

PREPAREDNESS TAKES PLACE ALL YEAR LONG

New Year's is a great time to promote emergency preparedness and get your family's and business' plan together, but emergencies can happen at any time, so it is important to be prepared and involved throughout the year. We've included several other times of the year you can raise awareness around emergency preparedness. A larger list of weekly and monthly themes can be found at: www.citizencorps.gov/news/themes.shtm.

Event: National Blood Donor Month

Date(s): January

Description: Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather, and illness. January, in particular, is a difficult month for blood centers to collect blood donations. The America Association of Blood Banks, in conjunction with America's Blood Centers and the American Red Cross, celebrates National Blood Donor Month (NBDM) to encourage donors to give or pledge to give blood. More information is available at www.aabb.org

Event: Go Direct Month

Date(s): February

Description: Each year, the U.S. Department of the Treasury and the Federal Reserve Banks sponsor Go Direct Month, a campaign to motivate federal benefit checks recipients to sign up for direct deposit. For those who depend on the mail for their Social Security benefits, a difficult situation can become worse if they are evacuated or lose their mail service – as 85,000 check recipients learned after Hurricane Katrina, and thousands more learned in 2008 during Hurricanes Gustav, Hanna and Ike. Switching to electronic payment is a significant way people can protect themselves before disaster strikes. More information is available at www.godirect.org/partners/Disaster_Preparedness.cfm.

Event: American Red Cross Month

Date(s): March

Description: March is American Red Cross Month, a month long celebration of Red Cross accomplishments and a look forward to future goals. The month-long commemoration was created in the 1940s when the Red Cross started a "Roll Call" drive to increase public support during wartime. After discussions with President Franklin Roosevelt, the honorary chairman of the Red Cross, an official call for support was issued, and he declared the whole month of March Red Cross Month. Each President since has issued a proclamation for the month. More information is available at www.redcross.org.

Event: Flood Safety Awareness Week

Date(s): March 12-16, 2012 (usually the third week of March)

Description: Flooding is a coast-to-coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods can occur, the hazards associated with floods, and what you can do to save life and property. More information is available at www.floodsafety.noaa.gov.

Event: National Hurricane Preparedness Week

Date(s): May 21-25, 2012 (usually the last week in May)

Description: Hurricane hazards come in many forms: [storm surge](#), [high winds](#), [tornadoes](#) and [flooding](#). This means it is important for your family to [have a plan](#) that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions



you should take, you can reduce the effects of a hurricane disaster. More information is available at www.hurricanes.gov/prepare.

Event: National Safety Month

Date(s): June

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation's only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation's safety issues in the home and community, on our roads and highways, and in our workplaces. More information is available at www.nsc.org.

Event: National Cyber Security Awareness Month

Date(s): October

Description: The U.S. Department of Homeland Security's National Cyber Security Division sponsors National Cyber Security Awareness Month in October, designed to educate the public on the shared responsibility of protecting cyberspace. DHS employs numerous strategies to increase the security, resiliency, and reliability of the nation's information technology and communications infrastructure. More information is available at www.dhs.gov/cyber.

Event: National Fire Prevention Month

Date(s): October 7-13, 2012 (annually the week that includes October 9th)

Description: The National Fire Protection Association (NFPA) sponsors this week annually. Contact your local newspaper, radio, and television outlets to let reporters know that this week is National Fire Prevention Week. Provide local statistics and information about the damage fires have done and can do, as well as information on preventing fires. Organize door-to-door campaigns to check smoke detectors and carbon monoxide monitors. Contact local NFPA groups to work with them to help spread the fire safety message. More information is available at www.nfpa.org.

Event: National Animal Safety and Protection Month

Date(s): October

Description: National Animal Safety and Protection Month promotes appropriate ways to protect and care for domestic and wild animals and helps individuals stay safe around animals. More information is available at www.PALS.R8.org.

Event: Winter Storm Awareness

Date(s): December

Description: Inclement weather is a danger to many regions during winter months. In December, reach out to citizens to provide information for local storm preparation. Encourage retailers to mark shelves with emergency preparedness stickers highlighting what people need to buy for emergencies. Recruit volunteers to help shovel snow for elderly residents and to make sure they have adequate supplies.