

National Preparedness Month

September 2007 – Coalition Member Tool Kit



Homeland
Security



National Preparedness Month 2007

Thank you for becoming a National Preparedness Month 2007 Coalition Member and making a commitment to a better prepared America. This tool kit is designed to assist you and your organization as you participate in National Preparedness Month 2007. The goal of this nationwide effort is to increase public awareness about the importance of preparing for emergencies, including natural disasters and potential terrorist threats, and to encourage individuals, families, businesses and communities to take action. New for 2007, we have identified four focus areas:

- **Week One** – September 1-8: Back-to-School and *Ready Kids*
- **Week Two** – September 9-15: Business Preparedness and *Ready Business*
- **Week Three** – September 16-22: Multicultural Preparedness (coinciding with the beginning of Hispanic Heritage month)
- **Week Four** – September 23-30: Home and Family Preparedness (including older and disabled Americans, as well as pet owners)

We respectfully ask all National Preparedness Month Coalition Members to select one or more activities to promote emergency preparedness during the month of September. By participating in this important effort you will help encourage Americans to take steps to prepare for emergencies.

This tool kit highlights ways to spread the preparedness message to your employees, members, customers and constituents and work together with other Coalition Members. It also includes suggested ideas that are suitable for each of the four focus areas. These are suggestions of how to participate, but we encourage you to tailor the ideas to fit the needs of your organization and community.

We encourage you to register your events on the National Preparedness Month calendar (accessed via www.ready.gov). Similar to last year, we will feature select efforts organized by Coalition Members in our national media outreach and/or may contact you about having a U.S. Department of Homeland Security official participate in your event.

As always, we welcome additional thoughts or ideas you have for your organization's role in National Preparedness Month 2007. You may contact Homeland Security by e-mailing npm@dhs.gov. This year The Advertising Council is hosting a new feature on the National Preparedness Month Web site allowing you to post your success stories and events and to exchange information with other National Preparedness Month Coalition Members. You'll find more details and directions about this new Web site featured on page 38 of this tool kit.

Thank you for participating in National Preparedness Month 2007 and helping to create a culture of preparedness in America.

Sincerely,



Kristin Gossel
Director, *Ready* Campaign
U.S. Department of Homeland Security

National Preparedness Month 2007

MEMBER TOOL KIT CONTENTS

	<i>Page Number</i>
I. PREPAREDNESS IDEAS FOR THEMED WEEKS	4-6
• Week One – September 1-8: Back-to-School and <i>Ready Kids</i>	4
• Week Two – September 9-15: Business Preparedness and <i>Ready Business</i>	4
• Week Three – September 16-22: Multicultural Preparedness	5
• Week Four – September 23-30: Home and Family Preparedness	5
• Other Ideas to Use Throughout National Preparedness Month	6
II. SAMPLE PREPAREDNESS COMMUNICATION MATERIALS	7-25
• <i>Ready</i> Brochures	8
• National Preparedness Month PowerPoint Presentations	9
• Instructional Videos for Download	9
• Emergency Supply Checklist and Family Emergency Plan Template	10
• National Preparedness Month Web Banner	11
• <i>Ready</i> Public Service Announcements	12-13
• National Preparedness Month Employee/Customer Poster	14
• Customizable Emergency Preparedness Bill Stuffer and Invoice/ Receipt Messages	15
• E-mail Announcement to Encourage Emergency Preparedness	16
• Emergency Preparedness Newsletter/ Web site Article One	17
• Emergency Preparedness Newsletter/ Web site Article Two	18
• Emergency Preparedness Newsletter/ Web site Article in Spanish	19
• Emergency Preparedness Frequently Asked Questions	20-22
• Emergency Preparedness Quiz	23-25
III. SUPPORTING MATERIALS FOR EVENTS	26-35
• Emergency Preparedness Letter to Event Organizer	27
• Emergency Preparedness Invitation to Speak	28
• Emergency Preparedness Event Invitation Flyer	29
• National Preparedness Month Event Poster	30
• Emergency Preparedness Newspaper Calendar Section Submission	31
• Emergency Preparedness Event Media Advisory	32
• Media Training Quick-Reference Guide	33-35
IV. WORK TOGETHER WITH OTHER NATIONAL PREPAREDNESS MONTH COALITION MEMBERS	36-37
• Work Together	36
• Share Your Success	36-37
VI. ADDITIONAL RESOURCES	38
• Links to Web sites and More Information	38
• Downloadable Logo Information	38
• How to Post Events for Possible DHS Participation	38
• Common Questions & Answers About the Calendar	38
• <i>Ready</i> Materials Order Form	39

National Preparedness Month 2007

SECTION I: PREPAREDNESS IDEAS FOR THEMED WEEKS

New for 2007, we have identified four focus areas: Back-to-school/*Ready Kids*, business preparedness/*Ready Business*, multicultural preparedness, and home and family preparedness. The following section outlines sample activities you can use throughout September or during the themed weeks. Sample preparedness materials can be found in the following sections to assist you with the activities and events listed below.

Week One – September 1-8: Back-to-School and Ready Kids

- **Preparedness Programs at Back-to-School Nights.** Organize preparedness programs to be conducted in your local schools during “back-to-school nights” by working with your local Office of Emergency Management or Citizen Corps Council. Invite families to attend and distribute *Ready, Ready Kids* and, if available, state and local materials to explain how families can prepare for emergencies. Consider having a local first responder teach parents how to make an emergency supply kit and family emergency plan. The National PTA has worked with the U.S. Department of Homeland Security to help spread the *Ready* message to its members nationwide and local or state PTAs in your area might be able to assist you in your efforts. Rex, the official *Ready Kids* mascot, is also available to make an appearance at family events. All reservations and requests for the Rex costume must be coordinated through your state or local government. These organizations are responsible for ordering the costume and providing the official talent to portray Rex at your events. It is strongly recommended that governments submit their requests for Rex at least four weeks prior to an event.
- **Preparedness Programs at Libraries or Other Community Facilities.** Another option is to organize preparedness programs at public libraries or other community facilities by working with your local Office of Emergency Management or Citizen Corps Council. As with the “back-to-school nights,” you can distribute materials and provide interactive lessons that teach residents how to prepare for emergencies that could affect their neighborhoods. The American Library Association has worked with the U.S. Department of Homeland Security on the *Ready* Campaign and your local library may be interested in serving as a key community resource to spread this important message.

Week Two – September 9-15: Business Preparedness and Ready Business

- **Business Preparedness Review.** Organize an emergency preparedness procedures review with employees to go over your company’s emergency plans. For more information about business preparedness, go to www.ready.gov and click on “*Ready Business*.”
- **Update Employee Contact Lists and Practice Emergency Drills with Employees.**
- **Offer First Aid/CPR Training to Employees.**
- **Work with a Local Business or Commerce Organization.** You can work together to host workshops for business leaders about the importance of business preparedness. The U.S. Chamber of Commerce and the Better Business Bureau have worked with the U.S. Department of Homeland Security on the *Ready* Campaign and their local organizations may be interested in serving as a resource for you.

Week Three – September 16-22: Multicultural Preparedness

- **Include Preparedness at Hispanic Heritage Month Events.** Offer to organize a preparedness event (in English or Spanish) in conjunction with a local Hispanic organization's Hispanic Heritage Month (September 15 - October 15, 2007) event. Work with the organization's leaders to plan the outreach.
- **Set up an Information Booth.** Set up an information booth/table with preparedness literature at local multicultural events. *Ready/Listo* literature is available in Spanish and can be downloaded at www.ready.gov or www.listo.gov, or you can order printed copies by using the form on page 39 or calling 1-800-480-2520. In addition, your state or local government's Office of Emergency Management might have additional materials in other languages.
- **Team up with Civic and Professional Groups.** Work with your local civic and professional groups that represent the cultures present in your community to distribute emergency preparedness materials during their September monthly meetings or special events.

Week Four – September 23-30: Home and Family Preparedness

- **Public Event at Community Center.** Invite local government officials or first responders to give a brief emergency preparedness presentation at family activity center, library or other family gathering place. You could demonstrate how to put an emergency kit together and the necessary supplies needed for individuals and their families using the *Ready* Emergency Supply Checklist. You could also walk through how to develop a Family Emergency Plan by using Homeland Security's Family Emergency Plan Template available at www.ready.gov.
- **Preparedness Activities at Community Event.** Include emergency preparedness in existing community events by conducting demonstrations or handing out materials. Consider local events already scheduled in your community during September such as state or county fairs, festivals or sporting events. Minor League Baseball has worked with the U.S. Department of Homeland Security to help spread the *Ready* message to baseball fans nationwide and your local baseball team might be able to assist you in your efforts.
- **Preparedness Program for Older and Disabled Americans.** Host an event for older adults, people with disabilities or special needs, and caregivers, reminding them of the special considerations they should make when preparing their emergency supply kit or family emergency plan. You can distribute the *Ready* brochures for older and disabled Americans. The event could be held at a hospital, community center or nursing home. AARP has worked with the U.S. Department of Homeland Security's *Ready* Campaign and their local organizations may be interested in taking part in your event.
- **Preparedness Program for Pet Owners.** Host a preparedness event in conjunction with local pet events or pet walks and distribute the *Ready* brochures for pet owners. This event could bring together animal lovers in the community and help them to develop emergency plans that take into consideration the special needs of their animals. The Humane Society of the United States, American Kennel Club, ASPCA and the American Veterinary Medical Association have worked with the U.S. Department of Homeland Security on the *Ready* Campaign and their local organizations or members may be interested in helping out.

Other Ideas to Use Throughout National Preparedness Month

- **“How-To” Seminar or Preparedness Day.** Host an “Emergency Preparedness Event” teaching people how to create a family emergency plan and make an emergency supply kit. This event could take place at your office, local park or local community center.
- **Community Emergency Response Team (CERT) Training.** Contact your local Citizen Corps Council for more information on how to conduct a CERT training for interested employees, constituents or members. To find your local Citizen Corps Council, go to www.citizencorps.gov and look for the link “Click here to find the Citizen Corps Council nearest you.”

National Preparedness Month 2007

SECTION II: SAMPLE PREPAREDNESS COMMUNICATION MATERIALS

There are many ways your business, organization or community can spread the word about emergency preparedness. In this section, you'll find suggestions for getting the message out, including distributing brochures, e-mails, public service announcements, and other preparedness materials to your employees, members or stakeholders. Additionally, we have included sample customer messaging, e-mails, newsletter articles and other materials to help you get started. Remember, you can tailor these materials to use during any of the themed weeks for National Preparedness Month 2007.

National Preparedness Month 2007

READY BROCHURES

Distribute emergency preparedness brochures to your employees, members or communities. “Get Ready Now” tri-folds are available in English and Spanish from Homeland Security’s *Ready* Campaign. There are also additional resources for parents and teachers, children, older and disabled Americans, pet owners, small- to medium-sized businesses and more. Many of the pieces can be downloaded, customized and reprinted at your own expense to include your organization’s logo or local information. Or you can order limited quantities of printed copies of existing *Ready* publications by using the order form on page 39 of this toolkit or calling the FEMA Warehouse at 1-800-480-2520. The following brochures are available for download at www.ready.gov or www.listo.gov, or can be ordered through the FEMA Warehouse.

Individual & Family Publications

Get *Ready* Now Tri-fold (English & Spanish versions)

Get *Ready* Now Brochure (English & Spanish versions)

Ready Emergency Supply Checklist

Family Emergency Plan (electronic version only available at www.ready.gov and www.listo.gov)

Older Americans Quad-fold

Disabilities and Special Needs Quad-fold

Ready Pets Tri-fold

Ready Business Publications

Every Business Should Have a Plan Tri-fold

Every Business Should Have a Plan Brochure

Every Business Should Have a Plan Poster

Ready Business Mentoring Guide – Mentor Edition (quantities are limited)

Ready Business Mentoring Guide – User Edition (quantities are limited)

Ready Kids Publications

Ready Kids Poster & Teaching Guide (for teachers only)

Ready Kids Activity Book



Homeland
Security

www.ready.gov

National Preparedness Month 2007

NATIONAL PREPAREDNESS MONTH POWERPOINT PRESENTATIONS

This tool kit includes two different PowerPoint presentations for you to share with your employees, members, customers or other local organizations and businesses. Registered Coalition Members can download these presentations in the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov.

- **Employee Version.** You can use this PowerPoint to inform your employees about your participation in National Preparedness Month. The employee version includes information about your National Preparedness Month Coalition membership, as well as background information on emergency preparedness and the *Ready* Campaign.
- **Coalition Recruitment Version.** As a Coalition member, you may be inspired to spread the emergency preparedness message with civic organizations and other businesses in your community. This version can be used to recruit others to take action and includes information about how to become a National Preparedness Month Coalition member, as well as background information on the *Ready* Campaign.

INSTRUCTIONAL VIDEOS AVAILABLE FOR DOWNLOAD

The *Ready* Campaign has a free instructional video available for download at www.ready.gov, as well as a Spanish-language video at www.listo.gov. The videos outline the three simple steps Americans should take to prepare for emergencies: get an emergency supply kit, make a family emergency plan and be informed about the types of emergencies that can happen in their area.

Registered Coalition Members can also download the videos from the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov. The video can be aired in your break room or in-store. If you require a special format of the video, e-mail npm@dhs.gov.

National Preparedness Month 2007

EMERGENCY SUPPLY CHECKLIST AND FAMILY EMERGENCY PLAN TEMPLATE

The *Ready* Emergency Supply Checklist includes the basic items to include in an emergency supply kit. It is available to download at www.ready.gov or you can order a limited amount of printed brochures by using the form on page 39 or calling 1-800-480-2520.

Families may not be together in an emergency, so it is important to plan in advance how to contact one another and what to do in different situations. To get started, Homeland Security has designed a Family Emergency Plan template that is available for download on www.ready.gov and clicking on “Make a Plan.” It is also available in Spanish on www.listo.gov.

Also go to www.ready.gov or www.listo.gov to download short videos of families making their emergency supply kits and plans. These instructional videos, available in English and Spanish, could be used in staff meetings or other locations to show employees or members how to get their families prepared.

National Preparedness Month 2007

NATIONAL PREPAREDNESS MONTH WEB BANNER

Add a National Preparedness Month animated Web banner to your organization or community Web site throughout the summer and fall. Registered Coalition Members can download various sizes of banner ads in the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov. In addition, consider adding a link on your organization or community Web site to the National Preparedness Month Web site. More information can be found at www.ready.gov.



National Preparedness Month 2007

READY PUBLIC SERVICE ADVERTISEMENTS (PSAs)

Homeland Security's *Ready* PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, stakeholders, etc. Include new *Ready* print ads in your organization or community newsletters and publications, or post or play them in your break room or at local community centers and libraries. You can also provide copies to your local newspapers, television and radio stations and encourage them to run the PSAs. Note that there are also customizable versions available to state and local governments. You may view all of the *Ready* PSAs at www.ready.gov.

To download or order copies of the TV, radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Web site at <http://psacentral.adcouncil.org/psacentral>. All available materials are provided free of charge. Please check the PSA Central Web site for the various lengths and sizes available for the below listed public service announcements (PSAs).

Individual & Family Preparedness

Television

- Meeting Place
- Picking Up the Girls
- Cell Phone
- Tomato Paste
- Family Preparedness – featuring First Lady Laura Bush
- Make a Plan – featuring the cast of the Fox show “House”
- Advance Planning – featuring former Presidents George Bush and Bill Clinton
- Corner of the Ring (**Spanish**)
- Tia Contingencia (**Spanish**)

Radio

- Food
- Meeting Place
- Bush/Clinton - Consumer
- Lucha Libre (**Spanish**)
- Radionovela (**Spanish**)

Print

- Map
- Food Pantry
- Family Card
- Battery (**Spanish**)
- Water (**Spanish**)

Out-of-Home

- Map
- Flashlight (**Spanish**)
- Battery (**Spanish**)



Ad Council If your family was separated during an emergency, would you know how to get back together? Make sure your family has an emergency plan that includes meeting places and ways to communicate with each other. To learn more about making an emergency plan, go to www.ready.gov. Ready



Ad Council

Las emergencias nunca avisan. Por eso siempre hay que estar listos: prepara un equipo con lo necesario, planea qué hacer y mantente informado.

No dejes que ninguna emergencia te agarre desprevenido. Protege a tu familia.

Sé listo. Haz un plan.

Listo
www.listo.gov
1-888-SE-LISTO



Web Banners

- Food
- Map
- Pets
- *Listo* Flashlight (**Spanish**)

Business Preparedness PSAs

Television

- Resiliency – featuring former Presidents George Bush and Bill Clinton

Radio

- Family Affair
- New Venture
- Partners
- Bush/Clinton - Business

Print

- General Business
- Executive
- Owner/Operator
- HR
- IT

Out-of-Home

- Experience Lines

Web Banners

- Horizontal
- CEO
- Blue
- HR
- IT



National Preparedness Month 2007

NATIONAL PREPAREDNESS MONTH EMPLOYEE/CUSTOMER POSTER

Print and display this poster in your places of business or prominently in communities during the summer and fall to remind your employees, customers and community members of the simple steps they can take to better prepare their families for emergencies. Registered Coalition Members can download this poster in the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov.



September is...

National Preparedness Month

“Preparing Makes Sense!”

**Get a Kit, Make a Plan,
Be Informed**

To learn more about how you and your family can prepare for emergencies or get involved visit: www.ready.gov or www.citizencorps.gov

National Preparedness Month 2007

CUSTOMIZABLE EMERGENCY PREPAREDNESS BILL STUFFER AND INVOICE/RECEIPT MESSAGES

Create and distribute messages about emergency preparedness with paycheck messages to employees or with bill stuffers and register tape messages to customers. Below is a sample bill stuffer as well as sample register tape messages. Print and include in your summer and fall customer billing statements/invoices. Registered Coalition Members can download the bill stuffer in the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov.

Sample Bill Stuffer:

**If there is an emergency,
does your family have a plan?**

A friendly reminder to our valued customers ...

September is National Preparedness Month!

To learn more about how you and your family can prepare for emergencies or get involved visit: www.ready.gov or www.citizencorps.gov

Sample Invoice/Receipt Message One:

(RETAILER NAME) is a proud participant in National Preparedness Month 2007. To learn more about how you and your family can prepare for emergencies, visit www.ready.gov.

Sample Invoice/Receipt Message Two:

Thank you for shopping at (RETAILER NAME) today. As a member of the (NAME OF TOWN) community, we are concerned about the well-being of our neighbors. That is why we are a proud participant in National Preparedness Month 2007. Please visit www.ready.gov for more information on emergency preparedness.

National Preparedness Month 2007

E-MAIL ANNOUNCEMENT TO ENCOURAGE EMERGENCY PREPAREDNESS AMONG EMPLOYEES/MEMBERS

Send e-mails to your members, employees and stakeholders encouraging them to learn about their community's emergency plans and participate in your organization's activities.

All:

I am pleased to announce that (ORGANIZATION) is taking part in a nationwide coordinated effort to encourage individuals and families to take simple steps to prepare for emergencies in their homes, businesses and schools and we invite you to join this effort.

September is National Preparedness Month and we are joining a wide variety of national, state and local organizations, including the U.S. Department of Homeland Security, in educating the public about preparing for emergencies. When unexpected natural or man-made emergencies occur, our greatest individual defense is preparedness. Getting an emergency supply kit, making an emergency plan, and identifying preparedness and response resources within our communities are several things we can do to prepare ourselves.

On September (DATE), 2007, please join us at (TIME) in the (LOCATION) to learn what steps we are taking to better prepare our business and our employees for emergencies.

(INFORMATION ON ADDITIONAL ACTIVITIES/EVENTS YOUR ORGANIZATION IS PLANNING)

We're taking steps as an organization to become educated, trained and better prepared, and we urge you to take time this month to do the same at home. There are simple steps you can take to better prepare yourself and your family. Please check your mailbox in the coming days as we will be distributing copies of (EMERGENCY PREPAREDNESS INFORMATION, I.E. BROCHURE) to all (MEMBERS/EMPLOYEES). For more information, please visit www.ready.gov.

We look forward to seeing you at our upcoming preparedness event on September (DATE) at (TIME).

Thank you.

Sincerely,

(NAME OF YOUR ORGANIZATION'S LEADERSHIP)

###

National Preparedness Month 2007

EMERGENCY PREPAREDNESS NEWSLETTER/WEB SITE ARTICLE ONE

Include preparedness articles about National Preparedness Month in your newsletters or on your Web site. This article can be bylined the U.S. Department of Homeland Security or you can adjust the text to suit your organization and submit it on behalf of your leadership.

“Prepare for the Unexpected by Taking Action Now”

Every year, hundreds of natural disasters – ranging from blizzards and wildfires to hurricanes, tornadoes and flooding – wreak havoc on families, homes and entire communities across America. Often times, people are reminded to take action to prepare before these events happen, but sometimes they occur without warning. Our lives can be changed in an instant by a number of different emergencies and we are constantly reminded of this each time we watch the news.

Yet, too many Americans have not taken steps to prepare. There are simple steps each of us can take to prepare before an emergency happens. Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives.

That’s why this September, National Preparedness Month, is all about helping individuals, families, businesses and communities to take action! September is an ideal time for individuals and families to update their emergency supply kits and family emergency plans and to become better informed about different threats and local emergency plans. Many things can change over the course of a year, and it is imperative that the entire family have the most up-to-date emergency contact information and a family emergency plan as they head back to school and work. It’s about talking to your families and figuring out what you should do if an emergency happens in your community. Where will we meet? What emergency supplies will we need and where should we keep them?

This nationwide effort is to encourage individuals and families to take simple steps to prepare for emergencies in their homes, businesses and schools. Throughout September, the U.S. Department of Homeland Security will work with a wide variety of organizations to highlight the importance of emergency preparedness and promote individual involvement through events and activities across the nation, such as first aid trainings, town hall meetings and much more.

Free preparedness resources are just a click away at www.ready.gov or www.listo.gov. The site has information about the simple steps you can take to prepare and provides templates such as a Family Emergency Plan and an Emergency Supply Checklist. There are also special sections for kids, ages 8-12, (*Ready Kids*) and small- to medium-sized businesses (*Ready Business*).

This September, The U.S. Department of Homeland Security is highlighting the importance of emergency preparedness nationally. And we’re acting on the local level as well. (ANY LOCAL EVENTS AND A CALL-TO-ATTEND)

###

National Preparedness Month 2007

EMERGENCY PREPAREDNESS NEWSLETTER/WEB SITE ARTICLE TWO

This article can be adjusted to suit your organization and then bylined by your organization's leadership.

“Preparedness Starts Here”

As (YOUR TITLE/POSITION) of (ORGANIZATION/BUSINESS NAME), I am privileged to associate with members of our community every day. We are accountants, retired police officers, mechanics, clerks, teachers, husbands, wives, moms and dads.

One of our missions at (ORGANIZATION/BUSINESS NAME) has always been to contribute to the communities where we live and work. This month we have an extraordinary opportunity to make a difference by joining forces with companies and communities throughout the nation to help prepare our families, friends, colleagues, neighbors and communities for emergencies, whether naturally occurring or man-made.

September is National Preparedness Month, a nationwide effort to encourage citizens to take simple steps to prepare for emergencies in their homes, businesses and schools. During National Preparedness Month, the U.S. Department of Homeland Security will work with a wide variety of organizations to highlight the importance of emergency preparedness and promote community involvement through events and activities across the nation, such as first aid trainings, town hall meetings and emergency drills.

This month-long effort will begin September 1, 2007, and cities and states across the country will take part. (INFORMATION ON LOCAL ACTIVITIES/EVENTS).

One of the simplest things that individuals and families can do to be prepared is to have a family emergency plan. To develop one we should ask ourselves some important questions such as, “In the event of an emergency, is there a safe place for my family to meet?” This is especially important if you aren't allowed back into your home or neighborhood. “What is the evacuation location and plan of my child's school?” “Does everyone in the family have one another's contact information and the contact for an out-of-town relative to take roll-call?”

Addressing questions such as these will help you and your family be better prepared for an emergency. Once you have taken steps to prepare your family, I encourage you to get involved in preparing your community. Citizen Corps has volunteer opportunities available. Visit www.citizencorps.gov for more information.

I urge everyone in our community to take action during National Preparedness Month and get prepared. Visit www.ready.gov for more information.

###

Mes Nacional de Preparación 2007

Boletín de Preparación Para Emergencias / Artículo de Sitio Web Numero Uno

Incluya artículos sobre el Mes Nacional de Preparación en los boletines informativos o en el sitio Web de su organización. Este artículo puede ser usado dando crédito al Departamento de Seguridad Nacional de los EE.UU. o el contenido puede ser editado de acuerdo a su organización y presentado en nombre del liderazgo.

“Prepárese ahora para lo inesperado”

Cada año, cientos de desastres naturales – desde ventiscas e incendios forestales hasta huracanes, tornados, e inundaciones – arruinan familias, hogares y comunidades enteras en los EE.UU. Frecuentemente hay avisos que aconsejan al público que se prepare antes que estos pasen, pero algunas veces dichos eventos pasan sin aviso. Nuestras vidas pueden cambiar en un instante a consecuencia de varias clases de emergencias y somos recordados de esto cada vez que vemos las noticias.

Aun así, hay muchos americanos que todavía no han tomado las precauciones necesarias para estar preparados. Existen pasos simples que podemos tomar para prepararnos antes de que pase una emergencia. Las emergencias son inevitables, pero tomando acción ahora puede disminuir el impacto que tendrán en nuestras vidas.

Es por esta razón que septiembre, el Mes Nacional de Preparación, esta dedicado a que personas, familias, empresas y comunidades tomen acción y se preparen. Septiembre es el tiempo ideal para que las personas y familias actualicen su equipo de suministros de emergencia y plan familiar de comunicaciones y que estén mejor informados sobre posibles amenazas y planes de emergencia locales. Muchos de estos pueden cambiar sobre el curso del año y es importante que toda la familia tenga el plan de comunicación y el plan de emergencia familiar más actualizado al empezar la temporada escolar y regresar al trabajo. Hable con su familia y deduzcan que es lo que deben hacer si una emergencia pasa en su comunidad: ¿Dónde nos encontramos? ¿Que clase de suministros necesitaremos y dónde los almacenamos?

Este esfuerzo nacional es para motivar personas y familias a que tomen los simples pasos para estar listos en casos de emergencias en sus hogares, sitios de trabajo y escuelas. Durante el mes de septiembre, el Departamento de Seguridad Nacional de los EE.UU. estará trabajando con una gran variedad de organizaciones para subrayar la importancia de estar listo en caso de una emergencia y para promover la participación individual en eventos y actividades realizándose por todo el país, como entrenamiento de primeros auxilios, reuniones municipales y mucho más.

Recursos de preparación están disponibles gratuitamente al visitar el sitio Web www.listo.gov o www.ready.gov. El sitio tiene información sobre los varios pasos que usted puede tomar para prepararse, y al mismo tiempo ofrece planillas para crear un plan de emergencia familiar y una lista de suministros de emergencia necesarios. También ofrece una sección especial para niños de 8 a 12 años de edad (*Ready Kids*) y para empresas de tamaño pequeño a mediano (*Ready Business*).

Este septiembre, el Departamento de Seguridad Nacional de los EE.UU. esta recalcando nacionalmente la importancia de estar preparados para una emergencia. Y nosotros estamos haciéndolo a nivel local.
(AGREGUE EVENTOS LOCALES Y UNA LLAMADA PARA ATENDERLOS)

###

National Preparedness Month 2007

EMERGENCY PREPAREDNESS FREQUENTLY ASKED QUESTIONS

Frequently Asked Questions can be included in your newsletter or on your Web site, or you may print and distribute copies to your members, employees or customers.

Q: What is National Preparedness Month?

A: National Preparedness Month is a nationwide effort to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. During September, the U.S. Department of Homeland Security will work with a wide variety of organizations to highlight the importance of emergency preparedness and promote individual involvement through events and activities across the nation.

Q. What is the purpose of National Preparedness Month?

A. 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. The U.S. Department of Homeland Security asks all Americans to take some simple steps to prepare their families for emergencies including getting an emergency supply kit, making a family emergency plan, being informed about different threats and getting involved in preparing their communities.

Q. How can I better prepare myself and my family for an emergency situation?

A. One of the simplest things you can do to be better prepared is to have a family emergency plan. To develop one, ask yourself some important questions. "In the event of an emergency, do we have everyone's contact numbers and an out-of-town contact?" "Is there a designated place for everyone to meet outside of the home and neighborhood?" "What is the emergency plan, including the evacuation location, of my child's school?" Only you can answer these questions and develop an emergency plan that will suit your family's unique needs. You can download templates to help get you started. For Homeland Security's Family Emergency Plan Template, go to www.ready.gov.

Q. What other things can I do to be prepared?

A. Create an emergency supply kit that can be used in case of an emergency. The kit should include basic items like water, food, a battery-powered radio, flashlight and first aid kit. For a complete list of recommended emergency supplies, log on to www.ready.gov and click on *Ready America*, and then click on the "Get A Kit Checklist." You should also consider storing smaller portable kits in the other places your family spends time including your car and workplace.

Q. Where can I learn more about different threats and emergency preparedness?

A. To learn more about natural and man-made disasters go to www.ready.gov. For specific questions about the area where you live, contact your state or local Office of Emergency Management. A list of these resources is available in the *Ready America* section of www.ready.gov.

Q. How can I talk to kids about emergency preparedness?

A. Homeland Security consulted a number of organizations experienced in education and children's health including the American Psychological Association, American Red Cross, U.S. Department of Education and U.S. Department of Health and Human Services to develop *Ready Kids*. Together, these experts agree that it is appropriate to reach children, parents and teachers to discuss potential emergencies and how to be prepared.

The *Ready Kids* Web site focuses on weather-related emergencies and help parents educate children, ages 8-12, about emergencies and how they can help their families prepare. The Department of Homeland Security encourages parents to visit the Web site with their children. In addition, the Department has developed *Ready Kids* in-school materials for teachers which are available at www.ready.gov or by calling 1-800-BE-READY.

Q. How can pet owners prepare for emergencies?

A. The U.S. Department of Homeland Security consulted with a number of organizations experienced in animal health and well-being to develop *Ready* information for pet owners. These organizations include American Kennel Club, American Society for the Prevention of Cruelty to Animals, American Veterinary Medical Association and Humane Society of the United States.

Pet owners should assemble an emergency supply kit that includes enough pet food and water for three days, medications and medical records, leashes, ID tags and other appropriate supplies. It's also recommended that pet owners have an emergency plan that considers their pets needs and that they learn more about the types of emergencies that can happen in their area and the appropriate responses. Pet owners can download a free brochure from the *Ready* Web site www.ready.gov, or request a copy by calling 1-800-BE-READY.

Q. How can older and disabled Americans prepare for emergencies?

A. The U.S. Department of Homeland Security consulted with a number of organizations experienced in the health and well-being of older and disabled Americans to develop *Ready* information tailored to their unique needs. These organizations include AARP, American Red Cross, the National Organization on Disability and the National Fire Protection Association. *Ready* encourages these Americans to make an emergency supply kit including food and water, medications and medical records, and personal items such as eyeglasses, hearing aids, wheelchair batteries and other appropriate supplies. Homeland Security also recommends that individuals develop an emergency plan that considers their unique needs and a personal support network they can call upon in the event of an emergency. To learn more, visit www.ready.gov for a free brochure or call 1-800-BE-READY.

Q. Is there emergency preparedness information available in other languages?

A. *Listo* is the Spanish-language version of the *Ready* Campaign. Visit www.listo.gov for information in Spanish, or call 1-888-SE-LISTO. In addition, some state and local Offices of Emergency Management have translated preparedness information into additional languages. To find resources in your area, visit www.ready.gov.

Q. Why should businesses prepare?

A. America's businesses form the backbone of the nation's economy; small businesses alone account for more than 99 percent of all companies with employees and provide nearly 45 percent of the nation's payroll. If businesses are ready to survive and recover from a man-made or natural disaster, the nation and our economy are more secure. *Ready Business* is a resource to help businesses get prepared.

Q. What steps should businesses take to prepare?

A. *Ready Business* is designed to inform owners and managers of small- and medium-sized business about what they can do to prepare their businesses in the event of an emergency. *Ready Business* was developed by Homeland Security and launched in partnership with the U.S. Chamber of Commerce, Small Business Administration, Society of Human Resource Management, The Business Roundtable, The 9/11 Public Discourse Project, ASIS International, Business Executives for National Security, International Safety Equipment Association, International Security Management Association, National Association of Manufacturers, National Federation of Independent Businesses, and Occupational Safety and Health Administration. The goal of this program is to raise the business community's awareness of the need for emergency planning and motivate them to: plan to stay in business; talk to their employees; and protect their investment. For more information about business emergency preparedness visit www.ready.gov and click on *Ready Business*.

Q. How can I become involved in my community's preparedness efforts?

A. Citizen Corps provides residents with opportunities to prepare, train, participate in community exercises and support local emergency responders. For more information, or to get involved, visit www.citizencorps.gov to find your local Citizen Corps Council.

National Preparedness Month 2007

EMERGENCY PREPAREDNESS QUIZ

This Emergency Preparedness Quiz can be included in your newsletter or on your Web site, or you may print and distribute copies to your members, employees or customers.

1. A Family Emergency Plan should NOT include which of the following?

- a. Information about the emergency plan at your children's schools
- b. The name and phone number of an out-of-town contact person
- c. A list of important phone numbers, including those of doctors and emergency services
- d. Arrangements for each person in the family to be at a specific land line telephone at a specific time
- e. A central meeting spot outside your home and one outside your neighborhood in case you need to leave the area

The answer is D. The arrangements for each family member to be at a specific land line telephone at a specific time may not be possible or useful under many conditions, as people may have to relocate or evacuate entirely during a disaster. Families should create an emergency plan and carry important information with them so they know how to get in touch and get back together during an emergency. Finally, both telephone land lines and cellular phones may be overloaded or out of service during or after an emergency, so knowing in advance where to meet is important.

2. When preparing for a possible emergency situation, it's best to think first about the basics of survival. Which of the following is NOT considered a necessity for survival?

- a. Drinking water
- b. Food
- c. Clean air
- d. Comfortable shoes
- e. Warmth

The answer is D. While sturdy protective shoes are important during and after a disaster, they are not necessary for survival. You can learn more about the basics of survival by visiting www.ready.gov.

3. Which of the following items should NOT be included in a basic emergency supply kit?

- a. Water (one gallon per person per day for drinking and sanitation)
- b. Non-perishable foods
- c. Battery-operated radio
- d. Dust mask or cotton fabrics
- e. Whistle
- f. Important family documents
- g. Candles
- h. Flashlight and extra batteries
- i. Manual can opener
- j. Plastic sheeting and duct tape
- k. Garbage bags and plastic ties
- l. Wrench or pliers

- m. First aid kit
- n. Unique family needs such as infant formula or prescription medicines

The answer is G. All of the items listed above should be included in a basic emergency supply kit, except for candles. Candles pose a serious fire hazard, and it is safer to use a battery-operated flashlight or lantern. Learn more about emergency supply kits at www.ready.gov.

4. Which of the following is NOT a recommended action for emergency preparedness?

- a. Creating a family emergency plan
- b. Stockpiling antibiotics
- c. Becoming knowledgeable about types of potential emergencies and responses
- d. Getting an emergency supplies kit

The answer is B. Stockpiling antibiotics is not recommended because it is impossible to predict the exact nature of a biological emergency and there is not one antibiotic that effectively treats all possible bioterrorist-related sicknesses. In addition, inappropriate use of antibiotics can potentially lead to dangerous side effects and also contributes to the problem of many organisms developing antibiotic resistance.

5. Which steps should pet owners take when preparing their pets for emergencies?

- a. Assemble an emergency supply kit with enough pet food and water for three days, as well as medications, medical records, leashes and ID tags. Develop an emergency plan that considers the pets' needs and make a list of animal shelters or veterinary hospitals in other cities where a pet may need to be temporarily sheltered in the case of an evacuation.
- b. Plan with neighbors, friends or relatives to make sure that someone is available to care for or evacuate pets if you are unable to do so.
- c. To alert rescue workers during a fire or other emergency, place "Pets Inside" stickers on doors or windows, including information on the number and types of pets.
- d. All of the above

The answer is D. Pet owners should take all of the above steps when preparing their pets for emergencies. For more information on pet preparedness or to download brochures, visit the Ready Web site, www.ready.gov, and click on Ready America.

6. Which of the following is the federal government's Web site that provides information about how to get prepared for a natural disaster or other emergency?

- a. www.prepared.gov
- b. www.safe.gov
- c. www.ready.gov
- d. www.protected.gov

The answer is C. www.ready.gov, the Web site of the U.S. Department of Homeland Security's Ready Campaign, is designed to educate and empower Americans to prepare for and respond to potential emergencies. The goal of the campaign is to get Americans involved and ultimately to increase the level of basic preparedness across the nation. Ready asks Americans to do three key things: get an emergency kit, make a family emergency plan, and be informed about the different types of emergencies that could occur and their appropriate responses.

7. The *Ready Kids* portion of the *Ready* Web site includes all but which of the following?
- a. In-school geography and language arts materials developed by Scholastic Inc.
 - b. Downloadable activity books and stickers
 - c. A dog mascot character named Fido
 - d. Interactive games and activities for children ages 8-12
 - e. Resources and links to other organizations that promote emergency preparedness and provide information on how to help children cope with emergency situations.

The answer is C. While *Ready Kids* does include a mascot character, his name is Rex and he is a strong and confident mountain lion who encourages children to help their families prepare for emergencies. For all of the resources and materials listed above, visit www.ready.gov and click on *Ready Kids*.

National Preparedness Month 2007

SECTION III: SUPPORTING MATERIALS FOR EVENTS

Consider hosting an event to encourage emergency preparedness. You can modify the components in this section to match the theme of your event. The event could take place at a school, local library, park, or your place of business or other community facilities. At the event you can distribute *Ready* materials such as Family Emergency Plans, Emergency Supply Checklists, and *Ready Kids* Activity Books. Refer to Section I of this toolkit for specific ideas for the four themed weeks.

Consider inviting a local official involved in preparedness in your community, such as the mayor, a representative from the Office of Emergency Management, a local first responder or a representative from Citizen Corps Council to speak at an event. These key figures could demonstrate how to make an emergency supply kit, provide considerations for your family emergency plan or present the community's emergency preparedness plan.

It is important to publicize your event. Be sure to post flyers in highly-visible locations within your offices and notify your local media. You may also want to include your event on the National Preparedness Month electronic calendar. To enter your event, go to www.ready.gov. On the calendar page, you can submit your e-mail address and enter your event information. You will be notified when your event is approved for posting.

On the following pages you'll find sample materials to publicize your event, including a letter to an event organizer, invitation to speak, sample event flyer and poster to publicize your event, sample calendar submission, media advisory and media training quick reference guide.

National Preparedness Month 2007

EMERGENCY PREPAREDNESS LETTER TO EVENT ORGANIZER

Dear (NAME OF EVENT ORGANIZER),

This September marks National Preparedness Month 2007, a nationwide coordinated effort encouraging families to take simple steps to prepare for emergencies in their homes, businesses and schools. During National Preparedness Month, the U.S. Department of Homeland Security will work with a wide variety of organizations to highlight the importance of emergency preparedness and to promote community involvement through events and activities across the nation, such as first aid trainings, town hall meetings and emergency drills.

My organization, (ENTER YOUR ORGANIZATION NAME HERE), is participating in this critically important effort and the (NAME OF BUSINESS) can play an important role in our local community's National Preparedness Month efforts.

Please permit us to set up a table at your location on one or more Saturdays during the month of September. At the table, we will distribute materials detailing the simple steps your customers can take to be better prepared for emergencies: get a kit, make a plan and be informed. We will not harass or offend your customers. Your support of this opportunity represents your commitment to public preparedness as we remind people to be prepared for whatever the future may hold. A great first step in preparing is to be informed!

Also, attached is a sample 11" x 17" poster with important National Preparedness Month information. Please consider posting these in appropriate locations, such as on an events bulletin board, in the mall office, etc.

Thank you for your time. I will follow up with you in the next few days to discuss the extent of your involvement. Please feel free to contact me at any time to discuss this topic further. For more information about how your customers and business can be better prepared for emergencies, visit www.ready.gov.

Sincerely,

(YOUR NAME)
(TITLE)
(ORGANIZATION)
(PHONE/E-MAIL)

###

Deleted: Customize this letter and send it out to local organizations or businesses to ask for their support in your emergency preparedness efforts. The text can be altered to address a number of different local businesses and also tailored to a particular focused week.¶

National Preparedness Month 2007

EMERGENCY PREPAREDNESS INVITATION TO SPEAK

July (DATE), 2007

Dear (RECIPIENT'S NAME HERE):

You serve our community every day as (TITLE/OCCUPATION, I.E. MAYOR, FIRE FIGHTER, EMT, POLICE OFFICER, TOWN COUNCIL, ETC.), and your contributions benefit all who live and work in (NAME OF TOWN). I hope that you will join us to help share another very important message to our community this September: emergency preparedness.

September marks National Preparedness Month 2007, a nationwide coordinated effort encouraging families to take simple steps to prepare for emergencies in their homes, businesses and schools. During National Preparedness Month, the U.S. Department of Homeland Security will work together with a wide variety of national, state and local organizations to highlight the importance of emergency preparedness and to promote community involvement through a wide variety of events and activities.

We at (ORGANIZATION/BUSINESS NAME) are planning to participate in National Preparedness Month at the local level by hosting an Emergency Preparedness Night on September (DATE), at (TIME). We would be honored if you would join us to speak to attendees about the importance of emergency preparedness and simple actions we can take to be prepared and provide information on our community's emergency plans.

The U.S. Department of Homeland Security is asking all families to prepare for all types of emergencies, from natural disasters to possible terrorist attacks. We can do a lot on the local level to help our community be better prepared and your role as a (TITLE/OCCUPATION FROM FIRST PARAGRAPH) makes you uniquely qualified to talk about emergency preparedness with our attendees.

I hope that you will agree to be our special guest speaker at the upcoming Emergency Preparedness Night. I look forward to speaking with you further about this opportunity. Please feel free to call me at (PHONE NUMBER) with any questions.

Thank you for your time and consideration.

Sincerely,

(YOUR NAME)
(TITLE)
(ORGANIZATION)
(PHONE/E-MAIL)

###

National Preparedness Month 2007

EMERGENCY PREPAREDNESS EVENT INVITATION FLYER

In Recognition of

National Preparedness Month 2007

Please Join Us For
Emergency Preparedness Night

**September (DATE), 2007 at (TIME)
(ORGANIZATION/BUSINESS NAME)
(STREET ADDRESS, CITY)**

Activities will include: (ADJUST LIST ACCORDINGLY)

Making a Family Emergency Plan
Building an Emergency Supply Kit
CERT Training by Citizen Corps
Reviewing Local Emergency Procedures
Getting Involved in Preparing Our Community

Please bring your family and emergency contact information, and we'll walk you through making a family emergency plan.

Light refreshments will be served.

For more information, please contact (NAME) at (PHONE NUMBER).

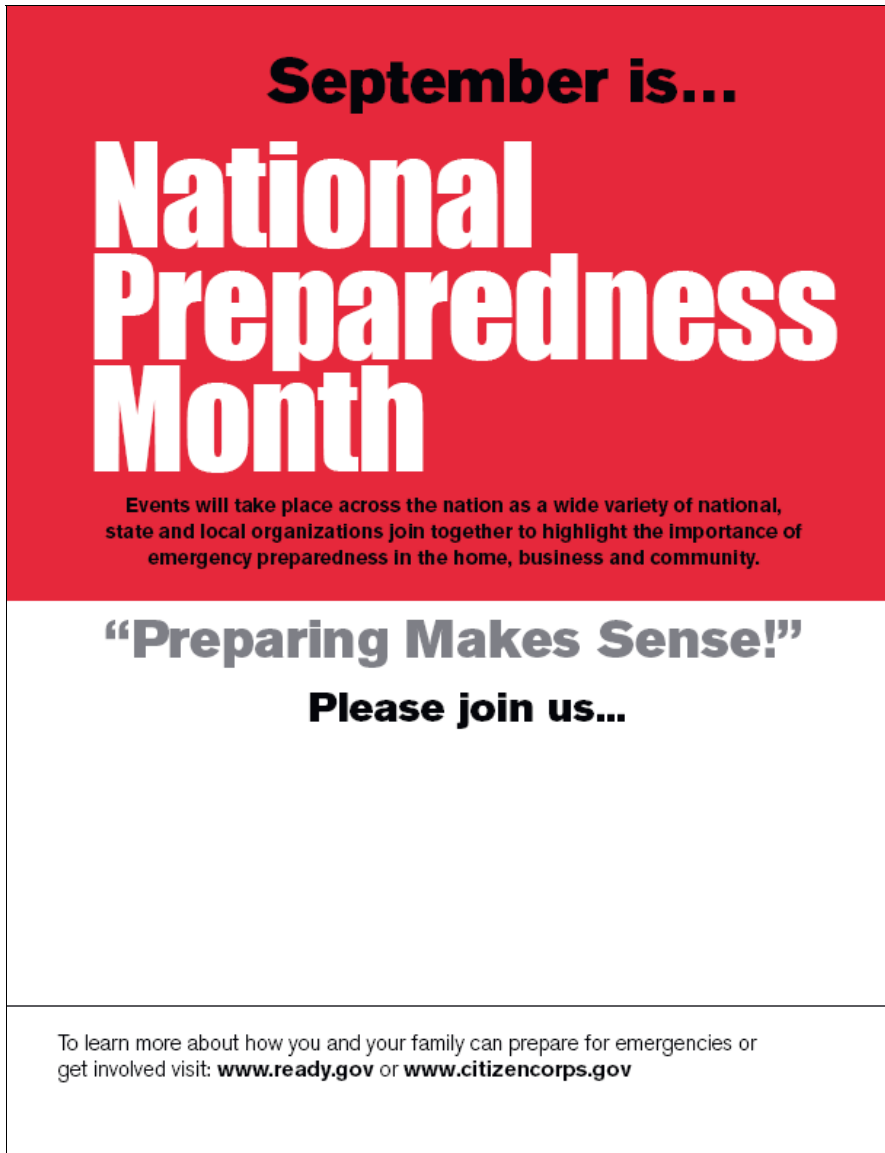
Preparing makes sense!

For more information on emergency preparedness, visit www.ready.gov.

National Preparedness Month 2007

NATIONAL PREPAREDNESS MONTH EVENT POSTER

Customize this poster with your event details and display it in highly visible locations within your office or community.



September is...

National Preparedness Month

Events will take place across the nation as a wide variety of national, state and local organizations join together to highlight the importance of emergency preparedness in the home, business and community.

“Preparing Makes Sense!”

Please join us...

To learn more about how you and your family can prepare for emergencies or get involved visit: www.ready.gov or www.citizencorps.gov

National Preparedness Month 2007

EMERGENCY PREPAREDNESS NEWSPAPER CALENDAR SECTION SUBMISSION

The (ORGANIZATION/BUSINESS NAME) will host an Emergency Preparedness Night on September (DATE), 2007, (TIME), at (ADDRESS). Activities will include learning how to make an emergency supply kit and how to complete a Family Emergency Plan. The event is part of (ORGANIZATION/BUSINESS NAME)'s participation in National Preparedness Month 2007, a nationwide coordinated effort sponsored by the U.S. Department of Homeland Security to encourage individuals and families to take simple steps to prepare for emergencies in their homes, businesses and schools. The event is open to the public and admission is free. For information, contact (NAME) at (PHONE NUMBER).

###

National Preparedness Month 2007

EMERGENCY PREPAREDNESS EVENT MEDIA ADVISORY

MEDIA ADVISORY

Attention News Directors and Assignment Editors

(ORGANIZATION/BUSINESS NAME) PREPARES FOR EMERGENCIES; ENCOURAGES THE PUBLIC TO ATTEND EMERGENCY PREPAREDNESS NIGHT

Local Activities Part of National Preparedness Month 2007

- WHO:** (ORGANIZATION/BUSINESS NAME) invites the community to join together to become better informed as part of local National Preparedness Month 2007 activities.
- WHAT:** This September marks National Preparedness Month 2007, a nationwide coordinated effort encouraging families to take simple steps to prepare for emergencies in their homes, businesses and schools. During National Preparedness Month, the U.S. Department of Homeland Security will work with a wide variety of organizations to highlight the importance of emergency preparedness and promote community involvement across the nation through events and activities, such as first aid trainings, town hall meetings and emergency drills.
- As part of local National Preparedness Month activities, (ORGANIZATION/BUSINESS NAME) will host an Emergency Preparedness Night; attendees will learn how to make Family Emergency Plans and emergency supply kits; and receive valuable local emergency preparedness information.
- WHEN:** September (DATE), 2007, (TIME)
- WHERE:** (ORGANIZATION/BUSINESS NAME)
(ADDRESS)
(CITY/STATE)
- WHY:** The U.S. Department of Homeland Security is urging the public to use National Preparedness Month to get an emergency supply kit, make an emergency plan and be informed about the types of emergencies that can happen. (ORGANIZATION/BUSINESS NAME) encourages our community to be better prepared and invites community members to attend Emergency Preparedness Night to learn how.

For more information contact (ORGANIZATION/BUSINESS NAME) at (PHONE NUMBER).

Please visit www.ready.gov for more information on emergency preparedness.

###

National Preparedness Month 2007

MEDIA TRAINING QUICK-REFERENCE GUIDE

Consider the following tips when you're preparing to represent your organization in media relations activities that involve pitching stories to reporters and conducting interviews for National Preparedness Month 2007.

Talking to Reporters – Making Your Pitch

- If you don't know the reporter, you will have less than 30 seconds to get his/her attention. Get to the point quickly.
- Always ask if the reporter is on deadline before you begin. If they are, ask when a better time would be to call. Exceptions to the rule are radio and TV talk shows. Call when the show is not on the air.
- Tell the reporter why you are calling - "I saw your story on... and thought you might be interested in something my organization is doing about ..." or "I'm calling to let you know about ..."
- If you don't know the answer to a question the reporter raises, tell them that you do not know but that you will try and find out for them and call back.
- If a reporter is on deadline and is brusque, don't let that shake you. It is essential in this situation that you respond courteously to their situation by offering to call back, ask when would be the best time to call back, find out if you can fax or e-mail the information, etc. Others may be brusque even when not on deadline. Don't take it personally.
- If the reporter asks you to fax or e-mail something, confirm their fax number or e-mail address. Many organizations change their fax numbers frequently. Follow up with a fax or e-mail immediately.
- Reporters are hardly ever at their desks - although your chances are best in the morning. Don't hesitate to leave brief messages for reporters outlining your pitch. You can do this more than once, but try not to leave more than two messages. Try to keep your pitch very short, ask them to call, offer to fax or e-mail info, and say that you will call back.
- Share what is working about your media "pitch" - and what isn't working - with your colleagues. It may take a couple of calls to get your pitch down, and when you find what works, share it.
- Be prepared to have conversations with reporters who know a lot about the issue. If you finish your 30-second pitch and cannot answer reporters' inquiries, you won't be able to sell your story.
- Reporters want to be sure you know what you are talking about. Remember that your pitch should be simple, interesting, short, and clear. But, your knowledge should go to a deeper level.

- Keep a log with good notes about your press outreach. Record reporters' interests, key questions; note what the next steps are. Does the reporter want more info? Do you need to make a follow-up call in a few days? Record any follow-up activities on the log.
- If a reporter says no, respect it. Do not keep harping or bothering him/her about the same story or angle. No doesn't mean "don't ever call me again." It just means don't call again with the same pitch/story. Don't be afraid to call another time with a new story, or very interesting new angle, breaking news, etc.

The Newspaper Interview

DO

- Prepare. Practice your answers.
- Answer all questions on a positive note.
- Talk in simple terms and keep it short.
- Keep statistics to a minimum.
- Be honest, responsive and factual.
- Offer to obtain additional information when appropriate.
- Repeat key message points to ensure the reporter has a grasp of your ideas.

DON'T

- Improvise. Stick to your message(s)!
- Repeat negative examples or words used by the questioner. This will reinforce negative ideas in the audience's mind. Answer positively.
- Ramble. Say what you want to say as clearly and concisely as possible.

The TV Interview: What to Wear

TV is a visual medium. Viewers quickly form an impression or opinion based solely on what they see. Never let what you are wearing distract from what you are saying! Always check your appearance before any on-camera interview.

YES

- Conservative, dark-colored suits are best. For men, a splash of color can come from your tie, but keep it simple.
- Solid colors. For men, powder blue shirts are best for TV.
- Hair should be neat and away from the face.
- Men ... sit on your suit coat to ensure wrinkle-free look.

NO

- Flashy colors, stripes, checks, plaids or floral prints
- Distracting jewelry
- Carrying bulky items in pockets
- Light-sensitive glasses
- Chewing gum
- Carrying pagers and cell phones

The TV Interview: Body Language

Always remember relaxed, friendly body language, eye contact and posture.

YES

- High energy and confidence
- Friendly smile and relaxed demeanor
- Direct eye contact with the interviewer
- Occasional hand gestures to emphasize your point

NO

- Slouch or sit uncomfortably straight
- Shift your eyes or gaze away from the interviewer. Never look directly into the camera or at the TV monitor.
- Play with pens, glasses, buttons or microphones
- Touch your face or hair or fix your clothes while on-camera
- Swivel in your chair
- Bounce your leg or cross your legs

National Preparedness Month 2007

SECTION IV: WORK TOGETHER WITH OTHER NATIONAL PREPAREDNESS MONTH COALITION MEMBERS

Work Together:

You may also want to work with other organizations to host joint activities or events during National Preparedness Month 2007. Go to www.ready.gov to find a list of National Preparedness Month Coalition Members. To find your state or local Office of Emergency Management go to www.ready.gov and click on *Ready America* and look for the map of the U.S. To find your local Citizen Corps Council go to www.citizencorps.gov and look for the link “click here to find the Citizen Corps Council nearest you.”

Share Your Success:

By following the National Preparedness Month links on www.ready.gov, you can post and view success stories submitted by fellow National Preparedness Month Coalition Members. The ideas include best practices from previous years, as well as new ideas for National Preparedness Month 2007. Members who submit ideas can decide if they are willing to be contacted about their events. If so, you can reach out to them to brainstorm new, successful ideas for your organization, or find ways to work together to jointly host an event. We encourage you to share your successes with others so that everyone can learn best practices.

Below are a few examples of the types of activities and events that DHS and the National Preparedness Month 2006 Coalition Members sponsored last fall to engage Americans and increase our nation’s overall level of preparedness:

- DHS, AARP, the American Red Cross, National Organization on Disability and National Fire Protection Association released and distributed new emergency information for older Americans and individuals with disabilities and special needs.
- The State of Oklahoma hosted a preparedness event for students and teachers at Parks Elementary School in Oklahoma City. The event included a school assembly where students received an interactive weather lesson and went on a scavenger hunt for items that belong in an emergency kit. The Oklahoma Office of Homeland Security launched a first-of-its-kind security grant program open to all public elementary schools in the state.
- Wal-Mart promoted personal and family emergency preparedness to its 1.4 million employees through multiple internal communication mediums and employee events. The company also encouraged the 127 million customers that shop at their stores each week to prepare by featuring *Ready* Campaign public service advertisements and distributing preparedness information in its 3,800 stores across America.
- The City of Los Angeles hosted a series of emergency preparedness fairs in parks and malls across the Los Angeles area. More than 20 city departments participated in demonstrations and interactive displays designed to encourage Los Angeleans to prepare for emergencies.
- DHS, The Advertising Council and Radio Disney promoted emergency preparedness to families in 33 cities through Radio Disney’s “Feelin’ Groovy” tour. The tour of 63 malls across the country featured interactive events designed to bring health and safety messages to children and families.

- The Delaware Citizen Corps Council, City of Wilmington, American Red Cross of Delmarva and several state and local emergency management agencies hosted Delaware's Second Annual Family Emergency Preparedness Day at the Riverfront Stadium in Wilmington. The event included family emergency preparedness demonstrations, displays and training classes.
- The American Legion, American Legion Auxiliary and Sons of the American Legion encouraged their nearly four million members to prepare for emergencies by distributing information to their members and posts across the nation. The organizations highlighted National Preparedness Month in their publications, Web sites and events, including their National Convention in Salt Lake City, Utah August 24 to 31.
- The state of Kentucky hosted a series of Business Preparedness Summits for private sector companies across the state. The events in Louisville, Lexington, Somerset, Fort Mitchell, Bowling Green and Mayfield provided small- and medium-size businesses the information they need to be prepared for emergencies.

With four focus areas for National Preparedness Month 2007, there are many other ideas to explore as well as opportunities for working together at the community level.

National Preparedness Month 2007

SECTION V: ADDITIONAL RESOURCES

Links to Web sites and More Information:

www.ready.gov www.citizencorps.gov www.adcouncil.org

Both the *Ready* and Citizen Corps Web sites include maps that allow you to locate the emergency preparedness programs or Citizen Corps Councils in your local area.

Downloadable Logo Information:

Registered Coalition Members can download a National Preparedness Month 2007 logo in the Coalition Member section of the National Preparedness Month Web site accessed through www.ready.gov. We encourage you to download this logo and include it on any materials you use to promote emergency preparedness during September and throughout the year.

How to Post Events for Possible DHS Participation:

DHS would like to feature selected events across the nation in media outreach efforts and possibly have Department officials attend some member events. To assist us with these efforts, please post your events on the National Preparedness Month calendar by following these simple steps:

- Go to www.ready.gov and click through to the National Preparedness Month site
- Click on the event calendar
- Fill out the required information in the fields provided as completely as possible
- Submit your event for approval

Common Questions and Answers About the Calendar:

Q: Who can submit events to the calendar?

A: All Coalition Members can submit events for the calendar.

Q: Why isn't my submitted event showing up on the calendar?

A: After your event is submitted, it has to be approved for posting. It will be posted upon approval.

Q: What should I put in the description box?

A: Please briefly describe the event, including the nature and purpose of the event.

Q: Do I have to re-enter the event for multiple dates if it will be occurring more than once?

A: Yes. Please enter your event for each date that it will take place.

Q: How do I know that my event has been submitted?

A: You will receive an e-mail when your event has been approved for posting.

Q: Can I enter in events for any month?

A: Yes. The calendar reflects events being planned throughout the year.

Q: How is this information going to be used?

A: This information will be used as data collection for the events occurring around National Preparedness Month and will allow the public to see what activities are available in their respective areas. It will also allow fellow Coalition Members to learn about other events taking place nearby.



Quantity	WMS #	Inventory #	Title	Type
_____	9-0618	READY-R-0005-01	Get Ready Now (English)	Tri-fold
_____	9-0974	READY-R-0105-02	Get Ready Now Brochure (English)	Brochure
_____	9-0659	READY-R-0406-03	Ready Supply List	Tri-fold
_____	9-0637	READY-L-0406-02	Get Ready Now (Spanish)	Tri-fold
_____	9-0698	READY-L-0406-02	Get Ready Now Brochure (Spanish)	Brochure
_____	9-0654	READY-RK-0206-01	Get Ready Now Kids Poster and Teaching Guide	Poster
_____	9-0655	READY-RK-0206-02	Get Ready Now Kids Activity Book	Booklet
_____	9-0656	READY-RP-0406-01	Get Ready Now Pets	Tri-fold
_____	9-0657	READY-RS-0606-01	Get Ready Now Seniors	Tri-fold
_____	9-0658	READY-RD-0606-01	Get Ready Now Disabled	Tri-fold
_____	9-0638	READY-RB-0306-01	Every Business Should Have a Plan	Tri-fold
_____	9-0635	READY-RB-0904-02	Every Business Should Have a Plan	Brochure
_____	9-0636	READY-RB-0904-03	Every Business Should Have a Plan	Poster
_____	9-0640	READY-RB-0406-04	Ready Business Mentoring Guide - Mentor Edition	Book
_____	9-0639	READY-RB-0406-05	Ready Business Mentoring Guide - User Edition	Book

Name: _____ FedEx DHL

Company: _____ Next Day Priority Next Day Standard Second Day

Street Address: _____ Express Service Account Number: _____

City, State Zip Code: _____

Telephone: () _____ Fax: () _____

To place an order call 1-800-480-2520, 8:00am to 5:00pm, Eastern Standard time, Monday through Friday, or fax to (301) 362-5335, or mail to:

FEMA DISTRIBUTION CENTER
 P.O. Box 2012
 Jessup, MD 20794-2012

(5/05)