

## National Preparedness Month 2011

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

National Preparedness Month is the Federal Emergency Management Agency's (FEMA) annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. National Preparedness Month is sponsored by FEMA's Ready Campaign, a campaign that promotes preparedness and provides free preparedness information and resources, in partnership with the Citizen Corps whose local councils bring together government and community leaders to involve all citizens in emergency preparedness planning.

The goal for this September's National Preparedness Month is to turn awareness into action by motivating all Americans to make an emergency preparedness plan. FEMA relies on federal, state, and local partnerships and its Coalition Members to help bring this call to action to all communities throughout the U.S. The Education Community can play a key role in National Preparedness Month – no event or effort is too large or too small to make a difference.

### Easy Ways to Participate

#### ✓ Leverage Existing Events

Participate in events and meetings that already exist within your community, such as at back to school nights, PTA/PTO meetings, etc. Whether it's setting up a booth to pass out information or requesting time to present to participants, tapping into something that is already planned and scheduled is a great way to reach members of your community.

#### ✓ Sign up to be a National Preparedness Month Coalition Member

Coalition Membership is easy, free, and important. Membership is open to all individuals, as well as public and private sector businesses and organizations. Members have access to tons of information and ready-to-use templates and messaging, including the ability to connect with the thousands of other members across the country. Help us encourage everyone to sign up at [community.fema.gov](http://community.fema.gov).

#### ✓ Host an Event, Meeting, or Workshop

Host an event, such as a preparedness workshop, day, or fair. You may even consider doing a tour of "lunch and learns" for local businesses and organizations. You could invite a local first responder to talk about preparedness, or consider asking the American Red Cross to give a CPR training.

#### ✓ Be Part of a Much Larger Event or Initiative

People want to be part of something bigger. For example, September 11<sup>th</sup> is now an annual day of service and this year will mark the ten year anniversary of the terrorist attacks. Use this year's annual day of service to add a preparedness event or include preparedness in an event already scheduled. Visit [serve.gov](http://serve.gov) for a comprehensive list of volunteer activities in your community.

#### ✓ Spread the Preparedness Message

Include preparedness messaging in existing forms of communications, such as emails, websites, blogs, social media, newsletters, and even as bill stuffers. Once you're signed up as a Coalition Member, you will have access to ready-to-use messaging that you can use or customize.

## The Education Community's Involvement

A few initial ideas for how education communities throughout our nation can get involved and make a difference include:

- ✓ **Back to School Night.** Encourage schools to have a preparedness presentation at Back to School Night where parents can learn how to make kits and hear from a local first about the importance of preparedness measures.
- ✓ **Participate in the ShakeOut.** Many schools recently participated in “ShakeOut” Earthquake Drills, a key to the success of “ShakeOuts” around the country. Use September to promote more participation in upcoming ShakeOuts, continuing to build and expand on the emergency drill’s success. See [Shakeout.org](http://Shakeout.org) for information and to find upcoming drills. See [Shakeout.org](http://Shakeout.org) for more information.
- ✓ **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. Getting students actively involved in the creation of plans makes them more likely to remember the plans in emergency situations.

## Available Resources

- ✓ [Community.fema.gov](http://Community.fema.gov). Join us as a National Preparedness Month Coalition Member where you will have access to ideas and ready-to-use messaging, including press releases, posters, graphics, web banners, social media messaging, articles, best practices from 2010, and much more.
- ✓ [Ready.gov/kids](http://Ready.gov/kids). *Ready Kids* has resources such as checklists, story books, quizzes, games, and additional information for kids, parents, and teachers.
- ✓ [ReadyClassroom.DiscoveryEducation.com](http://ReadyClassroom.DiscoveryEducation.com). *Ready Classroom* has resources and tools available for teachers.
- ✓ [REMS.ed.gov](http://REMS.ed.gov). The Readiness and Emergency Management for Schools website is lead by the U.S. Department of Education’s Office of Safe and Drug-Free Schools. Their Center for School Preparedness provides support, resources, grants, and training to support emergency management efforts for local educational agencies and institutions of higher education.
- ✓ [ReadyRating.org](http://ReadyRating.org). The American Red Cross Ready Rating Program helps organizations take the necessary steps to become prepared to respond to and successfully withstand a disaster and other emergencies.

For more information and ideas, contact [NPM@fema.gov](mailto:NPM@fema.gov)