



*Cover photo: Brown County Emergency Management worked in coordination with NextMedia to post three billboards advertising NPM throughout the City of Green Bay and Brown County. The firm donated the installation, space, and design work and the billboards remained up through the end of September.*

# 2011 National Preparedness Month Summary Report

*A Time to Remember. A Time to Prepare.*



FEMA



THE WHITE HOUSE  
Office of the Press Secretary  
For Immediate Release August 31, 2011  
NATIONAL PREPAREDNESS MONTH, 2011

- - - - -  
BY THE PRESIDENT OF THE UNITED STATES OF AMERICA  
A PROCLAMATION

Whenever our Nation has been challenged, the American people have responded with faith, courage, and strength. This year, natural disasters have tested our response ability across all levels of government. Our thoughts and prayers are with those whose lives have been impacted by recent storms, and we will continue to stand with them in their time of need. This September also marks the 10th anniversary of the tragic events of September 11, 2001, which united our country both in our shared grief and in our determination to prevent future generations from experiencing similar devastation. Our Nation has weathered many hardships, but we have always pulled together as one Nation to help our neighbors prepare for, respond to, and recover from these extraordinary challenges.

In April of this year, a devastating series of tornadoes challenged our resilience and tested our resolve. In the weeks that followed, people from all walks of life throughout the Midwest and the South joined together to help affected towns recover and rebuild. In Joplin, Missouri, pickup trucks became ambulances, doors served as stretchers, and a university transformed itself into a hospital. Local businesses contributed by using trucks to ship donations, or by rushing food to those in need. Disability community leaders worked side-by-side with emergency managers to ensure that survivors with disabilities were fully included in relief and recovery efforts. These stories reveal what we can accomplish through readiness and collaboration, and underscore that in America, no problem is too hard and no challenge is too great.

Preparedness is a shared responsibility, and my Administration is dedicated to implementing a "whole community" approach to disaster response. This requires collaboration at all levels of government, and with America's private and nonprofit sectors. Individuals also play a vital role in securing our country. The National Preparedness Month Coalition gives everyone the chance to join together and share information across the United States. Americans can also support volunteer programs through [www.Serve.gov](http://www.Serve.gov), or find tools to prepare for any emergency by visiting the Federal Emergency Management Agency's Ready Campaign website at [www.Ready.gov](http://www.Ready.gov) or [www.Listo.gov](http://www.Listo.gov).

In the last few days, we have been tested once again by Hurricane Irene. While affected communities in many States rebuild, we remember that preparedness is essential. Although we cannot always know when and where a disaster will hit, we can ensure we are ready to respond. Together, we can equip our families and communities to be resilient through times of hardship and to respond to adversity in the same way America always has -- by picking ourselves up and continuing the task of keeping our country strong and safe.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States do hereby proclaim September 2011 as National Preparedness Month. I encourage all Americans to recognize the importance of preparedness and observe this month by working together to enhance our national security, resilience, and readiness.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of August, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA



## Executive Summary

Each year National Preparedness Month (NPM) is sponsored by FEMA's *Ready* Campaign in partnership with Citizen Corps, FEMA's grassroots strategy, and more than 1500 messages posted on the coalition site throughout the month of September. This year's NPM theme, "A Time to Remember. A Time to Prepare." was created to capture the emotions of the ten year anniversary of the 9/11 terrorist attacks and honor the local first responders that keep us safe, promote volunteer programs that help us prepare for, respond to and recover from disasters, and continue promoting the message that preparedness is a shared responsibility with the whole team.

This September a dedicated NPM working group was formed to support the PPD-8 and whole community concept and expand on outreach opportunities on a National level which included more non-traditional organizations in order to encourage a greater cross-section of the public with a focus on how to connect the public with their local first responders and volunteer programs. Examples of this include our national work with new private sector partners and organizations such as AARP, the Girl Scouts, the Humane Society and multiple community service organizations recruited to help promote preparedness messages to their local membership.

In addition, other Federal Agencies (Department of Education, Department of Agriculture, Small Business Administration, Health and Human Services, etc.) were asked to promote the preparedness effort to their state, local and non-profit partners.

We are very pleased that the additional efforts put in to the campaign increased coalition membership significantly and it has been estimated that approximately three million individuals were informed at thousands of events and activities across the country, ranging from seminars and fairs, to community outreach events, workshops, webinars and trainings. Within this document we have captured a small percentage of the wonderful community efforts put forth to support the 2011 National Preparedness Month campaign throughout the nation.

And we'd like to extend a heartfelt "Thank You" to the thousands of [National Preparedness Month Coalition members](#) who pledged to share emergency preparedness during September. Successful emergency management takes a team, and we're grateful for your commitment to play an important role!



NPM email signature widget design.



NPM web widget design.

**Promoting the National Preparedness Month Coalition Site - Online Tools**

Citizen Corps featured six informative webinar sessions aimed at educating individuals, communities and organizations.

- Sept. 6: Implementing a Youth Preparedness Program
- Sept. 8: Improving Disaster Preparedness through Education
- Sept. 13: Available Resources to Prepare Schools
- Sept. 20: Preparedness Considerations for Aging Americans
- Sept. 22: Preparedness for the Pets in our Homes and in our Hearts
- Sept. 27: Earthquakes Can Happen Anywhere. Are You Ready?

**Social Media**

Emergency preparedness messages were posted daily during the month of September. The following is a list of new fans/followers.

- Facebook fans
  - o Added 3,540 fans in September
  - o 6% increase in the total number of fans
- FEMA Twitter followers
  - o Added 4,234 new followers in September
  - o 6% increase in the total number of followers
- Ready.gov Twitter followers
  - o Added 1,993 new followers in September
  - o 10% increase in the total number of followers

**NPM Widget**

Stakeholders were encouraged to add the National Preparedness Month widget to their Website and email signature to help spread the word about National Preparedness Month. As an example, promotion of the NPM widget by NASA led to >3,000 additional visits to the FEMA Preparedness Community website during September alone.

**FEMA Blog**

During National Preparedness Month, the FEMA blog informed readers on the progress of the NPM campaign, helped facilitate communications about preparedness, allowing interaction and relationship building with our stakeholders and NPM coalition members.

**New Preparedness Tools**

During the month of September, two new preparedness tools were developed to help citizens gain information from their mobile devices:

- FEMA App Capabilities:
  - o Check off the items you have in your family's emergency kit,
  - o Enter your family emergency meeting locations,
  - o Review safety tips on what to do before, during and after a disaster,
  - o View a map of shelters and disaster recovery centers across the U.S.,
  - o Read the latest FEMA blog posts

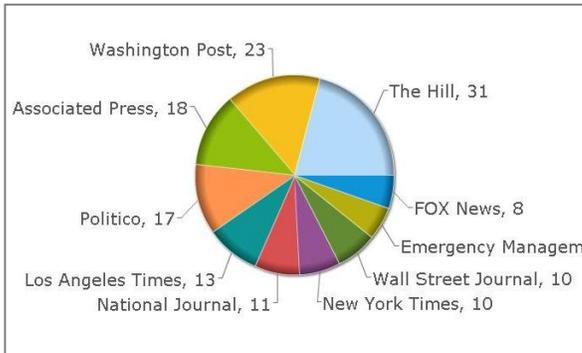
• FEMA Text Messages

A new and separate service from the new app, text message updates allows cell phone users to receive text message updates from FEMA.

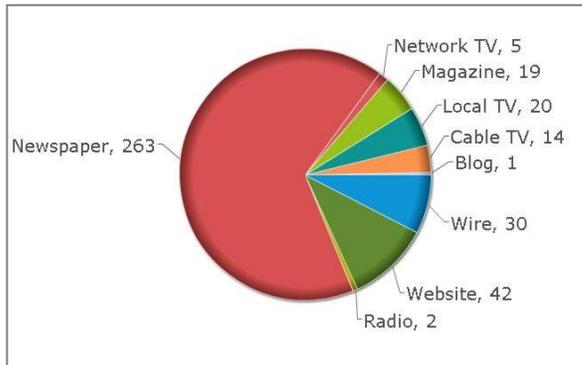
Link clicks from tweets posted on Ready.gov Twitter page		
Date	Topic	# of Clicks
9/26/11	Citizen Corps – Earthquake Webinar	5,362
9/23/11	NPM Coalition Members Website – Community.fema.gov	3,198
9/12/11	FEMA Media Library: Preparing For Disasters for Pets	1,080
9/02/11	FEMA Media Library: Be Prepared for Emergencies While Traveling	670
9/07/11	Wildfire – Are You Prepared?	663
9/20/11	Citizen Corps – Aging Americans Webinar	600
8/25/11	FEMA: Evacuation Plans	557
9/01/11	FEMA Media Library: Kicking Off National Preparedness Month	525

"This year we recognize that September marks the ten year anniversary of the 9/11 terrorist attacks. Last week's earthquake and Hurricane Irene, along with the deadly tornadoes and flooding this spring, are all important reminders that disasters can happen anytime, anywhere. By doing what we can to ensure that our communities, and our nation, are prepared to respond and recover from all types of disasters and hazards, we honor the memory of those who were lost that day."

- FEMA Administrator Craig Fugate



Topic mentions by Medium for Emergency Preparedness



Topic mentions by Top Sources for Emergency Preparedness

**Media Report**

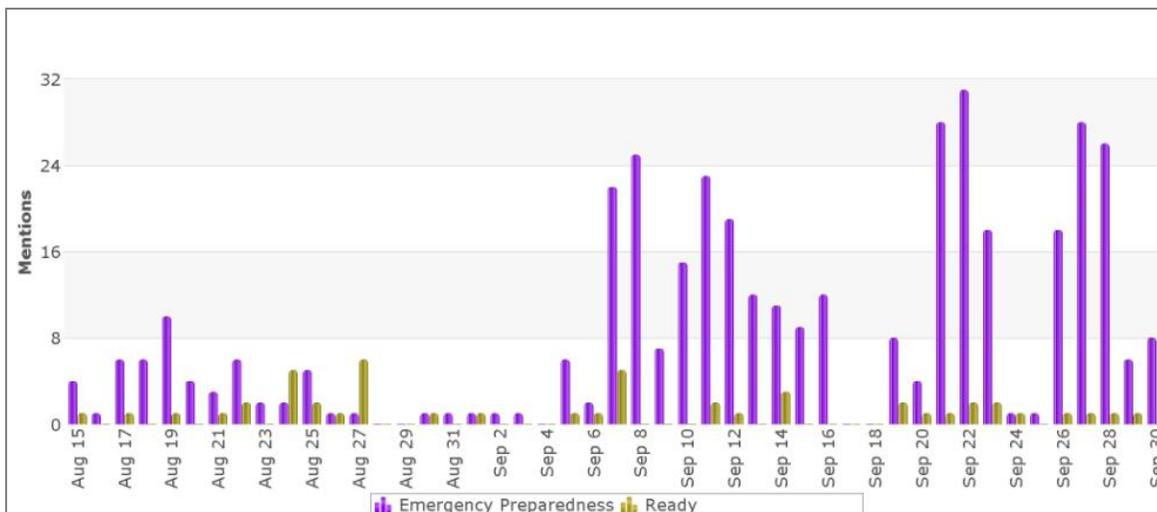
August 15, 2011 – September 30, 2011

The Ready Campaign conducted a Satellite Media Tour and Radio Media Tour which provided 43 airings and interviews reaching more than 19.5 million viewers and listeners nationwide.

The breakdown was:

- The Satellite Media Tour (SMT) generated 22 airings on 14 stations in 14 national media markets, reaching 930,461 viewers.
- The Radio Media Tour (RMT) was comprised of 21 radio interviews conducted in 8 national media markets, reaching 5,530 affiliates and an audience of more than 18.6 million listeners.

The *Get Tech Ready* news release was placed on 196 websites reaching more than 134 million.



Topic mentions by date for emergency preparedness and Ready.gov.

## Notable Successes



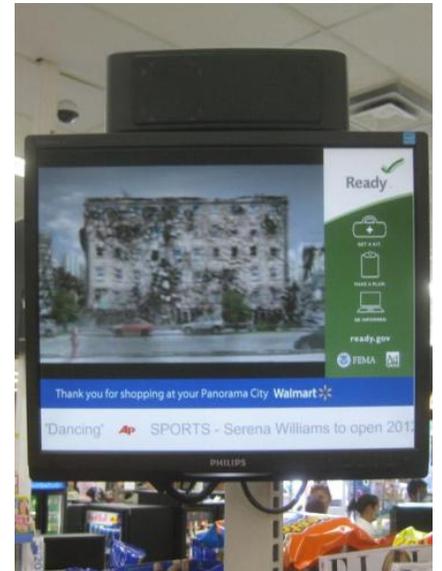
### Media coverage of *Ready New York* Campaign

The NPM satellite media tour reported a total of 42 interviews across TV and Radio outlets reaching more 19.5 million viewers and listeners. The photo above appeared on the Reuters billboard in Times Square NYC. Broadcast, print and online stories featuring the new *Ready New York* Public Service Advertisements (PSAs) aired throughout the country. Coverage was very positive, initiating a dialogue on the issue and the importance of encouraging New Yorkers to take steps to prepare in advance of an emergency. For the second year, the Ad Council developed and distributed "Go Bags" to local and national media outlets in NYC. The "Go Bags" and campaign messages were featured in news stories and were especially timely as a result of the proximity of the launch and Hurricane Irene. Online coverage of the campaign appeared on the Huffington Post, Wall Street Journal, CBS New York, The New York Post and New York Magazine.



### FEMA's *Getting Real II* Conference *Promising Practices in Inclusive Emergency Management for the Whole Community*

The Getting Real Conference took place in Arlington, VA on September 12-14. This year's conference was committed to building partnerships and sharing promising practices - specifically practices in emergency management which include methods that have shown favorable results as they've been tested or applied in emergency situations. The objective of the conference was to identify promising practices that strengthen the whole community's capacity to prepare for, respond to, recover from and mitigate the impact of disasters. These practices must also emphasize inclusion, integration, dignity, independence, accessibility and self-determination for individuals with disabilities before, during and after an emergency.



### Private Sector

Over 1300 National Preparedness Month coalition members from the private sector coordinated preparedness activities and events.

To name a few: During September **Wal-Mart** ran Preparedness PSAs on the checkout displays in all 588 stores in the US with an estimated audience reach of nearly 24 million viewers; **Brookfield Properties** posted Ready.gov information on their Captivate Screens and during a disaster they regularly display the FEMA 1-800 registration number; **Raytheon** developed a 4 week preparedness messaging campaign to employees and businesses covering a variety of preparedness topics. They also posted weekly preparedness articles on their portal site and displayed preparedness information on plasma screens around the company; conducted advanced exercises with local, state and federal partners at some of their facilities. FEMA Deputy Administrator Tim Manning spoke on Team Member Preparedness at the **Target** headquarters in Minneapolis, MN.



### U.S. Fire Administration

Beginning in mid-July, USFA Administrator Gaines corresponded with Fire Partner organizations encouraging Fire and EMS departments across the country to join with USFA and FEMA in raising the awareness and preparedness of citizens in protecting themselves, their residences and places of employment from all hazards and risks due to national, regional or local disasters.

USFA sent weekly, and often times daily, NPM messaging products to the major Fire and EMS organizations, as well as other partner organizations and encouraged coalition registration through non-traditional avenues. i.e., an email message to over 22,000 properties on the Hotel/Motel master list; email messages to over 1,500 fire marshals, public fire education and other fire and life safety professionals, and Quick Response Media Corps. Senior managers were provided NPM information for inclusion in speeches/presentations at fire-related conferences/meetings. NPM messaging was included on: posters, table tent-cards for the NETC dining hall, and a NPM fact sheet that was included in student orientation packets, as well as provided to all fire and EMS partner organizations.

The USFA goal was to sign-up 500 fire department/EMS organizations for NPM coalition membership. The final count was 411, a 1923% increase in participation from 2010.

### FEMA Legislative Affairs Division

The following Senators and Representatives served as honorary Congressional Co-Chairs of National Preparedness Month (NPM). Together, they led the effort to increase public awareness about the importance of emergency preparedness on Capitol Hill and throughout the country.

The Honorable Joseph Lieberman  
*Chairman, Senate Committee on Homeland Security and Government Affairs*

The Honorable Susan Collins  
*Ranking Member, Senate Committee on Homeland Security and Government Affairs*

The Honorable Mark L. Pryor  
*Chairman, Senate Subcommittee on Disaster Recovery and Intergovernmental Affairs*

The Honorable Peter King  
*Chairman, House Committee on Homeland Security*

The Honorable Bennie G. Thompson  
*Ranking Member, House Committee on Homeland Security*

The Honorable John L. Mica  
*Chairman, House Committee on Transportation and Infrastructure*

The Honorable Gus Bilirakis  
*Chairman, House Subcommittee on Emergency Preparedness, Response and Communications*

The Honorable Laura Richardson  
*Ranking Member, House Subcommittee on Emergency Preparedness, Response and Communications*

The Honorable Jeff Denham  
*Chairman, Subcommittee on Economic Development, Public Buildings and Emergency Management*

The Honorable Eleanor Holmes Norton  
*Ranking Member, Subcommittee on Economic Development, Public Buildings and Emergency Management*



### Ready Indian Country

On September 19, FEMA announced the launch of the Ready Indian Country campaign as part of the ongoing National Preparedness Month outreach. The new campaign provided disaster preparedness information resources for the 565 federally-recognized tribal nations and communities across the country.

The goal of Ready Indian Country is to partner with tribal leaders in asking individuals and families in Indian Country to take basic steps to prepare themselves for emergencies.

Ready Indian Country is designed to promote preparedness within tribal communities through education and outreach. It is intended to serve as a resource for Tribes to prepare their citizens and provide support in developing and implementing pre-disaster policies and procedures.

*“The 2011 goal was to significantly increase the level of individual and community preparedness, and work through our partners and coalition members to both strengthen awareness and support their engagement in a range of activities that promote national resiliency across all aspects of their community”.*

*– Citizen Corps*



### **Philadelphia National Preparedness Month Kickoff and Public Safety Fair**

On Friday, September 2, 2011 at 10:00 a.m. the Philadelphia Mayor’s office hosted a National Preparedness Month Kickoff and Public Safety Fair, at the Target store located at 7400 Bustleton Avenue, Philadelphia PA.

Mayor Michael Nutter proclaimed the start of National Preparedness Month in Philadelphia, encouraged all citizens to prepare for emergencies and take advantage of the emergency preparedness events during National Preparedness Month.

Michael Kelly, Executive Director of the Philadelphia Housing Authority announced a partnership with the Philadelphia Office of Emergency Management and the American Red Cross, Southeastern Pennsylvania Chapter; to provide Emergency Preparedness Workshops for residents of the Philadelphia Housing Authority.

Along with the workshops, Target sponsored emergency kits to be distributed to Philadelphia Housing Authority residents during these workshops.

Following the announcements, the Mayor and other officials helped the American Red Cross Youth Council and the Philadelphia Police Explorers as they assembled the emergency kits for the Philadelphia Housing Authority. Along with the kickoff, various response agencies took part in a Public Safety Fair in Target’s parking lot where they provided emergency preparedness information and recruited volunteers.

### **FEMA Intergovernmental Affairs Division**

FEMA Regional Administrators were provided with the following materials:

Memo to the RA from Craig on what’s new with National Preparedness Month (NPM) this year and the Regional role.

Letter for each Governor in their Region encouraging states to become an NPM Coalition Partner at Ready.Gov/Community and declare a proclamation

Letter for each Emergency Management Agency in their Region detailing the State role for supporting NPM.

An advisory about National Preparedness Month and the NPM fact sheet was sent to all state, local, tribal and territorial stakeholders (regions, partner associations, and Governor POCs) Information was also sent out promoting the August 9 NPM webinar to all SLTT stakeholders as well as an NPM update on September 21. In addition, IGA facilitated incorporation of NPM activities on ASTHO’s monthly conference call with the State Directors of Public Health Preparedness by inviting ICPD representatives to present on September 6.

There were a total of 28 Governor proclamations announced in support of NPM 2011 from the Governor’s of Alaska, American Samoa, Arkansas, California, Colorado, Washington, DC, Georgia, Guam, Hawaii, Iowa, Kansas, Maryland, Michigan, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, South Carolina, Tennessee, Virginia, Virgin Islands, Washington and West Virginia.

Throughout the month of September FEMA Regions helped facilitate state participation with events such as: the Fourth Annual NY State Citizen Corps Conference, Preparedness Jeopardy and Booth at Delaware-Delaware State Game, Minnesota State Fair, Bay View Ready at Wisconsin State Fair Park, Citizen Corps Booth at Utah State Fair, Arizona Statewide Citizen Corps Workshop, AK Governor, Anchorage Mayor, and State Director of Homeland Security jointly ask Alaskans to make a plan, build a kit, and be informed, State and county level preparedness outreach at Puyallup Fair (Western Washington State Fair), WA State Animal Response Team Pet Rescuing and Sheltering Presentation, Idaho State VOAD/Citizen Corps Conference: Functional Needs Populations in Disasters, Richmond Mayor Dwight C. Jones Neighbor to Neighbor Program - in partnership with the Hands On Network, and Washington’s statewide Tsunami Warning System Test, evacuation drill, and preparedness outreach for coastal communities.

## Notable Successes



### Get HandsOn

A program of Points of Light Institute, Get HandsOn partnered with the Ready Campaign, the American Red Cross and the Federal Alliance for Safe Homes to promote individual and family preparedness.

Participants were encouraged to make a pledge to create an emergency preparedness plan, build a disaster kit or get trained to become a volunteer. Once they pledged they were entered to win a Lowes gift card OR American Express Gift Card to help build their kit and received an email with additional information on how to be better prepared.

In addition to making pledges, visitors could also take an interactive quiz to test their family's readiness for emergencies and disasters.

HandsOn Network, the volunteer-focused arm of Points of Light Institute, is the largest volunteer network in the nation and includes more than 250 HandsOn Action Centers in 16 countries. Their network that— includes more than 70,000 corporate, faith and nonprofit organizations—delivers approximately 30 million hours of volunteer service annually.

### Faithful Readiness Conference

As a part of National Preparedness Month, the Department of Homeland Security (DHS) Center hosted its Faithful Readiness Conference in partnership with FEMA Region IX, US Customs and Border Protection, US Citizenship and Immigration Services, DHS Intelligence & Analysis, Immigration and Customs Enforcement, AZ State Division of Emergency Management, Pima County Office of Emergency Management & Homeland Security, the American Red Cross and a host of faith-based and community leaders in Tucson.

Joshua DuBois, Special Assistant to the President, spoke at the plenary session as well as hosting a meeting with approximately 30 pastors, faith, government and community leaders. Mr. DuBois responded to questions on disaster preparedness, jobs, access to grants information, fatherhood, and prisoner reentry and youth engagement.

Keynote speakers included FEMA Region IX Administrator Nancy Ward; aide to Congresswoman Gabrielle Gifford; and Tucson shooting survivor Pam Simon, Pima County Board Chairman Ramon Valadez and State Emergency Manager Lou Trammel. Rev. Dr. Grady Scott, Interdenominational Ministerial Alliance, inspired the audience with his presentation on the role of faith leaders in tragic incident response.

Further information about this event can be found at on the White House blog at

<http://m.whitehouse.gov/blog/2011/0>



### Get Tech Ready

This September, FEMA, the American Red Cross, the Ad Council and Google Crisis Response collaborated to launch a new preparedness web resource, [Get Tech Ready](#). This new resource was designed to educate individuals and families about how to use modern-day technology to help prepare, adapt and recover from disruptions brought on by emergencies or disasters.

Get Tech Ready provides Americans with tips on how to use technological resources before, during and after an emergency to communicate with loved ones and manage your financial affairs. Preparedness tips on the website include:

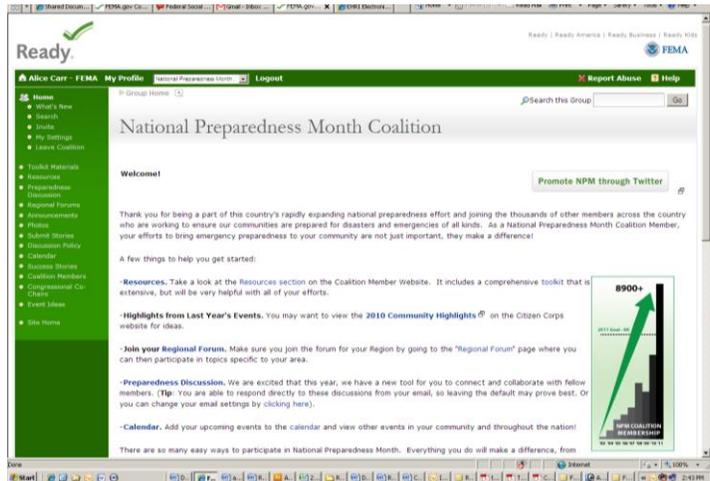
- Learn how to send updates via text and internet from your mobile phone to your contacts and social channels in case voice communications are not available;
- Store your important documents such as personal and financial records in the cloud or on a secure and remote area or flash or jump drive that you can keep readily available so they can be accessed from anywhere;
- Create an Emergency Information Document using the [Ready Family Emergency Plan](#) to record your emergency plans.

*“We estimated that approximately three million individuals were informed at thousands of events and activities across the country, ranging from seminars and fairs, to community outreach events, workshops, webinars and trainings.”*

– Ready.gov

### Introduction to the NPM coalition site

Expanding on the success of previous year's National Preparedness Month Coalition activities; a new collaborative community was built to provide resources and share experiences amongst NPM members. This site had a variety of collaborative and social features which allowed for a moderated "safe-space" for coalition members to discuss activities, organize amongst regions, receive documents from Ready.gov and share their successes. 8,935 organizations participated in communicating the NPM message and shared excellent questions, comments and content. 1,550 discussion comments were posted.



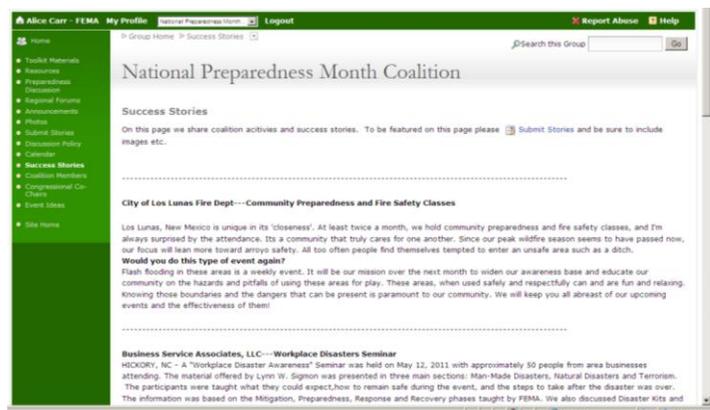
### Photo Sharing

More than 200 photos were shared amongst coalition members, from CERT activities, to tables set up at local shopping centers, coalition members took pride in showing off how they were preparing their community. Coalition members shared a personal element to the collaboration community that helped humanize their activities and encourage stronger collaboration.

Community Site Metrics Cumulative Activity 8/26/11 – 10/03/11	
Calendar Events Created	1,377
Messages Posted	1,550
New Users (Fully Registered Only)	8,935
Pictures Uploaded	211

### Success Stories

Coalition members were able to share with us their successful events and describe in brief the impact of their activities. These stories were an excellent resource for members considering hosting their own events and can act as a resource for development of future activity guidelines.



### Collaboration: National Events Calendar

Coalition Members nationwide were able to share scheduled events across the nation. 1,377 calendar events were posted, allowing interested individuals nationwide to find events of interest and even indicate their interest. Coalition members were also able to search out events in their area and discuss working collaboratively to ensure success. Event seekers could easily find more information by hovering over items to read short descriptions or clicking through for additional information.

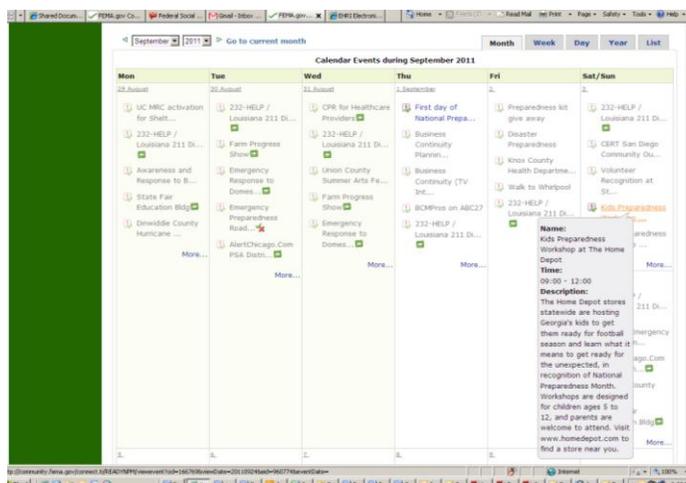
### Zip Code Capability

The National Events Calendar included a geo-spatial map feature so that members of the public could search their zip code or state and find events near them. By adding a visual and search feature to the calendar individuals were more likely to seek out events near them. Adding this functionality greatly improved users ability to connect with events in a centralized site.



### 2011 NPM Campaign Metrics

To measure the campaign successes a system was implemented at the start of the campaign, beginning with establishing set goals and expectations with the FEMA program offices.



Issue areas were then decided on based on best practices from the ShakeOut campaign and prior successes from the 2010 NPM campaign. The working group also established set goals and expectations for each of these issue areas.

All of these combined areas were identified as the areas directly impacting the campaign performance and therefore targeted and reviewed each week. Adjustments were made as needed to optimize overall effectiveness.

In addition, the group reached out to all coalition members from 2010 and non-traditional groups who were previously not focused on in previous years. Reports each week included percent to goal as well as the change from the previous week.

Summary of Registrants by Affiliation	
Businesses or Associations	1,208
Local Government	1,082
Individuals/Families	1,008
Non-Profit Organizations	723
CERT Groups	555
Medical Facilities/Health	452
Federal Government	438
Faith-based Organizations	417
Fire/Emergency Responders	411
State Government	371
Preparedness Organizations	339
Colleges/Universities	319
All Other Categories	1,612
<b>TOTAL</b>	<b>8,935</b>

“We will continue the great work that Faithful Readiness has started—especially with our youth.” We thank the leaders of southern Arizona, who are faithfully ready, indeed!”

- *Maiola Coleman, founder, Community Alliance Addressing Disparities at the Faithful Readiness Conference hosted by the Department of Homeland Security (DHS) Center in partnership with FEMA Region IX.*

*“Great to find this resource! I'm Martin Koechel, K9AMG - an amateur radio operator in New Hampshire and also the Public Information Coordinator for the NH Section of the American Radio Relay League (ARRL).*

*I'm active with the Amateur Radio Emergency Service (ARES) -- this group is a perfect fit for our volunteers to speak about preparedness in a broader context (during community events where we provide radio support like road races, etc.). I'm attending a race next weekend and this will become part of my public information booth.”*

*Martin Koechel*

### **Awareness and Emergency Training Events**

- The Children's National Medical Center held an event to raise awareness and encouraged the local community to take simple steps to prepare for emergencies in their homes, communities, and businesses. *Washington, DC*
- Palo Alto Neighborhood Block Preparedness Coordinators hosted Quakeville 2011, an event to let citizens experience life after a disaster with communal living in one of two Palo Alto Parks. Citizens camped overnight and participated in emergency drills and preparedness demonstrations. *Palo Alto, CA*
- The George Washington University hosted their 6th annual Safety Expo to increase the knowledge of personal safety and awareness for those who live within the GW community. *Washington, DC*
- Boston College Student Involvement Fair - on September 9, the Office of Emergency Management staffed a table at the fair where students can receive information on preparedness, ask questions, and sign up for CERT training. *Boston, MA*
- Boston College Preparedness Demonstrations - on September 19, the Office of Emergency Management, Boston College Police Department, Fire Safety, and Eagle EMS (on campus student run EMTs) set up information tables, displaying Emergency Supply Kits, holding CPR demonstrations, fire extinguisher training, and other activities to give students, faculty, and staff the opportunity to learn more about personal preparedness and safety. *Boston, MA*
- Maine Jamboree - on September 10 and 11, Maine hosted its state-wide CERT Jamboree. It was a two day event that is hosted at a camp in Maine. *Camp Laurel, Readfield, ME*
- Volunteer Recognition at Staten Island Yankees - on September 3, the NYC Office of Emergency Management celebrated the dedication of NYC OEM's Community Emergency Response Teams and the Medical Reserve Corps as the Staten Island Yankees played the Brooklyn Cyclones. *NYC, NY*
- 9/11 Day of Service and Remembrance - in commemoration of the 10 year anniversary of 9/11, millions of volunteers participated in service projects across the country. Led by [MyGoodDeed](#), the "I Will" campaign encouraged people to post tributes online and connect with volunteer projects for 9/11 Day of Service and Remembrance. In New



### ESPN Safety Day

On September 29, ESPN partnered with FEMA Region I officials, and many other public safety agencies to host ESPN Safety Day in Bristol, CT. On the ESPN football field— state, local, and federal emergency managers presented a preparedness message to an employee audience of almost 5,000 people. They were able to successfully engage and interact with over 500 people at their booth.

Not surprisingly ESPN is way ahead of the co-operate curve when it comes to preparedness with a strong organic security presence, a co-operate CERT team, a Storm Ready Rated Facility, and, most importantly, a forward leaning and thinking mindset on preparedness, continuity of operations, and resiliency.

York City, [New York Cares](#) led this effort, providing more than 1,000 hands-on volunteer opportunities for New Yorkers to give back and serve the city and the nation together. *NYC, NY*

- FDNY CPR Trainings - the NYC Office of Emergency Management partnered with the FDNY to offer four (4) free CPR classes throughout the month through the Partners in Preparedness, CERT, and Citizen Corps Council programs. *NYC, NY*
- StormReady Certification - during National Preparedness Month, Region 7 became the first FEMA office in the country to be certified by the National Weather Service (NWS) as StormReady, a preparedness initiative administered by the NWS that encourages communities to become more prepared for hazardous weather operations through enhancement of communication, training and planning. To earn the certification, Region VII employees received SKYWARN® Storm Spotter Training. The region hosted an NWS site visit, and participated in a review of its operations' plan for severe weather sheltering, as well as communication channels and procedures. *Kansas City, MO*
- CERT Class – RTD - on September 10, the Denver CERT program educated volunteers about disaster preparedness for hazards that may impact RTD's transit system with training in basic response skills, such as fire safety, search and rescue, team organization, and disaster medical operations. Training was limited to those who frequently ride RTD bus or Light Rail and each participant was subject to a background check. *Denver, CO*

### Disaster Exercise Events

- Teton County local responders conducted exercises with over 200 National Guard soldiers from five states to evaluate their ability to respond to chemical, biological, radiological, nuclear, and/or explosive events. *Teton County, WY*
- Ojai Valley OK! Drill - on Wednesday September 21<sup>st</sup>, the Ojai Valley CERT program held their annual *OK! Drill*. Prior to the drill inexpensive *OK!* signs were distributed to the public. Within 65 minutes over a thousand signs were counted and communicated throughout Ojai Valley via Ham Radio. Nearly 100 volunteers from CERT, Ham Radio and Red Cross participated. Other CERT Groups also participated and communicated with the Ojai EOC/Police Department via the Ventura County Ham Radio Repeaters. Before the drill, residents were be asked to:
  - Review their Disaster Plan and check their emergency supplies
  - Tune into AM 1610 (or local frequency) for instructions and information
  - Post *OK Drill!* signs in a window facing a street or on a mailbox
  - Check on their neighbors



#### Region 4

“Kelly Kentucky is a small community of approximately 300 patriotic and devoted citizens. After criminals targeted the community the citizens decided to fight back. They held their first community meeting in one of the three local churches with 68 in attendance. That evening they formed a Neighborhood Watch and made plans to form a CERT. Within eight months the community have a 26 member trained CERT, a majority of the community personally preparing for emergencies, have held three additional community meetings, received CERT Basic Training, Fire Suppression training, Chain Saw Safety and Search & Rescue training, Traffic Control training, Salvation Army Mobile Kitchen finalization; plus they have set up or participated in multiple preparedness booths. Today, 24 September 2011 the Pennyryle Regional Citizens Corps Council just finished another day of manning an informational preparedness booth at a festival in Crofton, KY, another small community township. We have met with the Mayor and City Council and have their full support and commitment. In two weeks we will hold a community meeting in a church in their town. We already have the CERT Basic Training planned and dates set, plus a Red Cross First Aid, CPR and AED course. The excitement is already burning and we will report the outcome of the Crofton community activities in the coming months.”

- US Marine Corps’s Chemical Biological Incident Response Unit and FDNY Technical Rescue School Full-Scale Exercise at Penn Station - on September 23, CERT volunteers participated in the US Marine Corps’s Chemical Biological Incident Response Force Unit and FDNY Technical Rescue School full-scale exercise at Penn Station to test and drill for a chemical biological incident response. *NYC, NY*
- Ready Emergency Preparedness Events - over the course of September the Ready New York program staffed over 52 emergency preparedness events with partner organizations throughout five boroughs. *NYC, NY*
- U.S. Army Garrison held an annual tabletop exercise dealing with a Tornado response and recovery for essential personnel and a functional exercise simulating the evacuation of key Directorates on evacuation and Family Assistance Center activation. *Fort Detrick, MD*

#### Making a Plan Events

- World Cares Center hosted emergency preparedness training to develop preparedness plans for leaders and staff of senior centers and elder care facilities in Staten Island. *Staten Island, NY*
- Jefferson County hosted a Business Continuity Planning Workshop to educate businesses on how to protect themselves from disasters. *Shepherdstown, WV*
- Immigrant Task Force Speaker Series: The Time is Now! Planning for the Unexpected - September 7, the NYC Citizen Corps Council’s Immigrant Task Force, in conjunction with the NYC Office of Emergency Management, hosted a workshop to help non-profit organizations plan for what to do when the vital services and support operations that they provide to local communities are interrupted by disaster. Topics for discussion included:
  - Have you thought about how your organization’s role in the community might change after a disaster?
  - Is your organization prepared if your regular operations are disrupted?
  - Do you have a plan to continue vital services to your clients if this were to happen?
  - Do your employees know how to take steps to prepare themselves and their families to be ready for an emergency?
- CERT San Diego Community Outreach - Mira Mesa - Battalion 5's Mira Mesa team participated in National Preparedness Month each year in their community street fair. This year, though, on September 17<sup>th</sup>, they took it to the next level. Instead of standing behind a table and handing out information, the Mira Mesa team and their partners brought disaster preparedness and awareness to the people with walking displays of CERT skills, impromptu mini 'flash mobs' of a mock disaster and how CERT responds, and more. *San Diego, CA*

### Events Involving an Emergency Kit

The Arizona Emergency Information Network (AzEIN) partnered with the Le Cordon Bleu College of Culinary Arts in Scottsdale to debut the "*Emergency Kit Cook-off*," a unique cooking competition inspired by the 72-hour emergency kit. *Scottsdale, AZ*

FEMA Offices organized a "Best Emergency Kit Competition" that teams up with employees to create the best themed emergency kit within a limited budget. *Nationwide*

Supporting the 9/11 Day of Service and Remembrance, the NYC Office of Emergency Management (OEM) facilitated a volunteer project for *New York Cares* at P.S. 140 Nathan Strauss Middle School to educate volunteers on the importance of emergency preparedness and make Go-Bags. With the help of more than 60 volunteers from American Express, GlaxoSmithKline, JP Morgan Chase, Mission Continues and the NBA, 450 Go-bags were assembled in record time to be used during Ready New York emergency preparedness presentations.

Ready My Plan Emergency Preparedness Guide - as part of National Preparedness Month OEM's Ready New York program released a new emergency preparedness guide which focuses on emergency planning. This guide includes a form to help build out your personal and family emergency plan. *NYC, NY*

When the University of Arkansas football team faced New Mexico on Sept. 10 in Little Rock, the day was designated "Razorbacks Remember" in tribute to the 10th anniversary of the Sept. 11 2001 terrorist attacks. As part of Razorbacks Remember, the UA Athletic Department asked all fans to participate in the Red, White and Blue Out by wearing alternating red or white depending on their seat location inside War Memorial Stadium. Fans in odd-numbered sections were asked to wear white, and fans in even-numbered sections were asked to wear red. The Red, White and Blue Razorback logo was painted at midfield. Before the national anthem, there was a moment of silence. There was also a scheduled flyover from the 189th Air Wing of the Arkansas National Guard based at the Little Rock Air Force Base. In addition, the Razorback Marching Band performed patriotic music at halftime. The activities that the Arkansas Department of Emergency Management/Citizen Corps completed at the event included:

- Registration for Emergency Kit Give-a-way
- Signing support posters for NYPD and DOD (See PDF of example)
- Filming PSA footage for "What Preparedness Means to Me..."
- Tailgating activities with Ready Cups and Cinch Packs

### Disability, Access and Functional Needs Preparedness

- Serve DC hosted a disability integration luncheon featured guest speakers and a panel discussion between attendees and emergency managers. Topics included: Fostering partnerships between EM professionals and organizations - encouraging participation of access

*"I was a team leader for week 3 Northern California response to the Northridge quake, before I became disabled. Doing this gives me a sense of purpose and is a way I can give back to my community, when they have done so much to accommodate my disability. I am looking forward to reading what others are doing to enhance my presentations. Thank you for this opportunity."*

*Peggy in Sierra Nevada area*



## Region 2

NPM 2011 Kick-off - On Thursday, September 1, OEM, NYC Citizen Corps Council, and fellow NYC volunteers kicked off National Preparedness Month across New York City in all five boroughs. Volunteers from the American Red Cross in Greater New York, CERT, Medical Reserve Corps, NYC Service, OEM, and Tzu Chi came together to educate New Yorkers about emergency preparedness.

In Times Square, OEM Commissioner Bruno, FEMA Administrator Craig Fugate, and Ad Council CEO Peggy Conlon officially kicked off NYC's National Preparedness Month with the launch of [Partners in Preparedness](#), a program for businesses, not-for-profits, and government organizations, and new [Ready New York public service advertisements](#).



To end the day, Commissioner Bruno and OEM staff rang the [NASDAQ Stock Market Closing Bell](#) to celebrate the start of National Preparedness Month.

and functional needs populations in emergency preparedness and planning. *Washington, DC*

- CalEMA's Be Prepared! Emergency Preparedness Event featured a live preparedness demonstration with a local service dog named Hawk and his owner. Hawk notified his owner after hearing an emergency alarm during a practice drill. *Sacramento, CA*
- A disabled registered nurse gave a two part presentation on her local public access channel and ran her presentation several times during September. She also does local safety fairs with displays of different types of grab-n-go kits that include information on special needs and how to get prescriptions during a declared disaster. *Carson City, Nevada*
- United Senior Center CERT - September 27, a CERT program affiliated with the United Senior Center in Brooklyn (a Spanish speaking senior center) held emergency preparedness events at their senior center as a part of their regular programming. *Brooklyn, NY*
- The Joint Idaho State VOAD-Citizen Corps conference was held on September 19 and focused on Functional Needs Populations in Disasters. Speakers on homelessness spoke on how disasters affect them. Idaho has one of the largest homeless populations.; Department of Human Services – Children in Disasters; Refugee Populations – new to emergency planning; brought together how all of these groups can work together. *Boise, ID*

## Private Sector and Businesses Promote National Preparedness Month

- Wal-Mart ran Preparedness PSAs on the checkout display in all 588 stores in the US with an estimated audience reach of nearly 24 million viewers. *Nationwide*
- Target displayed NPM Posters throughout their 1762 break rooms during the month of September. *Nationwide*
- Lowe's Home Improvement Store in Allen, TX educated people on how to be more prepared in case of an emergency by encouraging shoppers to have an emergency supply kit, an emergency plan, and to stay informed about the different emergencies that can happen in their area. *Allen, TX*
- The 5<sup>th</sup> Annual African American Women's Business and Career Conference held at the Chicago Cultural Center featured a preparedness panel discussion and provided information on FEMA. The event was attended by approximately 100 people and local television personality Val Warner was also in attendance. *Chicago, IL*
- At P.S. 140 Nathan Strauss Middle School in the Lower East Side, *New York Cares* in conjunction with its national and local partners brought together several hundred volunteers from the private sector and non-profit organizations. Leaders from *New York Cares*, *MyGoodDeed* and the *Points of Light Institute* echoed the enduring commitment of volunteers from all different backgrounds to come together and



### Region 3

On September 17, the [Fairfax County Office for Children](#) offered "Be Ready: Emergency and Safety Preparedness," a day-long conference for family child care providers that will be held at the Fairfax County Government Center.

The September 17 conference featured 6 sessions presented by subject-matter experts from various Fairfax County agencies:

A life safety education specialist with the Fairfax County Fire and Rescue Department, presented "**Home Fire Safety.**"

A crime prevention officer with the Fairfax County Police Department presented "**Planning and Staying Safe in Your Home.**"

The emergency management coordinator for the Fairfax County Health Department, and a community liaison with the Fairfax County Office of Emergency Management, presented "**How Prepared Are You?**"

The coordinator of the Fairfax County Office of Emergency Management presented "**Are You Prepared to Survive?**"

A DFS Healthy Families social worker, presented "**Building Resiliency: How to Have 'Bounce Back' Kids.**"

- A prevention specialist with the Fairfax-Falls Church Community Services Board, presented "**Stress Management Before, During, and After Emergencies.**"

serve. Dispatched to different parts of the middle school, volunteers repainted the playground, packed emergency preparedness bags, planted a neighborhood garden, and painted an outdoor mural to commemorate the anniversary. *NYC, NY*

- September: A Time for Football...and Preparedness - Region 3 FEMA personnel attended the Mayor's Cup game (annual football game between Temple University and Villanova University) in Philadelphia to help kick off National Preparedness Month. They partnered with the Philadelphia Office of Emergency Management to help spread the word and help people get prepared for emergencies. Their partners at Philadelphia Office of Emergency Management helped people sign up for emergency text messages for Philadelphia, and helped spread the word on the [FEMA preparedness text messages](#) - citizens can text PREPARE to 43362 (4FEMA) to sign up. Similar events were held on Sept. 17<sup>th</sup> where they attended Delaware and Pennsylvania for the Delaware-Delaware State and Temple-Penn State games. They also attended the Heroes Day event in Philadelphia and the Philadelphia Union soccer match.
- Business Conference - the 5<sup>th</sup> Annual African American Women's Business and Career Conference held at the Chicago Cultural Center featured a preparedness panel discussion and provided information on FEMA. More than 100 people attended the event and local television personality Val Warner was also in attendance. *Chicago, IL*

### Preparedness Events for Youth

- Teen Advocates for Community Safety and the Cedar Park Fire Department partnered with Chick-Fil-A's Family Night to host an *I'm Too Prepared to Be Scared Event* which conducted safety training and demonstrations, provided preparedness printed materials, and lead fun safety games. *Cedar Park, TX*
- FEMA held a workshop on *Implementing Youth Emergency Preparedness in Your Organization* at New Orleans City Hall. The goal of the workshop is to provide an interactive roadmap and valuable information to encourage leaders of organizations working with youth to execute a preparedness program. *New Orleans, LA*
- The Home Depot teamed with *Ready Georgia* to help Georgia's kids learn all about emergency preparedness during the free September Kids Workshop at every Home Depot in the state, to learn what it means to get ready for the unexpected, in recognition of National Preparedness Month. Workshops are designed for children ages 5 to 12, and parents were encouraged to attend. Every child who attends will make a bean bag toss games and received a cool *Ready Kids* activity book, kid-sized orange apron and achievement pin. *Statewide, GA*
- Knox County, KY School Safety Week - during the week of September 19 - 23, all schools in the Knox County School District focused on

*"First and foremost, I am prepared. Secondly, it is my passion along with my husband to teach preparedness to as many people as possible. To that end, my husband has a preparedness blog that he maintains and updates regularly. We are also members of the North Heights Preparedness Team. North Heights is a church in Arden Hills, MN. This is our first year being a part of National Preparedness Month and our first year presenting preparedness to our congregation."*

*Trudee Ray*

*North Heights Preparedness Team*

preparedness and practiced all safety drills and conducted activities in classrooms on family disaster preparedness. Activities conducted during school safety week are coordinated by the district's emergency planning steering committee. The committee will meet throughout the year to review and revise emergency plans for each school. The plans list the detailed steps staff and students should take during and after a variety of emergencies. *Knox County, KY* Cops & Kids Day - hosted by the Westerville Division of Police, this was a free event designed to provide children of all ages with the opportunity to interact with local law enforcement officers. The event, held on September 11, included free refreshments, prizes, music, SWAT displays, helicopters, Dare cars, mounted patrols, K-9 units, a "Dunk-A-Cop" tank, and souvenir gifts. *Westerville, OH* Youth Preparedness Conference - on September 30, 2011, FEMA Region 6 hosted a conference on integrating youth emergency preparedness into schools and youth-oriented organizations. *New Orleans, LA*.

Septemberfest at Oklahoma Governor's Mansion - an annual family festival hosted by the state of Oklahoma's first family, Septemberfest includes attractions and activities as well as hands-on learning for children such as crafts and old-fashioned games. In addition, the popular event celebrates the history and heritage of Oklahoma with food, live entertainment and story-telling. On average, 30,000 to 40,000 people enjoy Septemberfest in Oklahoma City each year. This year, Septemberfest was held on September 10. Ready.gov materials were distributed. *Oklahoma City, OK*

Boy Scout Camporee, FEMA Region 7 provided preparedness information and representatives to teach the Boy Scouts about preparedness. Region 7 is working with the Camporee coordinator to try to help the Scouts earn their Emergency Preparedness merit badge during the event. *Smithville, MO*

### **Faith Based Organization Events**

SAFE Washington's High Holiday Preparedness Training is geared toward helping participating Jewish Agencies in Washington State prepare for the High Holidays through awareness, emergency training, policy, and procedures. *Washington State*

"Faithful Readiness" Southwest Regional Preparedness and Security Conference fostered partnerships among faith leaders and community leaders with local, state, and federal homeland security and emergency management officials to improve resiliency against all hazards by promoting a whole of community approach and developing cross-sector solutions. *Tucson, Arizona*

Richmond's Neighbor to Neighbor Program - in partnership with the Hands On Network, the Administration of Mayor Dwight C. Jones, and other stakeholders throughout the city, leveraged NPM to hold a week of service and tribute to commemorate the tenth anniversary of the 9/11 attacks. On the morning of September 11, Mayor Dwight



### Region 5 - Don't Delay. Prepare Today.

FEMA Region 5 created a series of seven video messages that individuals can embed onto their website or link directly to for preparing your pets, businesses, individuals with access and functional needs and travel plans.

The videos were created for business owners, employees, educators, students, parents or concerned citizens, to send a message that there are simple steps you can take to get your organization, school, community or family better prepared before a disaster strikes. These short preparedness videos were made available in the FEMA multimedia library. To help spread the word about emergency preparedness, individuals have been encouraged to share the videos with coworkers, family, and friends.

Jones joined city officials and a large multiplicity of volunteers at the city's Carillon Byrd Park to reflect on the events of that day and how we have since come together through service to build a better, stronger city. From there, the Administration deployed this veritable army of volunteers to service projects taking place all around the city. For a complete list of projects see the following link:

<http://www.richmondgov.com/NeighborToNeighbor/911ServiceWeek.aspx> Richmond, VA

### Collaboration with Health

- Cascade County and the City of Great Falls hosted a Walk-in Flu Shot Clinic which provided an opportunity for health care providers and local first responders to demonstrate their ability to provide mass care to the community. *Cascade County, MT*
- Union County Office of Health Management deployed and operated their Western Shelter system and provided All-Hazards Preparedness information to the public. *Union County, NJ*
- Morris County Office of Health Management provided emergency preparedness information for all hazards with an emphasis on preparing for public health emergencies at their community health day, which includes free screenings and many exhibitors and workshops. *Morris County, NJ*
- On September 24, Evergreen's annual Disaster Readiness Fair offered presentations, workshops and activities filled with critical information and key resources for community members who want to prepare their families for a range of disasters, whether it's heavy snowfall, an earthquake or a hazardous chemical spill. The fair was held at the Evergreen Hospital Medical Center and featured:
  - "Talking to Kids about Disasters," which offers helpful advice on how and when to talk to children about disasters and staying safe.
  - Northshore Utility District addressed crucial water storage tips, including how much to store, what kind of containers to use and where to store it.
  - Washington State Animal Rescue Team shared information on preparing pets and livestock for disasters.
  - Puget Sound Energy (PSE) high voltage demonstration featured power lines energized to 12,000 volts to display common accidents and safety tips to help prevent them. PSE also provided instructions for how and why to shut off a gas meter in an emergency.
  - Techniques to properly discharge fire extinguishers; CPR training, and building a personal emergency kit.

### Preparedness Events for Pets

- Sweetwater County Animal Response Team held a Build Your Own Kit Day and helped community members build emergency kits for their pets. *Rock Springs, WY*



### Center for Domestic Preparedness

On September 8th the Center for Domestic Preparedness (CDP) joined more than 50 emergency response and volunteer organizations committed to readiness to support the *Be Ready Day* event held at Troy University in Troy, Ala. Emergency agencies provided large exhibits and lifesaving equipment, to include preparedness information, and realistic demonstrations.

During *Be Ready Day*, many Alabamians received a firsthand look into the assets available to the state if an emergency arises. The CDP wheeled its 80-foot Mobile Advanced Training Trailer (MATT) and provided displays used to train first responders across the nation for mass casualty or weapons of mass destruction (WMD) events. The goal of *Be Ready Day* is to increase public awareness regarding citizen preparedness for any disaster or emergency as well as demonstrating the state's response capabilities.

Other CDP displays contained an information booth providing CDP training information for first responders and the ever popular Ready Kit information for both children and adults.

- Washington State Animal Response Team set up a pet preparedness booth at the 9<sup>th</sup> Annual Harbor Hounds Dog Walk. *Gig Harbor, WA*
- FEMA Region 6 organized a Tribute to the Dogs of 9/11 and Pet Preparedness Table. Table highlights were a pet preparedness kit and photos of local search and rescue dogs of 9/11. *Denton, TX*
- BYOK - Build Your Own Kit for your Pets - on September 15, SCART (Sweetwater County Animal Response Team) helped community members build emergency kits for their pets. *Sweetwater County, WY*
- Pet Sheltering and Rescue Course - Washington State Animal Response Team (WASART) Operations Leader Denise Steinkerchner gave a two hour presentation at the Disaster Preparedness and Sheltering Course on September 10, 2011 organized by the Skagit County Emergency Management Department. *Skagit County, WA*
- Pet Rescue and Sheltering Booth - the 9th Annual Harbor Hounds Dog Walk was held on September 17 in Gig Harbor, WA. This event benefits the Prison Pet Partnership and the Coalition of HUMANe Spay and Neuter Clinic and Rotary Mid-Day Club of Gig Harbor. Many vendors were on-site and day-of-event registration was available. WASART employees also staffed a pet rescue and sheltering booth. *Gig Harbor, WA*
- **Disaster Preparedness for Pets and Livestock Presentation** - on September 27, the Tri-County Veterinary Medical Association, serving veterinarians in Whatcom, Skagit, Island and San Juan Counties, scheduled a continuing education class at 6:00 p.m. in Bellingham, WA. CE credits are available for attending veterinarians. Gretchen McCallum and WASART member Heather Stewart, VMD, will give a presentation on Disaster Preparedness for Pets and Livestock that evening. *Bellingham, WA*

“Preparedness is a shared responsibility, and my Administration is dedicated to implementing a "whole community" approach to disaster response. This requires collaboration at all levels of government, and with America's private and nonprofit sectors. Individuals also play a vital role in securing our country. The National Preparedness Month Coalition gives everyone the chance to join together and share information across the United States.”

– Presidential Proclamation, National Preparedness Month



#### **FEMA partners with Amtrak and the Red Cross for National Preparedness Month**

Oakland news crews shoot Amtrak passengers at the Jack London Station in Oakland, CA taking readiness materials from FEMA and the Red Cross. Amtrak has partnered with FEMA to promote National Preparedness Month to its passengers by attaching Ready.gov brochures to tickets serving as a reminder to have an emergency plan of action at home and work.



**Stevens Point Fire Department participates in TV commercial** – Statewide (Wisconsin) TV campaign featuring first responders, urging viewers to remember the 9/11 victims and honor them by preparing themselves and their families for future emergencies. You can see the spot at <http://readywisconsin.wi.gov>

Viewers were also urged to visit our website for a chance to win an emergency kit.



#### **FEMA participates in CalEMA's Be Prepared! Emergency Preparedness Event**

David Ball (seated in wheelchair) Disability Integration Specialist for FEMA Region 9 listens as Farley Howell (speaking at podium) National Preparedness Director for FEMA Region 9 reminds the listening crowd at CalEMA's Be Prepared! Emergency Preparedness Event at the Capitol in Sacramento, "There is no season for earthquakes in California, and we all must take the necessary steps to be prepared now." FEMA participated in the event as part of National Preparedness Month.



#### **Preparedness booth at the Temple vs. Penn State football game**

Sam Musgrave from FEMA Region 3 stands in front of the preparedness booth at the Temple vs. Penn State football game as Region III promotes National Preparedness Month.



FEMA

