

Register for the National
Preparedness Coalition Today!

community.fema.gov/

2012 National Preparedness Month Launch Webinar



Ready
Prepare. Plan. Stay Informed.



Tuesday June 5, 2012

Presented by FEMA, the *Ready* Campaign, and Citizen Corps

Agenda

- Welcome and Background on the National Preparedness Coalition
 - National Preparedness Month
 - 2011 Results
 - Delivering Your Message Effectively and Motivating the Public
 - 2012 Tools, Resources, and Features
- Role of Coalition Members
 - Hosting or Promoting Events
 - Training and Education
 - Forming Partnerships to Achieve Mutual Goals, Share Ideas, and Reach Out to Specific Audiences
 - Using Social Media to Engage the Public
- Questions

Speakers

- Paulette Aniskoff, Director of Individual & Community Preparedness
- Ethan Riley, Arizona Department of Emergency Management
- Herman Schaefer and Ira Tannenbaum, New York City Office of Emergency Management
- Marcus Coleman and Jeannie Moran, Individual and Community Preparedness
- Chris Bernstein, Web Program Manager, Ready.gov

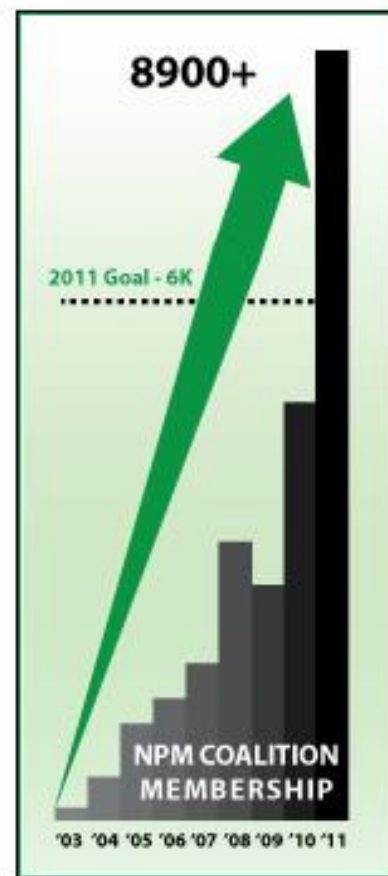
Introduction to National Preparedness Month (NPM)

- Throughout the year, individuals and organizations across the nation conduct their own efforts to help Americans learn about all hazards and take concrete steps to become better prepared
- But every September, these individuals and organizations band together to deliver one message in thousands places throughout the country
- National Preparedness Month is an annual campaign when participating individuals and organizations take action to collectively inspire all Americans to prepare
- Working together, we can accomplish so much more, and draw much more interest from the public, the media, and leadership than we can separately

Last Year's National Preparedness Month Results

The 2011 National Preparedness Month Campaign achieved record results! 2011 results include:

- 8,935 Coalition Members signed up last year, a near 200% increase from 2010 and the largest support for National Preparedness Month to Date
- 1,550 Messages Posted and Ideas Exchanged
- 1,377 Calendar Events that encouraged communities to take specific steps towards preparedness in every state and territory
- 211 Pictures Uploaded



Delivering Your Message Effectively

- Form Partnerships with Trusted Sources
- Share Ideas
- Target and Tailor Messaging to Specific Audiences

2011 Coalition Members

• Access/Functional/Disability Needs Organizations	36
• Business/Private Sector Companies or Associations	1208
• CERT Groups	555
• Childcare and Pre-School	99
• Citizen Corps Councils	155
• Colleges/Universities	319
• Communication Groups	152
• Congressional Co-Chairs	10
• Faith-based Organizations	417
• Federal Government	438
• Fire/Emergency Responders	411
• HOA/Neighborhood Groups	104
• Individuals/Families	1008
• K-12 Schools	144
• Local Government	1082
• Medical Facilities/Health	452
• Medical Reserve Corps	147
• Military	125
• Museums, Libraries, Parks, etc.	15
• News Media	48
• Non-profit Organizations	723
• Pets/Livestock/Agriculture	45
• Preparedness Organizations	339
• Red Cross Chapters	153
• Retirement Communities and Organizations Serving Senior Citizens & the Elderly	40
• Science/Engineering Organizations	29
• Scouting Groups	39
• Service/Membership Organizations	62
• State Government	371
• Tribal Group	35
• VOAD (Voluntary Organizations Active in Disaster)	97
• Other	87

Delivering Your Message Effectively

- Use multiple outlets and approaches to reach a broader spectrum of individuals
- 2012 National Preparedness Month Outreach Resources can help you promote events and activities through a wide variety of channels:
 - Press Release Template
 - Event Media Advisory
 - PSAs and Instructional Videos
 - Sample Emails
 - Sample tweets and Facebook status updates
 - Newsletter/website article/blog entries for multiple audiences

Average Cost of a National Television Commercial

\$300,000+

Where Individuals Find Out About Emergency Information

Media Source	% of Individuals Who Read, Saw or Heard Earthquake Information
Television	68%
Newspaper	47%
Internet	40%
Radio	40%
Email	16%

Table: Media Sources of Information about Preparing for Earthquakes in CUS Region†*

Refreshed: Community.Fema.Gov

1. **Connect** with each other and resources
2. **Collaborate** together
3. **Empower** yourself
4. **Educate** your family, neighbors, friends, and co-workers to prepare!



2012 Tools, Resources, and Features




The National Preparedness Coalition website is updated every year to provide members with relevant information, innovative ideas, and tools they can use to help prepare their communities:

- **Discussion Forums**
- **Events Calendar**
- **Events Ideas**
- **Photos**
- **National Preparedness Month Outreach Resources**

2012 Tools, Resources, and Features




- **Discussion Forums:** Network and meet new partners in your community and in nearby states, and share information and discuss preparedness issues with members from throughout the country

EVALUATING DISASTER EDUCATION PROGRAMS FOR CHILDREN

Vicki Johnson - Joint Centre for Disaster Research, Massey University (1 month ago)  Reply  Edit 

I am an American doctoral student in Emergency Management at Massey University in New Zealand, and the former director of the Center for Children and Disasters in Washington, DC (2009-2011). The focus of my thesis is "Evaluating Disaster Education Programs: A Case Study of Organizations that Evaluate Their Programs Using Evidence-Based Outcome Indicators." My goal is to develop a tool that helps organizations evaluate their programs using evidence-based outcome indicators. I am looking at what has been done in practice.

I am currently working with the Washington State Emergency Management Office to lead a pilot evaluation of new disaster education programs developed for schools. If anyone else is planning an evaluation of their disaster education program for children, I would be happy to contribute under the auspices of my doctoral research.

Paul Myers (1 week ago)  Reply  Edit  Delete

Hi Vicki,

2012 Tools, Resources, and Features

- **Events Calendar:** Make it easy for the public, the media, and leadership to find your events and training and education activities by putting them all in one place and putting your program on the map

The screenshot displays the 'CALENDAR' interface with three main sections:

- ADD YOUR EVENT:** Includes a photo of a man at a laptop. Text: "ADD YOUR EVENT. Get started by selecting the appropriate calendar from the drop down list below." Features a "State/Territory List:" dropdown menu and a "go" button.
- FIND EVENTS:** Includes a photo of a group of people. Text: "FIND EVENTS. Search by Zip Code below." Features a search input field and a "go" button.
- FIND NATIONAL OR VIRTUAL EVENTS:** Includes a photo of a laptop. Text: "FIND NATIONAL OR VIRTUAL EVENTS. Click here to browse webinars and other online events. View Events >"

Below these sections is a map of the United States and surrounding regions (Canada, Mexico, Greenland, Iceland, Russia, Mongolia, China, South Korea, Thailand, Japan). The map shows several blue location pins primarily in the United States. Map controls include a compass, a person icon, a zoom-in button, and tabs for "Map" and "Satellite".

2012 Tools, Resources, and Features

- **Events Ideas:** Learn about other events that are happening throughout the country and how you can host similar events of your own

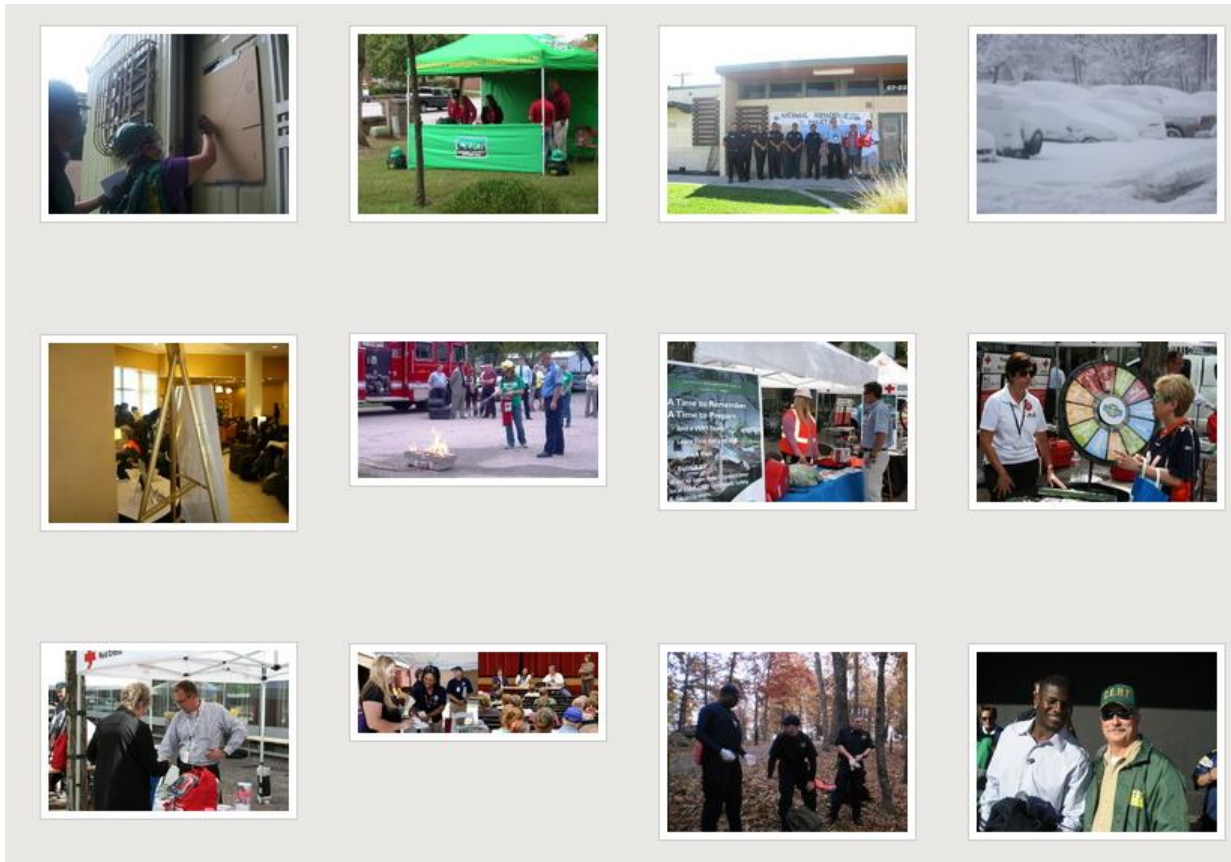
EVENT IDEAS

Ideas For Specific Audiences ('2 pagers'):

- Persons with Disabilities and Other Access or Functional Needs
- Education
- Pet Owners
- Private Sector
- Fire Community
- Emergency Managers
- Faith based Communities
- General
- Health and Human Services
- Tribal Communities
- NPM Power Point

2012 Tools, Resources, and Features

- **Photos:** Post photos from your events and training and education activities, and browse those posted by other members








2012 Tools, Resources, and Features

- **Outreach Resources:** Use a wide variety of materials to promote National Preparedness Month and your events and activities to specific audiences





RESOURCES

The following materials are available to you or your organization to support your participation in the National Preparedness Coalition and to promote awareness and preparedness.





National Preparedness Month: Key Points

-  Background on NPM and Key Messages to Convey
-  Messaging for Your Audiences
-  Sample Social Media Messages
-  FAQs
-  Proclamation Request & Template

Sample Messages by Audience

-  General Audience
-  Community Involvement Audience
-  Family Audience
-  Preparedness on a Budget

Event Ideas by Audience

-  General Audiences
-  Education
-  Emergency Managers
-  Faith based Communities

How Coalition Members Support NPM Goals

During National Preparedness Month, Coalition Members bridge the gap between the government and the public – whether it be by sending an email encouraging preparedness or hosting a preparedness event. In the past Coalition Members have used the following strategies:

- **Host Events**
- **Educate and Train the Public**
- **Form Partnerships to Achieve Mutual Goals, Share Ideas, and Reach Out to Specific Audiences**
- **Use Social Media to Engage the Public**



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Information
Network*

www.AzEIN.gov

@AzEIN

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a dash of planning...

a pinch of preparedness...

a world of difference.

emergency kit cook-off

[Home](#)

[Cook-off Rules](#)

[Black Box Ingredients](#)

[Emergency Preparedness](#)

[Resources](#)

[Comment Policy](#)

[Media](#)

MONDAY, AUGUST 1, 2011

AzEIN Partnership Produces Emergency Kit Cook-off

PHOENIX--National Preparedness Month is in its eighth year of spreading the personal preparedness message of prepare a plan, make a kit and be informed--a mantra worth repeating... often.

But as important as the message is, the Arizona Emergency Information Network (AzEIN) can't bear to simply reiterate the three tenets of preparedness. *Boooooorriinnngg*. So, AzEIN has 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.

A typical emergency kit includes three days worth of water (a gallon per person, per day for drinking and hygiene) and non-perishable foods—canned proteins, fruits and vegetables; cereal, granola and trail mixes; peanut butter; dried fruits and nuts; canned juices; and comfort foods like cookies or crackers.

The public's help is needed in deciding which emergency kit foods become ingredients in this year's Emergency Kit Cook-off "black box." The public can [vote on the ingredients](#) put before Le Cordon Bleu Chef Jon-Paul Hutchins—he's tackling the black box on *live television*—and those home cooks who are up to the challenge.

"A black box competition is a test of culinary imagination," said Chef Hutchins, "The Emergency Kit Cook-off is based on the idea that 'necessity is the mother of all invention.'" We set the constraints, and the cooks are left to create a delicious often original dish."



CLICK OR SCAN THE CAN TO VOTE

SEARCH THIS BLOG

Search

powered by Google™

VISITORS TO THE EMERGENCY KIT COOK-OFF

1357

EMERGENCY KIT COOK-OFF



- Inspired by cable TV, staff interests & “black box” competitions
- Interact w/ AzEIN (concept) brand
- Partner w/ Le Cordon Bleu, Scottsdale
- Earned advertising



FILLING THE BLACK BOX



- Public voted on the Emergency Kit Cook-off “black box” ingredients in online poll; 70+ ballots
- Kit Cook-off graphic (left) circulated w/ QR code redirecting to poll
- Selected two (2) ingredients from each of the four food categories— proteins; starches, grains and nuts; fruits and vegetables; and beverages
- #KitCookoff, #smem, #NPM11

COOKING WITH THE BLACK BOX



- Top two vote-getting ingredients from each category included in the black box: black beans, rice, evaporated milk
- Chef Jon-Paul Hutchins and a student cooked w/ black box ingredients on live, local television
- Home cooks invited to submit recipes & pictures to blog
- Cook-off open to everyone; careful not to brand as Arizona-only activity

MEDIA MENTIONS



- *Sonoran Living*, ABC15
- blogosphere (idisaster2.0)
- social media (#smem)
- *Emergency Mgmt. Magazine*

ROOM TO GROW



- Explore new discourse communities (e.g., family & consumer sciences, cooking schools) & “micro” funding opps

- Incentivize participation

- Syndicate; be proactive via #smem relationships, media & collateral

- Improve “shareability”

- discover new *vernacular campaigns*
 - DIY or low-cost outreach realized through local partnerships
 - gamification, affirmative, simple spectacles



LOOKING AHEAD TO #NPM12



An emergency kit should contain a three-day supply of non-perishable food and potable water, but that's not all. Remember these tips when packing your kit:

Choose foods that do not require refrigeration, preparation or cooking and little or no water.

Eat or donate items set to expire within the next six months; replace the old foodstuffs with new items.

Pack foods your family will eat but avoid salty foods that cause thirst.

Include a manual can opener and eating utensils in your kit.

Remember the dietary needs and allergies of babies, toddlers and the elderly.

Most of what you need for an emergency kit is likely already in your pantry. Purchase the rest over several trips to the grocery store using coupons and during sales.

Scan the QR code or visit www.AzEIN.gov for more information on emergency preparedness.

Emergency

KIT COOK-OFF

Kit Contents	
Serving Size: You & Your Family	
Amount Per Family	
Enough non-perishable food & water for 3 days	
WATER:	
1 gallon of water per person, per day	
FOOD:	
Canned proteins like tuna, chicken & Spam	
Canned fruits, vegetables & juices	
Beverages like instant coffee & drink mixes	
Peanut butter & other sandwich spreads	
Granola, cereal & energy bars	
Pre-packaged dried fruits, nuts & trail mixes	
Comfort foods like cookies & crackers	
ITEMS: Manual can opener, utensils,	
personal hygiene products & medications,	
first aid kit, flashlight, favorite non-perishable	
snack, and a small first aid kit.	

- Poster contest for first-through sixth-graders

- Educators' Toolbox of free coloring pages, worksheets and teaching resources

- Email signature block

- Emergency #KitCookoff

- CANstruction

NATIONAL PREPAREDNESS MONTH 2011

Plan Prepare Inquire Inspire

www.AzEIN.gov



Questions ... Ideas ... Brainstorming



Ethan M. Riley

Public Information Officer

Arizona Division of Emergency Management

Office: 602-464-6303

Cell: 602-501-0218

ethan.riley@azdema.gov





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Network*

www.AzEIN.gov

@AzEIN

facebook.com/ArizEIN



Preparedness Activities for Communities Everywhere

Marcus Coleman
Individual and Community Preparedness Division



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Partnering with the Whole Community



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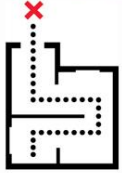
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The Good News

Be Red Cross Ready



Get a Kit



Make a Plan



Be Informed

ready montana



La Quinta PREP Emergency Preparedness



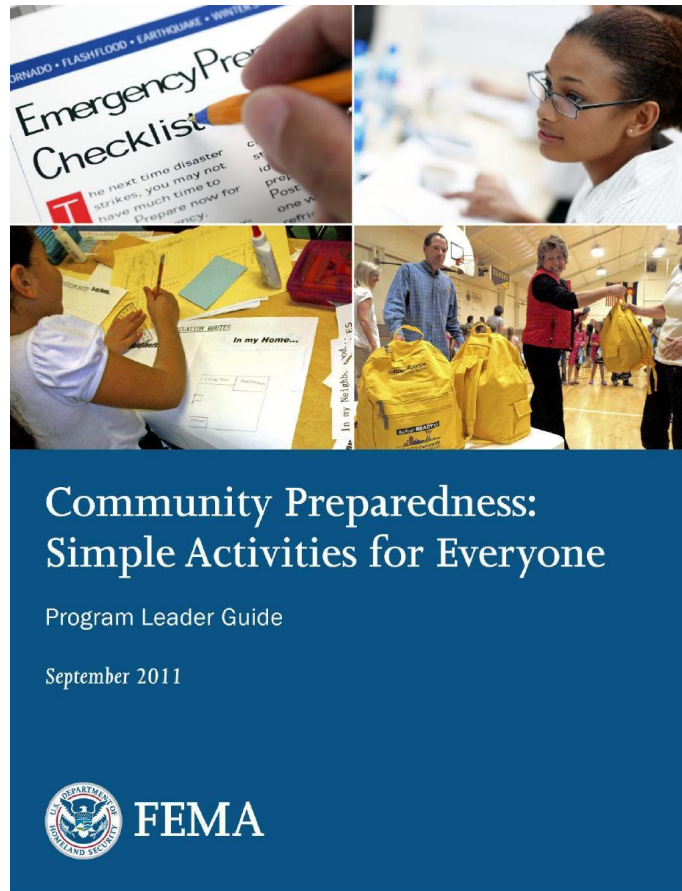
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Disclaimer

The resources listed here are purely for reference, are from publicly available sources, and intended to provide preparedness guidance, tools, and publications. FEMA does not necessarily endorse the views expressed or the facts presented on any linked external, third-party website. Nor does FEMA endorse any non-Federal government entity, service, or organization including but not limited to any commercial products.



A Tool for Talking About Preparedness



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Available Tools and Resources

- [Interactive Web-based Course](#)
- [Preparedness Activities for Communities Everywhere](#)
- **Downloads**
 - English
 - [Program Leader Guide](#)
 - [Facilitator Guide](#)
 - Spanish
 - [Program Leader Guide](#)
 - [Facilitator Guide](#)



Preparación ciudadana: Actividades sencillas para todos

Guía del facilitador

September 2011



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Preparedness Activities for Communities Everywhere

The 16 modular activities are broken down into the following topical areas:

- Core topics (such as, preparedness on a budget, developing personal neighborhood support networks)
- Hazard-reduction topics (including putting out fires and identifying hazards in the home), and
- Specialized preparedness topics (pet/service animal preparedness, the whole community concept)



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Target Audiences

Preparedness Activities for Communities Everywhere can also be used by:

- **Non-Profits**
- **Faith-based Organizations**
- **Private Sector Organizations**
- **Voluntary Organizations Active in Disasters**
- **Citizen Corps Partners and Affiliates (e.g. CERT, Medical Reserve Corps, USAonWatch, Volunteers in Police Service, Fire Corps)**



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Preparedness Activities

- Can be used standalone for training sessions as short as 15 minutes, or combined to create a comprehensive community training effort up to two hours at a time.
- Modules are available in [English](#) and [Spanish](#).

Each topic includes a facilitator guide and participant materials.

PREPAREDNESS ON A SHOESTRING

FACILITATOR GUIDE FEMA

ACTIVITY: DISASTER KIT SCAVENGER HUNT

Purpose: The purpose of this activity is to educate families on how to create a no-cost or low-cost disaster kit.

OBJECTIVES:

- List the critical items to include in a disaster kit.
- Identify how to create a disaster kit from items available in the home.

Preparation and Needed Materials: Prior to conducting this activity, you may want to:

- Assemble a model kit from the items listed on the participant handout.
- Work with local merchants or voluntary organizations to get donation of essential items to include in the kits.
- Encourage voluntary organizations to create disaster kits for a family or neighbor in need.

Presentation Tips:

- Welcome participants to the session.
- Explain that, by the end of the session, they will be able to assemble a disaster kit from items found in their homes.

Facilitator Guide

The first pages of each topic provide the facilitator with:

- Overall purpose of the session.
- Suggested preparation steps and materials.
- Presentation tips.

PREPAREDNESS ON A SHOESTRING

FAMILY DISASTER KIT: HANDOUT FEMA

ACTIVITY: DISASTER KIT SCAVENGER HUNT

You may need to survive on your own after an emergency for at least 3 days. Local officials and responders will be on the scene after a disaster, but they cannot reach everyone immediately. Creating a family disaster preparedness kit does not have to be costly—many of the items for your family's kit may be found around your home.

You can make a game of getting prepared by organizing a family scavenger hunt. Begin by finding a container to store the items (e.g., large bucket, pillowcase, backpack, plastic container, etc.).

- Water—at least 1 gallon per person per day for at least 3 days, for drinking and sanitation.

Handouts

Following the facilitator guide are handouts for the participants to use during the session or as "take away" materials.

The program design has limited the number of pages and the need for presentation equipment such as computers and projectors.



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More is on the Way!

- We welcome suggestions for the resources available under our [“Preparedness Starts at Home”](https://www.citizencorps.gov) webpage resource page on www.citizencorps.gov!
- If you know of a great neighborhood preparedness tool, please email it to citizencorps@dhs.gov with “Neighbors Helping Neighbors tool” in the subject line.
- Post your communities neighborhood preparedness tool on the National Preparedness Coalition website and share your events!



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Youth Preparedness

Jeannie Moran

Individual and Community Preparedness Division



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Statistics to Consider

- **Children comprise more than 25% of the population**
- **In 2010, 74.4 million U.S. residents were under the age of 18**
- **14.1 million children live in poverty**
- **At the end of the 20th century, 66.5 million children were affected by a disaster (and this number increases more with shifts in society and climate change)**



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Strengths Youth Bring to Preparedness

- **Children are Positive Influencers – Children can effectively spread important messages about preparedness to their adult family members, especially Mom and Dad**
- **Children can become Leaders – Youth are empowered by participating in youth preparedness programs**
- **Prepared Children are more confident during an actual emergency – the more knowledge that youth have about their situation, the less anxiety they exhibit during disasters**



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Tools and Resources

- **Direct Technical Assistance**
- **How-To Guide**
- **Resources Available**
- **Partnerships**



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Direct Technical Assistance

- **Youth Workshops in Philadelphia and Wisconsin this September**
- **Conducted research with successful youth programs with the goal of outlining successful program implementation strategies**
- **Technical assistance will be available for programs that exist and programs interested in getting started**



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How-To Guide

- **The Guide is intended for use by key personnel in organizations that will work to ensure the welfare of children during an emergency**
- **Regional and State Youth Preparedness Workshops reflect the process outlined in the How-To Guide**



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Online Resource Portal

- **Developing an online library of available youth preparedness resources for varying audiences, including:**
 - Youth Preparedness Programs
 - Emergency Management
 - School Administrators and Teachers
 - Families
- **Materials are [available on our online youth index](#), including:**
 - [Youth Disaster Preparedness Education Resources Catalogue](#)
 - [Youth Preparedness Implementation Guide](#)
 - [Youth Preparedness Fact Sheet](#)



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Partnerships

- **Signing of the Youth Preparedness Strategic Framework this September**
- **Federal Partners include: The Department of Health and Human Services (HHS), the Department of Education, the Corporation for National and Community Service (CNCS)**
- **Non-government Partners include: Girl Scouts of America, Disney, Nickelodeon, the Federal Alliance for Safe Homes (FLASH), Save the Children, ShakeOut, Disney, and community and faith-based organizations**



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Partners in Preparedness

NYC OEM Commissioner Joseph Bruno is joined by FEMA Administrator Craig Fugate and private sector partners to launch this important collaboration



How to Become a Partner

- Our partners lead their organization and employees through of five activities such as planning for emergency communication, sending personal preparedness messages, and conducting drills and exercises
- Once completed, organizations receive their Partner in Preparedness Seal to display



Completed Partners

More than 200 organizations representing more than 200,000 employees and volunteers

Industries include:

- Media Corporations
- Banking and Finance
- Nonprofit Organizations
- Various New York City Agencies
- Religious Organizations
- Institutions of Higher Education
- Food Service Industries
- Hospitality
- Health and Medical



Featured Partners

April 2012 Featured Partner: Shearman & Sterling LLP

Shearman & Sterling LLP, a leading international law firm with 20 offices worldwide, has formed the Shearman Watch/Action Team (SWAT) to support its global, local and personal preparedness efforts. Operating out of New York, where the firm's largest office is located, SWAT includes representatives who serve as "first responders" from a variety of functions within the firm, including administrative services, communications, facilities, human resources, real estate, technology and telecommunications. In New York City, SWAT partners with the OEM and with other law firms to prepare for, monitor and respond to emergency situations.



Social Media and Engagement

During National Preparedness Month this September, there are a number of ways that you can use social media to spread the word and help us make our country safer and more resilient:

SAMPLE TWEETS AND FACEBOOK STATUS UPDATES

Do you or your organization use Twitter or Facebook? In September, use your social media presence to help promote National Preparedness Month (NPM) and encourage people to take action. This year we will be using the hashtag “#NPM” to help promote the NPM campaign. By including “#NPM” with each of your messages, you can help promote preparedness among all your followers and fans.

We will be promoting NPM on Facebook and Twitter throughout the month of September. Follow these accounts and retweet messages.

- *Ready* Campaign’s twitter account at www.twitter.com/readydotgov
- FEMA - twitter.com/fema
- Citizen Corps - twitter.com/citizen_corps
- Administrator Craig Fugate - twitter.com/CraigatFEMA

Use the tweet ideas below, or create your own preparedness messages to help make our country safer and more resilient

NPM/Citizen Corps/Ready Campaign Sample Tweets and Status Updates

- ✓ It's the first day of National Preparedness Month. Join the XXXX Coalition Members and help us get America Ready! Ready.gov #NPM
- ✓ This is National Preparedness Month, the perfect time for you and your family to make a plan, create a kit, and stay informed! #NPM
- ✓ Help your community or your office get *Ready* during National Preparedness Month. Visit Ready.gov to get started #NPM

<http://community.fema.gov>

Questions?

Ready@fema.gov

citizen corps@fema.gov