



FEMA

Fact Sheet

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Contact: FEMA News Desk, 202-646-3272

WHAT IS NATIONAL PREPAREDNESS MONTH?

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign in partnership with Citizen Corps and the Advertising Council. NPM is held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and communities.

September 2010 was the seventh annual NPM. This year's campaign encouraged Americans to work together to take concrete actions toward emergency preparedness. Citizens were challenged to join the 'readiness team' and truly help themselves, their neighbors, and their communities become *Ready*. To coincide with NPM 2010, the campaign launched new public service advertising (PSAs) targeting the Hispanic market. The new television, radio, outdoor and Web PSAs promote the idea that preparing today will help reduce the consequences of a disaster tomorrow, encourage Americans to prepare and direct audiences to visit www.listo.gov where they can find tools and resources to prepare. These PSAs are also available in English.

- NPM Coalition membership was open to all public and private sector organizations. Groups could register to become a National Preparedness Month Coalition Member by visiting www.ready.gov and clicking on the National Preparedness Month banner.
- In 2010, the *Ready* Campaign was joined by nearly 5,000 NPM Coalition Members to educate individuals, families and communities on the importance of emergency preparedness. This was the largest Coalition to date.
- During NPM, Coalition Members share preparedness information with their members, customers, employees and communities.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness. *Ready* is a national PSA campaign, produced in partnership with The Advertising Council, which is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- The Campaign's Web sites (www.ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide Americans with free emergency preparedness information.
- Citizen Corps brings together community and government leaders to involve community members in emergency preparedness, planning, mitigation, response and recovery. These Councils enable collaborative planning between government and civic leaders and provide localized support for: outreach and educational efforts to the public; training and exercises that effectively integrate emergency responders, volunteers with a response role, and the general public; and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit www.citizencorps.gov.