

2015 NATIONAL SEASONAL PREPAREDNESS

CONTENT MESSAGING CALENDAR

WINTER

DECEMBER

Winter Weather Preparedness*
Holiday Preparedness*

JANUARY

Resolve To Be Ready*

FEBRUARY

Flood Safety*

SPRING

MARCH

Severe Weather Safety*
Flood Safety*
Tsunami Safety
American Red Cross Month

APRIL

Financial Literacy Month
National Volunteer Week
National PrepareAthon! Day
(4/30)*

MAY

National Hurricane Preparedness Week
Older Americans Month
National Building Safety Month
National Police Week
National EMS Week
National Small Business Week
Wildfire Community Preparedness Day
Pet Preparedness Day
Military Appreciation Month

SUMMER

JUNE

Hurricane Safety*
Lightning Safety
Wildfire Safety*

JULY

Firework and Park Safety
Heat and Drought Safety*
Youth Preparedness Summit

AUGUST

National Night Out
Back to School

FALL

SEPTEMBER

National Preparedness Month*
National PrepareAthon! Day
(9/30)*

OCTOBER

Fire Prevention Week
National Crime Prevention Month
Great ShakeOut
Cybersecurity Awareness Month

NOVEMBER

Critical Infrastructure Preparedness Month
American Education Week
Military Family Month
Native American Heritage Month