

National Preparedness Month & America's PrepareAthon!

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**DON'T WAIT. COMMUNICATE.
MAKE YOUR EMERGENCY PLAN TODAY.**



SEPTEMBER IS NATIONAL PREPAREDNESS MONTH!



AMERICA'S
PrepareAthon!

Ready  [®]

America's PrepareAthon!



- National community-based **campaign for action**
- Emphasis on increasing emergency preparedness through hazard-specific **group discussions, drills, and exercises**
- **2 National Days of Action:** April 30 and September 30
- **Free resources and tools** for different hazards relevant to communities across the country
 - Earthquake, flood, hurricane, tornado, wildfire, and winter storm

ready.gov/prepare

AMERICA'S
PrepareAthon!
BE SMART. TAKE PART. PREPARE.

National Preparedness Month



- *Ready* Campaign: Be Informed, Make a Plan, Build a Kit, Get Involved
- America's PrepareAthon! builds on this foundation
- *Ready* promotes preparedness and awareness throughout National Preparedness Month
- National Preparedness Month culminates on September 30 with National PrepareAthon! Day

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AMERICA'S
PrepareAthon!



Theme for the Month:

“Don’t Wait. Communicate. Make your Emergency Plan Today.”

Weekly Themes:

- Week 1 (Sept 1–5) Flood
- Week 2 (Sept 6–12) Wildfire
- Week 3 (Sept 13–19) Hurricane
- Week 4 (Sept 20–26) Power Outage
- Week 5 (Sept 27–30) Lead up to National PrepareAthon! Day

Sampling of Private Sector Partnerships Across the Country

- Walmart
- Agility
- Target
- Visa
- Bank of America
- Raytheon
- Boeing



10 SIMPLE STEPS
To Building a Robust Business Continuity Plan

We get it. Disaster recovery and business continuity planning can be intimidating, but it doesn't have to be. Simply follow the steps in this infographic and you'll be well on your way.

01 PULL TOGETHER A TEAM
Designate one team member from each department to participate in disaster planning. This team will coordinate your emergency response team during a disaster.

02 UPDATE YOUR CONTACT LIST
Compile and document all employee and key external contact lists. Regularly update this list to include new hires and departures. This step should be a top priority.

03 CREATE/REVIEW YOUR EMERGENCY KIT
Your emergency kit should include everything you'll need to survive in the event you're asked to evacuate.

04 BACK UP YOUR DATA
65% of small businesses in the U.S. have experienced data loss. Backup your critical data up often on a daily basis and test it from a remote location.

05 REVIEW INSURANCE COVERAGE
Never assume your business is fully covered by your insurance policy. Take a few minutes to get specific quotes about business interruption coverage to meet your unique business needs.

06 PRIORITIZE YOUR ESSENTIAL FUNCTIONS
These things are most critical to your success. If your entire office was destroyed, what would you need to keep your business running? This is your list of business essentials.

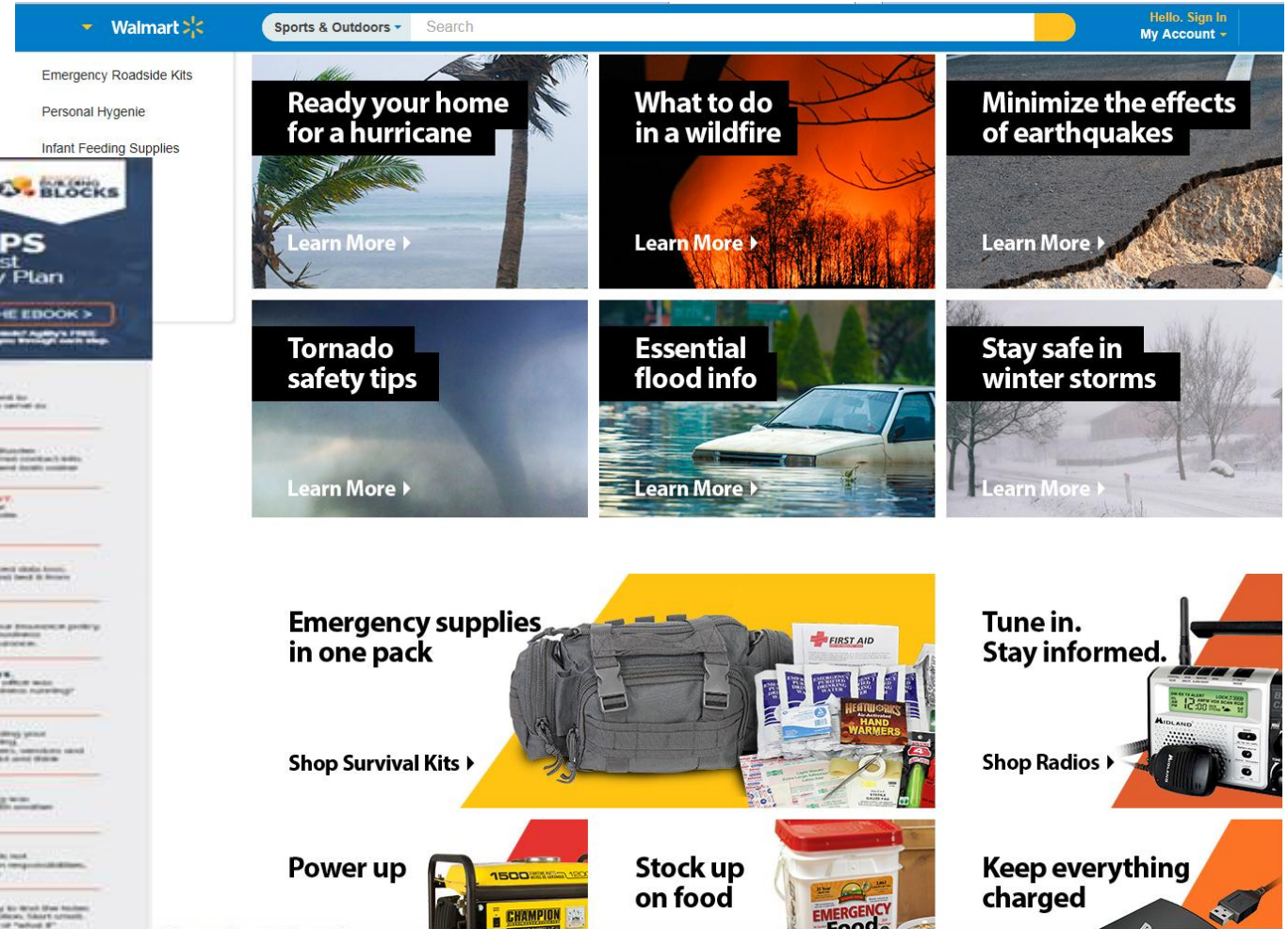
07 UNDERSTAND YOUR RISK
Your business is unique. So is your risk. Understanding your vulnerability to weather-related disasters is one of the most important steps you can take to protect your business. Consider your location, your industry, and any potential climate-related dangers. Have a plan and stick to it.

08 FIND ALTERNATE WORKSPACE
Where would your employees work if your building was destroyed? Consider alternate space agreements with another business or mobile office facilities.

09 PREPARE YOUR EMPLOYEES
A shocking 28% of employees feel their employer is not well-prepared for a disaster. Change is pain, so get your employees, contractors, and the public well-versed in your plan regularly.

10 TEST YOUR PLAN
Regular disaster drills are the only sure way to find the holes in your business continuity plan prior to an interruption. Start small. Don't be too ambitious and work through a variety of "what if" scenarios. You'll be amazed by how well you perform.

Agility Recovery
For more information on National Preparedness Month, visit www.ready.gov



Walmart Sports & Outdoors Search Hello, Sign In My Account

Emergency Roadside Kits
Personal Hygiene
Infant Feeding Supplies

- Ready your home for a hurricane [Learn More](#)
- What to do in a wildfire [Learn More](#)
- Minimize the effects of earthquakes [Learn More](#)
- Tornado safety tips [Learn More](#)
- Essential flood info [Learn More](#)
- Stay safe in winter storms [Learn More](#)

Emergency supplies in one pack [Shop Survival Kits](#)

Tune in. Stay informed. [Shop Radios](#)

Power up [Champion 1500](#)

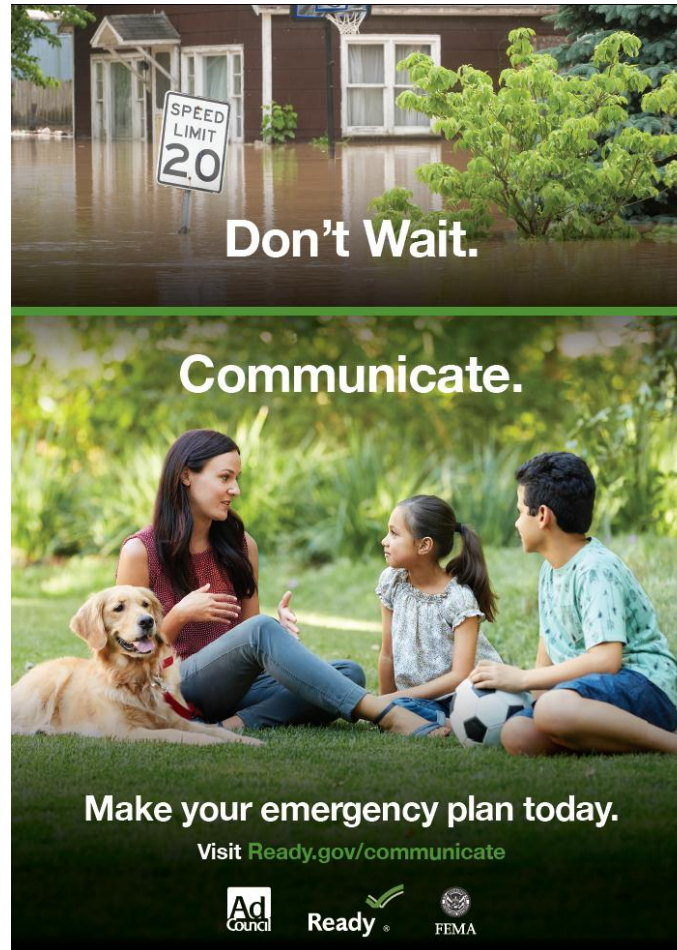
Stock up on food [Emergency Food](#)

Keep everything charged

PSAs Support NPM Theme

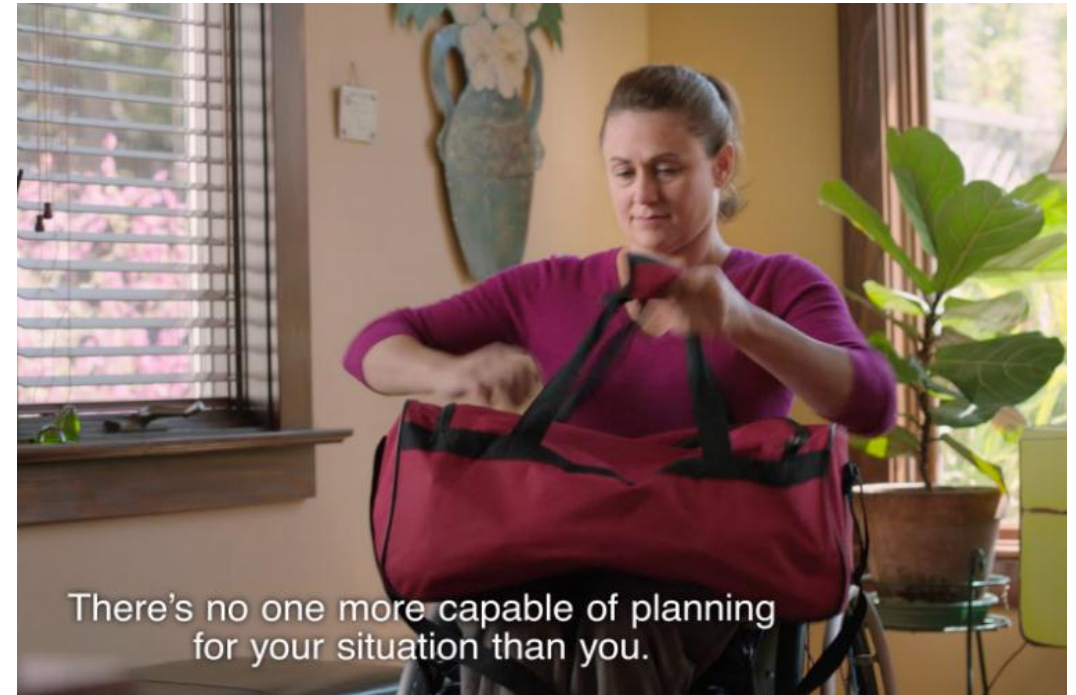
- TV
- Radio
- Print
- Billboard
- Other outside media

Available for distribution to media from the Ad Council.



“We Prepare Every Day” PSA

- Released an inclusive PSA “We Prepare Every Day”
- Launched July 23 in partnership with ODIC and the Ad Council
- Announced to align with the ADA 25th Anniversary



Family Communication Plan




Join with others to prepare for emergencies and participate in America's PrepareAthon! | ready.gov/prepare


Creating your *Family Emergency Communication Plan* starts with one simple question: "What if?"

"What if something happens and I'm not with my family?" "Will I be able to reach them?" "How will I know they are safe?" "How can I let them know I'm OK?" During a disaster, you will need to send and receive information from your family.


Communication networks, such as mobile phones and computers, could be unreliable during disasters, and electricity could be disrupted. Planning in advance will help ensure that all the members of your household—including children and people with disabilities and others with access and functional needs, as well as outside caregivers—know how to reach each other and where to meet up in an emergency. Planning starts with three easy steps:

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1. COLLECT.

Create a paper copy of the contact information for your family and other important people/offices, such as medical facilities, doctors, schools, or service providers.
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2. SHARE.

Make sure everyone carries a copy in his or her backpack, purse, or wallet. If you complete your *Family Emergency Communication Plan* online at ready.gov/make-a-plan, you can print it onto a wallet-sized card. You should also post a copy in a central location in your home, such as your refrigerator or family bulletin board.
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3. PRACTICE.

Have regular household meetings to review and practice your plan.

TEXT IS BEST!

If you are using a mobile phone, a text message may get through when a phone call will not. This is because a text message requires far less bandwidth than a phone call. Text messages may also save and then send automatically as soon as capacity becomes available.

July 2015



Write your family's name above
Family Emergency Communication Plan

HOUSEHOLD INFORMATION

Home #: _____

Address: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

SCHOOL, CHILDCARE, CAREGIVER, AND WORKPLACE EMERGENCY PLANS

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

IN CASE OF EMERGENCY (ICE) CONTACT

Name: _____ Mobile #: _____

Home #: _____ Email: _____

Address: _____

OUT-OF-TOWN CONTACT

Name: _____ Mobile #: _____

Home #: _____ Email: _____

Address: _____

EMERGENCY MEETING PLACES

Indoor: _____

Instructions: _____

Neighborhood: _____

Instructions: _____

Out-of-Neighborhood: _____

Address: _____

Instructions: _____

Out-of-Town: _____

Address: _____

Instructions: _____

IMPORTANT NUMBERS OR INFORMATION

Police: _____ Dial 911 or #: _____

Fire: _____ Dial 911 or #: _____

Poison Control: _____ #: _____

Doctor: _____ #: _____

Doctor: _____ #: _____

Pediatrician: _____ #: _____

Dentist: _____ #: _____

Medical Insurance: _____ #: _____

Policy #: _____

Medical Insurance: _____ #: _____

Policy #: _____

Hospital/Clinic: _____ #: _____

Pharmacy: _____ #: _____

Homeowner/Rental Insurance: _____ #: _____

Policy #: _____

Flood Insurance: _____ #: _____

Policy #: _____

Veterinarian: _____ #: _____

Kennel: _____ #: _____

Electric Company: _____ #: _____

Gas Company: _____ #: _____

Water Company: _____ #: _____

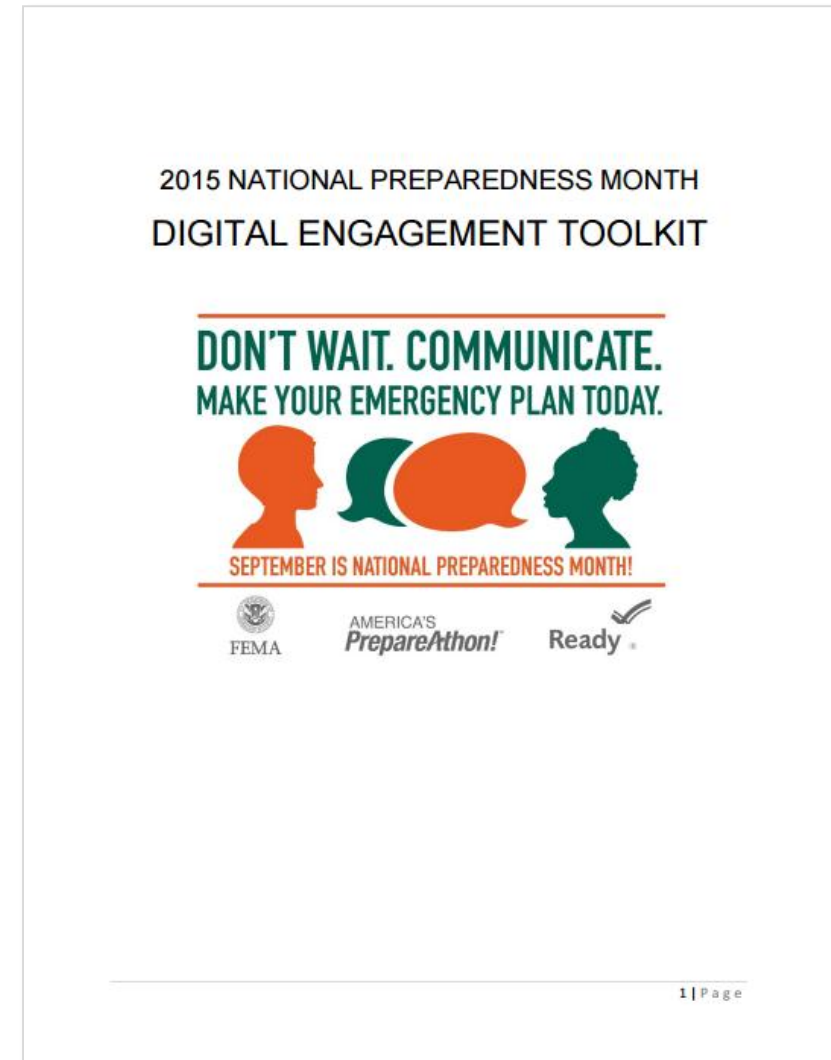
Alternate/Accessible Transportation: _____ #: _____

Other: _____

Other: _____

Digital Engagement Toolkit

- Available at ready.gov/september
- How to engage in NPM using social media
- Includes sample Tweets and Facebook posts



- Merging of the National Preparedness Community and America's PrepareAthon!
- Ready.gov and America's PrepareAthon! are now mobile friendly in beta
 - Hazard pages updated on Ready.gov for flood, wildfire, hurricane, and power outage
 - Updated page for making a plan

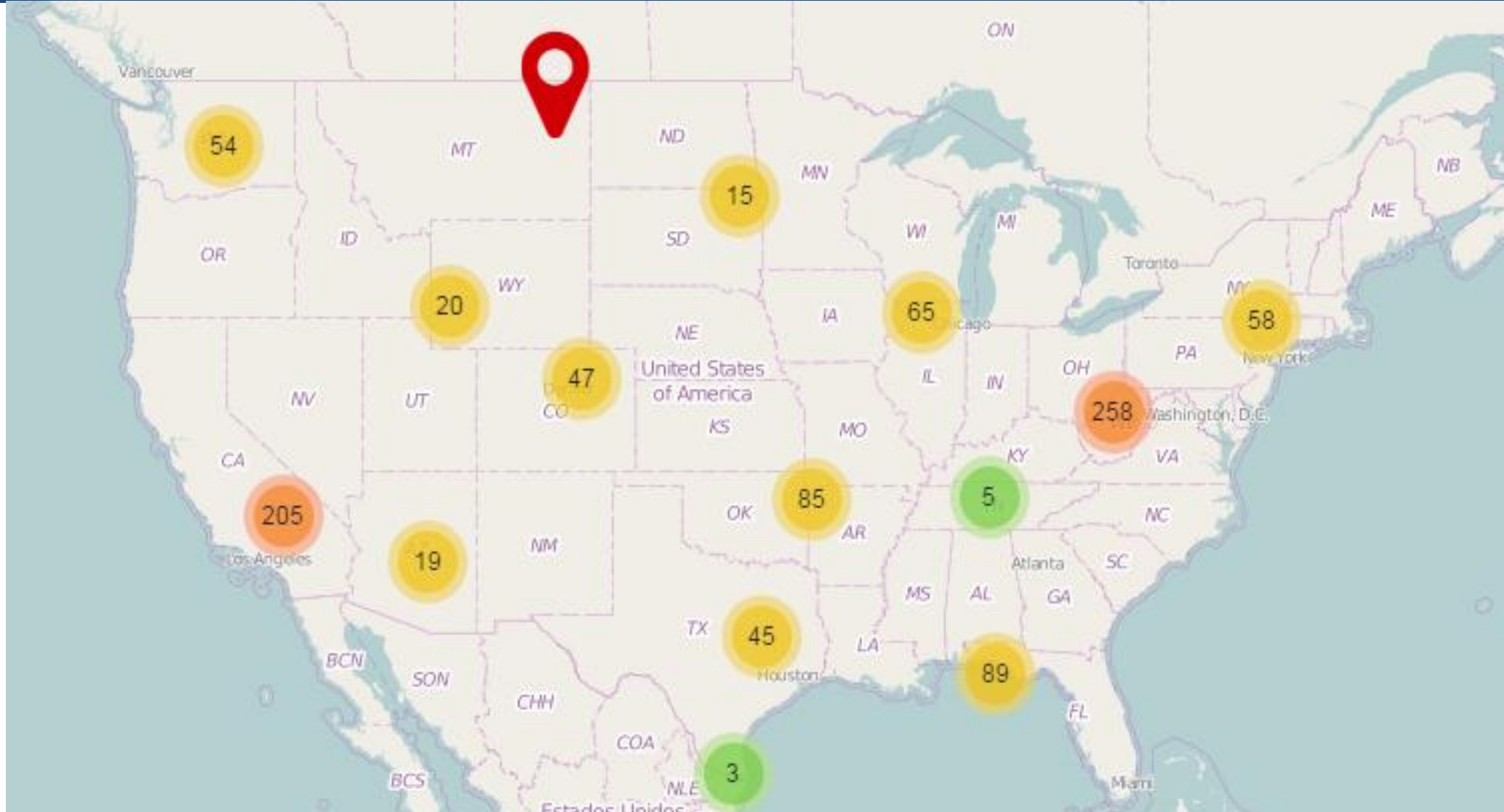
September 1

- Presidential Proclamation
- Satellite Media Tour launched Public Service Announcement and encouraged action—45 interviews (TV, radio, Spanish)
- National multi-media, bi-lingual press release
- Email to all DHS employees from FEMA Administrator

Twitter Chats and Webinars

- “Safety Friends” Twitter Chat #SafetyChat September 22 @ 3:00 p.m. ET
- Campus Preparedness Webinar and Twitter Chat September 23, 1–3 p.m. ET
- Periscope chat with FEMA Administrator and Dr. Knabb in Miami on September 30

Actions Taking Place Nationwide



Register actions at ready.gov/prepare

Visit Ready.gov/september and Ready.gov/prepare
for more information

Follow us on social media

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#PrepareAthon #NatlPrep