



# National Preparedness Month

September 2007

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- National Preparedness Month is a nationwide effort to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.
- National Preparedness Month is celebrated during September.
- 2007 marks the 4th annual event.

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- The goal of National Preparedness Month is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action:
  - Get a family emergency supply kit.
  - Make a family emergency plan.
  - Be informed about different threats.
  - Get involved in preparing your community.

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**READY.GOV**  
U.S. Department of Homeland Security

- For the first time, National Preparedness Month 2007 will focus on different areas of emergency preparedness.
  - **September 1-8:** Back-to-School.
  - **September 9-15:** Business preparedness.
  - **September 16-22:** Multicultural preparedness.
  - **September 23-30:** Home and family preparedness, including pets, older Americans and individuals with disabilities and special needs.

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## **R-ESF 15 Events and Activities in the NCR:**

Z-Cards continue to be popular:

- Individual jurisdictions continue to distribute these collateral materials.
- Remaining z-cards are being warehoused by the District of Columbia.

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## **R-ESF 15 Events and Activities in the NCR:**

- Regional Advertising for "Be Ready."
  - Advertising is required to sustain personal preparedness and awareness.
    - Two years ago, 50 percent of residents were aware of the campaign.
    - Today, less than 30 percent are aware, according to research conducted last July.
  - \$100,000 in print and/or electronic advertising.
  - FY'07 UASI funding requested to extend the campaign into future years.

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### **R-ESF 15 Events and Activities in the NCR:**

- Alert Notification Systems - later this year and next, the NCR will conduct a regional campaign to market these alert systems as a family.
  - Will support local marketing efforts conducted by individual jurisdictions, but will offer residents a single place to sign up for multiple systems.
  - Will support the "Be Ready" campaign.

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## R-ESF 15 Events and Activities in the NCR:

- This Web site was set to expire this month, but the NCR recently renewed the subscription until 2012.
- The site will continue to be a regional portal for offering preparedness information, and updated content will be added.
- The site will be promoted in September through regional advertising.





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## **Events and Activities in the NCR:**

- Individual NCR jurisdictions will use National Preparedness Month to promote their alert notification systems and information about personal emergency preparedness.



# Questions?

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