #YouthPrep #ReadyKids
- Review your family emergency communications plan with kids at your next household meeting. #YouthPrep #ReadyKids
- Include your child's medication or supplies in your family’s emergency kit. More tips visit: [ready.gov/kit](https://ready.gov/kit) #YouthPrep #ReadyKids
- Include your child's favorite stuffed animals, board games, books or music in their emergency kit to comfort them in a disaster. #YouthPrep
- Get the kids involved in building their own emergency kit: [www.ready.gov/kids/build-a-kit](https://www.ready.gov/kids/build-a-kit) #YouthPrep #ReadyKids
- Kids can #BeAForce... by playing the online emergency preparedness "Build a Kit" game: [www.ready.gov/kids/games](https://www.ready.gov/kids/games) #YouthPrep #ReadyKids
- Speak Up! Ask your child’s teacher about the plans the school has in place for emergencies. #BacktoSchool #YouthPrep [www.healthychildren.org/English/safety-prevention/all-around/Pages/Actions-Schools-Are-Taking-to-Make-Themselves-Safer.aspx](https://www.healthychildren.org/English/safety-prevention/all-around/Pages/Actions-Schools-Are-Taking-to-Make-Themselves-Safer.aspx)
- Your kids can become Disaster Masters with this @Readygov preparedness game: [www.ready.gov/kids/games](https://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](https://www.ready.gov/kids/educators) #YouthPrep
- 4th and 5th Grade Teachers: STEP up and use this emergency preparedness curriculum: [www.fema.gov/media-library/assets/documents/110946](https://www.fema.gov/media-library/assets/documents/110946) #YouthPrep
- Teaching kids about disaster prep is important. See the 9 steps @FEMA @RedCross @usedgov have for #YouthPrep <http://bit.ly/2axiPcl>

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## Week 4: Get Involved in Your Community's Preparedness

### *Social Media Content*

- Community Emergency Response Teams (CERTs) trains volunteers to prepare for the types of disasters that their community may face. Find your local CERT: [https://community.fema.gov/Register/Register\\_Search\\_Programs](https://community.fema.gov/Register/Register_Search_Programs) #NatlPrep
- Learn about the hazards most likely to affect your community and their appropriate responses. #NatlPrep #PrepareNow
- Every community has voluntary organizations that work during disasters. Visit <https://www.nvoad.org> to see what organizations are active in your community. #NatlPrep
- Encourage students to join Teen CERT so they can respond during emergencies. Learn more: [www.fema.gov/media-library/assets/documents/28048](http://www.fema.gov/media-library/assets/documents/28048) #YouthPrep
- Your community needs YOU! Find youth volunteer and training opportunities to help your community here: [www.ready.gov/youth-preparedness](http://www.ready.gov/youth-preparedness) #YouthPrep #NatlPrep
- Finding support from friends, family, and community organizations can help kids cope with #disasters. #YouthPrep
- Take classes in lifesaving skills, such as CPR/AED and first aid, or in emergency response, such as CERT. #PrepareNow #NatlPrep
- Check in with neighbors to see how you can help each other out before and after a storm #HurricanePrep
- If you have a disability, plan ahead for accessible transportation that you may need for evacuation or getting to a medical clinic. Work with local services, public transportation or paratransit to identify accessible transportation options. [ready.gov/individuals-access-functional-needs](http://ready.gov/individuals-access-functional-needs) #NatlPrep
- If you have a disability contact your city or county government's emergency management agency or office. Many keep lists of people with disabilities so they can be helped quickly in a sudden emergency. [ready.gov/individuals-access-functional-needs](http://ready.gov/individuals-access-functional-needs) #NatlPrep

## **GRAPHICS, VIDEOS, AND RELATED LINKS**

Check out tips and ideas to promote preparedness. For more engaging messages, attach appropriately sized graphics for specific social media platforms (e.g., Twitter, Facebook) and add emojis.

- Copy and paste Ready.gov web content; just use Ready.gov as a source
- Don't forget to include emergency preparedness messages in your social media, email signature, monthly newsletters or other messaging tools
- Share [public service announcements and instructional videos](#)
- [FloodSmart Survivor public service announcements](#)

## LOGOS, BANNERS, AND POSTERS

For a full collection of graphics, visit: <https://www.fema.gov/media-library/multimedia/collections/726>



# PREPARED, NOT SCARED



National Preparedness Month 2019



## PREPARED, NOT SCARED



National Preparedness Month 2019

**Week 1: Sept 1-7**  
Save Early for Disaster Costs

**Week 2: Sept 8-14**  
Make a Plan to Prepare for Disasters

**Week 3: Sept 15-21**  
Teach Youth to Prepare for Disasters

**Week 4: Sept 22-30**  
Get Involved in Your Community's Preparedness



Keep some cash on hand in case of emergencies.

#NatIPrep



<https://www.fema.gov/media-library/assets/images/181847>



**Most homeowners' and renters' insurance does not cover flood damage.**

**#NatIPrep**



**Include kids in the disaster planning process. Review your plan together.**

**#NatIPrep**





Review with kids: Sending text messages, contact numbers and dialing 9-1-1 for emergencies.

#NatIPrep



Add your child's stuffed animals, board games or books in your emergency kit.

#NatIPrep



Add your kids' school's social media info to the family communication plan.

#NatIPrep

