



National Preparedness Month- 2009

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FEMA

National Preparedness Month

National Preparedness Month | September 2009
Prepare. Plan. Stay Informed

Are you ready



Or are you Ready

Get A Kit

Make A Plan

Be Informed

Get Involved

- Nationwide effort organized by FEMA's Citizen Corps and the Ready Campaign and supported by Coalition Members
- September 2009 marks the 6th annual NPM
- Encourages Americans to take simple steps to prepare for emergencies in their homes, businesses and communities
- NPM Coalition is open to all public and private sector
- Launch new Ready PSAs



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NPM Goals

- **To change perceptions about emergency preparedness and help Americans understand what it truly means to be Ready.**
 - Ask people: Are you ready or are you Ready?
- **Challenge people's belief that they are adequately prepared or can improvise in a disaster/emergency**



What is the *Ready* Campaign?

- **Ready is a national public service campaign sponsored by the U.S. Federal Emergency Management Agency in partnership with The Advertising Council**
- **Educates and empowers Americans to prepare for, and respond to emergencies, including natural disasters and potential terrorist attacks**
- **Goal is to get Americans involved and ultimately increase our nation's level of preparedness**



What is Citizen Corps?

- Created in Jan 2002 by President Bush to increase opportunities for citizens to become an integral part of protecting the homeland and supporting local first responders.
- Intended to capture the spirit of service that emerged throughout our communities following the terrorist attacks and to help answer two key questions being asked by citizens, “What can I do?” and “How can I help?”.
- Citizen Corps was to help coordinate volunteer activities that will make our communities safer, stronger, and better prepared to respond to any emergency situation and provide opportunities for people to participate in a range of measures to make their communities safer from the threats of crime, terrorism, and disasters of all kinds.



Why involve citizens?

- In 95% of all emergencies, bystanders or victims themselves are the first to provide emergency assistance or to perform a rescue.

That means:

- Less than 1 percent of the U.S. population is an emergency responder
 - 1 firefighter for every 265 people
 - 1.1 million firefighters, of which 750,000 are volunteers
 - 1 sworn officer for every 334 people
 - 436,000 sworn law enforcement personnel
 - 291,000 sworn sheriff's office personnel
 - 1 EMT/paramedic for every 325 people
 - 890,000 people to provide all levels of pre-hospital services: Basic EMT, intermediate EMT, paramedic



Sources: *Journal of Emergency Medical Services* (2004); *National Fire Protection Association* (2003); *National Law Enforcement Officers Memorial Fund* (2003)

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Citizen Corps Mission

To harness the power of every individual through education, training, and volunteer service to make communities safer, stronger, and better prepared to respond to the threats of terrorism, crime, public health issues, and disasters of all kinds.



Citizen Corps National Strategy



"They are the key element. The real first responders are our citizens. We can't do our job without them."

***- Chief Ed Plaughter
Arlington Co. Fire Dept. 2001***

- The Citizen Corps mission is accomplished through a national network of 2,400 state, local, and tribal Citizen Corps Councils.
- These Councils build on community strengths to implement the Citizen Corps programs and carry out a local strategy to have every American participate.
- Collaboration with the 31 national partner and affiliate organizations and countless local organizations is integral to accomplishing the Citizen Corps mission.





FEMA
National Preparedness Directorate



Citizen Preparedness ~ Training & Exercises ~ Volunteer Service

Federal Partner Programs



DHS



DOJ/NSA



DOJ/IACP



DHS/G&T



DHHS/OSG



DHS/USFA
NVFC/IAFF/IAFC



State/Territorial Citizen Corps Councils

Tribal / Local Citizen Corps Councils

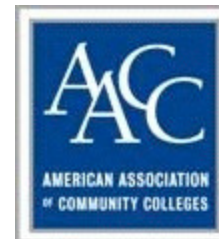
American Public



Citizen Corps Affiliates



Together, we can save a life



Local Citizen Corps Council Membership

- **First responder/emergency management**
 - law enforcement, fire service, EMS/EMT, public works
- **Elected officials**
- **Service organizations - voluntary, non-profits**
- **Business leaders and for-profit sector**
- **School reps and youth organizations**
- **Critical infrastructure – transportation, utilities...**
- **Media representatives**
- **Faith-based leaders**
- **Military**
- **Special needs representation**
- **Representatives of language and culture communities**
- **Leadership of community civic groups**



Personal Preparedness in America

- **Personal Preparedness in America: Findings from the 2009 Citizen Corps National Survey**
 - **Purpose: To measure the public's knowledge, attitudes, and behaviors relative to preparing for a range of hazards**
 - **Previous Survey Findings: 2003 and 2007**
 - **2009 Sampling Strategy**
 - **National Sample**
 - **3,448 households**
 - **Urban Sample**
 - **3,007 households in Chicago, Houston, Los Angeles/Long Beach, New York/Newark, San Francisco, Washington, DC areas**



Personal Preparedness in America

- Offers comprehensive data on the public's thoughts, perceptions, and behaviors related to preparedness and community safety for multiple types of hazards.
- Provides valuable insights for increasing personal preparedness, civic engagement, and community resilience.
- Results from this study have important implications for the development of more effective communication and outreach strategies to achieve greater levels of preparedness and participation.



Reasons People Are Not Preparing

- Expectation of help from emergency responders continues to be the most frequently reported primary reason for not preparing.
- 61% expected to depend greatly on fire, police and emergency personnel for help in the first 72 hours of a disaster.

	2007	+/-	2009
I think that emergency responders, such as fire, police or emergency personnel will help me	37%	-7%	30%
I do not know what I am supposed to do	27%	-4%	23%
I just have not had the time	24%	1%	25%
I don't want to think about it	19%	-3%	16%
It costs too much	17%	1%	18%
I do not think that it will make a difference	17%	0%	17%
I do not think I would be able to	13%	0%	13%



Summary of Recommendations

- **Stress that preparedness is a shared responsibility.**
- **Provide more specificity on preparedness actions.**
- **Emphasize the importance of drills and exercises.**
- **Couple preparedness education with a natural event scenario as the rationale.**
- **Response education should emphasize the effectiveness of preparations, especially for manmade events.**
- **Leverage social networks and the concepts of mutual support.**
- **Couple a national voice with local specificity.**



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Did You Know?

50% are not confident on how to respond within 5 min of HAZMAT release.

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Nat'l Preparedness Month

◀ National Survey Findings

2009 NCCP

Achievement Award Winners

2009 National Survey Findings

FEMA Community Preparedness Division releases research findings

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About Citizen Corps

We all have a role in hometown security.

Citizen Corps is FEMA's grassroots strategy to bring together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience.

Citizen Corps asks you to embrace the personal responsibility to be prepared; to get training in first aid and emergency skills; and to volunteer to support local emergency responders, disaster relief, and community safety.

There are currently **2,403** Councils which serve **225,985,904** people or **79%** of the total U.S. population.

Latest News

- ★ DHS and FEMA Unveil New Ads to Encourage Emergency Preparedness - [Sep 2](#)
- ★ FEMA's Ready Campaign And Citizen Corps Encourage Participation In The National Preparedness Month Coalition - [Sep 1](#)
- ★ President Obama Briefing on H1N1 Flu Virus - [Sep 1](#)
- ★ Federal Agencies Join with Sesame Workshop to Launch Campaign Stressing Healthy Habits to Prevent Flu - [Sep 1](#)
- ★ Secretary Napolitano and Administrator Fugate Mark the Beginning of National Preparedness Month - [Sep 1](#)
- ★ White House: Building a Ready and Resilient Nation - [Sep 1](#)
- ★ CDC 2009 H1N1 Vaccination Campaign Planning Checklist - [Sep 1](#)
- ★ American Red Cross and Jamie Lee Curtis Launch "Do More Than Cross Your Fingers" Awareness Campaign - [Sep 1](#)

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Featured Links

- ★ Preparedness Toolkit
- ★ CC Volunteer Liability Guide
- ★ Evacuee Support Planning Guide
- ★ President's Volunteer Awards
- ★ United We Serve
- ★ Test Your Readiness Quotient
- ★ Preparedness for Culturally Diverse Communities

Upcoming Events

Juniata, PA County Fair
Sep 5-12, 2009

Egg Harbor Twp., NJ Emergency Preparedness Week
Sep 12, 2009

Ulysses, PA Fall Festival
Sep 26, 2009

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Upcoming Webcasts

Intro to Home Safety Council's Start Safe Program
Sep 10 @ 1pm EDT

CIQR: What You Need to Know for the Fall Flu Season
Sep 14 @ 1pm EDT

Pandemic Planning: How to Prepare Your Business for the Upcoming Flu Season
Sep 16 @ 2pm EDT

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- National Community Preparedness News
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