

September is

National Preparedness Month

2007



Emergency Preparedness

- ✓ Emergencies can range from inconvenient to devastating. But taking some simple preparedness steps in advance can minimize their impact and make a big difference in ensuring the safety and well-being of individuals, families, businesses and communities



Emergency Preparedness Efforts

- ✓ Federal, state and local government and the private sector are working hard to prepare and protect the nation, but we all have a role to play
- ✓ The U.S. Department of Homeland Security (DHS) promotes emergency preparedness through the *Ready* Campaign



What is *Ready*?

- ✓ A national public service campaign produced by DHS and The Advertising Council
- ✓ Educates and empowers Americans to prepare for, and respond to, potential emergencies
- ✓ Goal is to get Americans involved and ultimately increase our nation's level of preparedness



Ad Council Ready 



Ready Campaign Components

- ✓ *Ready America* – Information for Americans on how to prepare themselves, their families, pets and homes
- ✓ *Ready Business* – Information for owners and managers of small to medium-sized businesses on how to prepare their employees, assets and operations
- ✓ *Ready Kids* – Tool to help parents and teachers educate children 8-12 about emergencies and how they can help their families prepare
- ✓ *Listo America / Listo Negocios / Listo Niños* – Spanish language versions



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National Preparedness Month (NPM)

- ✓ A nationwide effort organized by DHS that encourages Americans to take simple steps to prepare for emergencies in their homes, businesses and schools
- ✓ Goal is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action
- ✓ NPM 2007 is the fourth annual effort and will focus on four themes, one each week:
 - Back-to-school, *Ready Kids* (9/1-8)
 - Business Preparedness (9/9-15)
 - Multicultural Preparedness (9/16-22)
 - Home and Family Preparedness (9/23-30)



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NPM Coalition Membership

- ✓ The goal for Coalition Members is to:
 - Help Americans take steps to prepare themselves and their families for emergencies
 - Join with local organizations and fellow NPM Coalition Members, local first responders and government officials to bring preparedness messages into our communities
 - Ultimately work together to spread the preparedness message throughout the country
- ✓ As NPM Coalition Members, we are encouraging you to take steps to prepare today!



Ready asks individuals to do three key things

- ✓ Get an Emergency Supply Kit
- ✓ Make a Family Emergency Plan
- ✓ Be informed about different types of emergencies and the appropriate responses



STEP 1: Get an Emergency Supply Kit

- ✓ Should include basic supplies for your family and pets for three days
- ✓ Prepare at least two kits: one for home, a smaller portable kit to take with you if you have to leave, and kits for your office or car



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Emergency Supply Kit, cont.

The larger at-home kit should include the following items:

Food

- Non-perishable - not requiring refrigeration, cooking or water preparation
- Examples: cereal bars, granola bars
- Include a manual can opener, if necessary



Water

- One gallon per person and pet per day for three days
- Store in clean, sealed plastic bottles
- Need for water can vary based on climate and special needs



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Emergency Supply Kit, cont.

Radio

- Battery-powered
- With NOAA weather alert function
- Extra batteries



Flashlight

- Extra batteries



First Aid Kit

- With specific items for your family/personal needs



Emergency Supply Kit, cont.

Whistle

- To signal for help if trapped

Wrench or Pliers

- To turn off utilities if necessary



Unique Family Needs

✓ Consider your family's unique needs. Some other items you may add to your kit include:

- Prescription medications
- Prescription glasses
- Important family documents
- Formula or diapers for infants
- Games or toys to entertain children
- For a list of other items, go to www.ready.gov



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Pet Supplies

✓ If you have a pet, include pet supplies in your emergency supply kit:

- Food
- Water
- Medicine
- Medical records
- Collar with ID tag
- Harness or leash
- Crate or other pet carrier
- Familiar items, i.e. toys, treats and bedding
- Picture of your pet for identification purposes



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Supplies for Older and Disabled Americans

- ✓ If you are preparing a kit for older or disabled citizens, include:
 - Food and water
 - Medications and medical records
 - Personal items such as prescription glasses, hearing aids and batteries, wheelchair batteries and other appropriate supplies



STEP 2: Make a Family Emergency Plan

- ✓ Sit down as a family and plan in advance what you will do in an emergency
- ✓ A well-structured plan will allow you to assess the situation, use common sense, and take care of yourself and your loved ones



Family Emergency Plan

- ✓ You may not be together as a family when an emergency happens
- ✓ Plan in advance how to get in touch with each other and get back together
- ✓ www.ready.gov has a template to help you get started

The form is titled 'Ready Family Emergency Plan' and includes instructions at the top. It is divided into several sections for collecting family information:

- Out-of-Town Contact:** Name, Address, City, State, Zip, Telephone Number.
- Neighborhood Meeting Place:** Name, Address, City, State, Zip, Telephone Number.
- Meeting Places:** A section for listing two meeting places, one in the neighborhood and one outside.
- Family Members:** A table for listing family members with columns for Name, Date of Birth, Telephone Number, and Important Medical Information.
- Medical Information:** A section for listing medical conditions, allergies, and other health information for each family member.
- Emergency Contacts:** A table for listing emergency contacts with columns for Name, Telephone Number, and Address.

At the bottom, there is a section for 'Additional Information' and a footer that reads 'Dial 911 for Emergencies'.



Family Emergency Plan Elements

- ✓ **Out-of-Town Contact** - In an emergency it might be easier to make a phone call out of town; designate a contact out-of-town to take roll and relay information for your family
- ✓ **School and Work Plans** - Learn about the emergency plans at your workplace and at your children's schools
- ✓ **Meeting Places** - Choose two places to meet: one in the neighborhood; one outside of the neighborhood



Special Considerations for Your Family Emergency Plan

- ✓ **Older and Disabled Americans** - Develop an emergency plan that considers each person's unique needs, including a personal support network to call on in the event of an emergency
- ✓ **Pets** - Plan with neighbors, friends or relatives to make sure someone is available to care for, or evacuate, your pets if you are unable to do so



Stay or Go?

- ✓ In some situations authorities may urge you to leave
 - Hurricane, flood, fire, etc.
- ✓ In other situations, staying where you are and avoiding danger is best
 - If air is contaminated or there are large amounts of debris in the air



Evacuating

- ✓ Plan where you will go; choose several destinations in different directions
- ✓ Plan driving routes; have maps and alternate routes
- ✓ If you do not have a car, know public transportation options
- ✓ Take your Emergency Supply Kit
- ✓ Lock your door
- ✓ Take your pets; plan out what pet friendly lodging you will go to in advance



STEP 3: Be Informed

- ✓ Learn more about:
 - Different types of emergencies and their appropriate responses
 - Which emergencies are more likely to affect your area
 - The emergency plans in your community



Prepare Today!

- ✓ To learn more about how to prepare yourself and your family, visit www.ready.gov.



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