

# National Preparedness Month

September is [National Preparedness Month](#) (NPM). Launched in 2004, NPM is [FEMA](#)’s annual preparedness outreach campaign. NPM is sponsored by FEMA’s [Ready Campaign](#). The Ready Campaign aims to educate and empower Americans during NPM, and throughout the year, to prepare for and respond to all types of emergencies.

**The 2023 theme for National Preparedness Month is “Preparing for Older Adults.”**  
The Ready Campaign’s 2023 National Preparedness Month campaign will focus on preparing older adults for disaster, specifically older adults from communities that are disproportionately impacted by the all-hazard events which continue to threaten the nation.

This toolkit includes templates and drafts of newsletter articles, blogs, posters, and other collateral material that you can use in various outreach efforts. As you familiarize yourself with the toolkit, keep in mind the audiences that you work with, and select the tools that are best able to help your organization reach them most effectively.

In addition to promoting NPM through its own outreach channels, [FEMA Region 3](#) is encouraging everyone to get the word out and help the [Whole Community](#) prepare for emergencies. This toolkit is designed to provide you and your organization with easy-to-use tools to promote NPM and help your stakeholders prepare for an emergency in their community. Stay tuned for more announcements from FEMA Region 3 and FEMA Headquarters regarding NPM activities occurring throughout the month of September.

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FEMA

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## FEMA Region 3 Points of Contact

Public Affairs	<a href="#">Charlie Elison</a>	215-535-9995
Congressional Affairs	<a href="#">Nicholas Morici</a>	267-546-6419
Social Media & Digital Communications	<a href="#">Amanda Hancher</a>	215-459-3637
Intergovernmental Affairs (DE, MD, PA)	<a href="#">Rebecca Kuperberg</a>	202-615-9958
Intergovernmental Affairs (VA, WV, DC)	<a href="#">Amparo Santana Garcia</a>	202-615-4845
Private Sector	<a href="#">Noel Witzke</a>	202-705-9620
Volunteer Agency Liaison	<a href="#">Amy Eden</a>	202-710-6297
Community Preparedness Officer	<a href="#">Jacqueline Robinson</a>	609-384-6251
Regional Preparedness Liaison	<a href="#">John Dispaldo</a>	610-930-6869

## National Preparedness Month 2023 Messages

### Key Messages for National Preparedness Month 2023

- National Preparedness Month (NPM), recognized each September, provides an opportunity to remind us that we all must prepare ourselves and our families now and throughout the year.
- September is NPM and is a time for the Whole Community to prepare for emergencies and disasters.
- NPM is geared toward building awareness and encouraging Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and places of worship.
- Emergency managers and all those who work with and support older adult communities can access the new webpage available in English and Spanish languages at [Ready.gov/older-adults](https://ready.gov/older-adults) and [Ready.gov/es/adultos-mayores](https://ready.gov/es/adultos-mayores) for initial messaging, graphics and resources.
- Being prepared starts by knowing your risk and taking the appropriate actions before, during and after a disaster strikes. You can begin by visiting [Ready.gov](https://ready.gov).
- For updates on National Preparedness Month, including themes and activities, visit [www.ready.gov/september](https://www.ready.gov/september).

### Talking Points for National Preparedness Month 2023

- Use the momentum of National Preparedness Month to reinforce tried and true preparedness measures to keep your family prepared.

- Take the time to build a kit for yourself or your family. Include items that [meet your individual needs](#), such as medicines, medical supplies, batteries and chargers, in your [emergency supply kit](#).
- Check your insurance policies and coverage for the hazards you may face, such as flood, earthquakes, and tornadoes. Make sure to consider the costs associated with disasters and save for an emergency. [Make copies](#) of Medicaid, Medicare, and other insurance cards.
- Plan for your transportation if you need help evacuating. Plan how you will have your assistive devices with you during an evacuation.
- **Create a support network** of family, friends and others who can assist you during an emergency. Make an [emergency plan](#) and practice it with them. Make sure at least one person in your support network has an extra key to your home, knows where you keep your emergency supplies, and knows how to use lifesaving equipment or administer medicine.
- If you undergo routine treatments administered by a clinic or hospital, find out their emergency plans and work with them to identify back-up service providers.
- Don't forget your pets or service animals. Not all shelters accept pets, so plan for alternatives. Consider asking loved ones or friends outside of your immediate area if they can help with your animals.
- A disaster can disrupt mail service for days or weeks. If you depend on Social Security or other regular benefits, switching to electronic payments is a simple, important way to protect yourself financially before disaster strikes. It also eliminates the risk of stolen checks. The U.S. Department of the Treasury recommends two safer ways to get federal benefits:
  - Direct deposit to a checking or savings account. If you get federal benefits you can sign up by calling 800-333-1795 or [sign up online](#).
  - The **Direct Express®** prepaid debit card is designed as a safe and easy alternative to paper.

Visit [www.ready.gov/september](http://www.ready.gov/september) for more information.

## Press Release Template

### **[ORGANIZATION]** Announces Participation in National Preparedness Month

*This September, use National Preparedness Month as an opportunity to focus our attention on preparing older adults for disasters.*

**[CITY, St.]** – September is [National Preparedness Month](#) (NPM), the [Federal Emergency Management Agency's](#) (FEMA) annual preparedness outreach event sponsored by FEMA's [Ready Campaign](#). **[ORGANIZATION]** has

committed to participate in NPM to increase preparedness in the community by **[LIST EVENTS OR PREPAREDNESS ACTIVITIES]**.

This year, National Preparedness Month will focus on preparing older adults for disasters. Older adults have specific needs during a disaster, specifically those who are disproportionately affected by all hazards. Older adults face greater risks associated with disasters, especially those who live in rural areas, live alone, are low-income, or have a disability. National Preparedness Month is a perfect time to create or review your own emergency plans, or those for our parents, grandparents, and elderly friends and neighbors.

Preparedness is a shared responsibility that takes the [Whole Community](#). Learn ways you can take action by visiting [www.ready.gov/older-adults](http://www.ready.gov/older-adults) and [Ready.gov/prepare](http://Ready.gov/prepare).

**[ORGANIZATION]** is **[INSERT EVENT AND MORE DETAILS HERE]**.

**[INSERT QUOTE FROM YOUR ORGANIZATION SPOKESPERSON HERE]**

This is the **[INSERT NUMBER OF YEARS ORGANIZATION HAS BEEN INVOLVED WITH NPM]** year **[ORGANIZATION]** has participated in NPM.

For more information about the Ready Campaign and National Preparedness Month, visit [Ready.gov/September](http://Ready.gov/September).

###

## Blog Post Template

### Joining National Preparedness Month

I'm proud to announce that we here at **[ORGANIZATION]** have joined [FEMA](#) and countless other organizations in preparing for emergencies throughout the month of September, which the president has proclaimed National Preparedness Month ([NPM](#)). NPM is a time to for us all to prepare for emergencies and disasters.

If you've seen the news recently, you know that emergencies happen unexpectedly in communities just like ours, to people like us. It's for that exact reason that we made the decision to join NPM this year and become more prepared to face an emergency. There are so many things that we can do to prepare. We're making a conscious effort to help prepare our staff both here at the office and at home.

By **[developing OR discussing]** an emergency plan with our families, communities, congregations, neighbors and co-workers, we can ensure that everyone knows what resources are available in an emergency and where to go if we need to evacuate. We can work as a team to make our communities, our neighborhoods and our own families safer.

But preparing goes beyond just making a kit and building a plan. The focus of National Preparedness Month this year is on older adults, and the varied and specific conditions that make preparedness for this community unique. Like always, you should take time to build a kit, make a plan, check your insurance policies and coverage for the hazards you may face, such as flood, earthquakes and tornadoes. But this year, especially for older adults, you should review your benefits to make sure you're receiving them electronically, work out a plan with your doctors on

what you'll do during a disaster with your medication regimen, and plan specifically with your caregiver, if you have one. You can visit [www.ready.gov/older-adults](https://www.ready.gov/older-adults) for more tips.

**[INSERT STORY UNIQUE TO YOUR ORGANIZATION OR A QUOTE]**

As we here at **[ORGANIZATION]** continue to prepare for an emergency, we encourage everyone in the community to do the same. You never know where you'll be when an emergency strikes, so prepare for it now.

# # #

## Media Advisory Template

*Attention News Directors and Assignment Editors*

**[ORGANIZATION NAME] TO PARTICIPATE IN NATIONAL PREPAREDNESS MONTH IN SEPTEMBER; ENCOURAGES THE PUBLIC TO ATTEND [NAME OF EVENT]**

**WHO:** **[ORGANIZATION NAME]** has committed to participate in National Preparedness Month (NPM) 2023.

**WHAT:** Launched in 2004, National Preparedness Month is the [Federal Emergency Management Agency's](#) annual preparedness outreach campaign. National Preparedness Month is sponsored by FEMA's [Ready Campaign](#). This year's focus is on older adults, and will focus on preparing older adults for disasters, specifically older adults from communities that are disproportionately impacted by the all-hazard events, which continue to threaten the nation. We know older adults can face greater risks when it comes to the multitude of extreme weather events and emergencies we now face, especially if they are living alone, are low income, have a disability, or live in rural areas.

As part of local National Preparedness Month activities, **[ORGANIZATION NAME]** will host **[DETAILS OF EVENT]**.

**WHEN:** September **[DATE]**, 2023, **[TIME]**

**WHERE:** **[SITE NAME] [ADDRESS] [CITY, STATE]**

**WHY:** Preparedness is a shared responsibility; it takes the [Whole Community](#). Sponsored by the [Ready Campaign](#), this year's National Preparedness Month asks everyone to take action now by making a plan with your family, community and for your pets, to check your insurance coverage, to learn life-saving skills, and to prepare financially for an emergency.

**[ORGANIZATION NAME]** encourages our community to be better prepared and invites community members to join us in this effort.

For more information, contact [ORGANIZATION NAME] at [PHONE NUMBER]. Visit [www.ready.gov/older-adults](http://www.ready.gov/older-adults) and [Ready.gov](http://Ready.gov) for more information on emergency preparedness.

# # #

## Proclamation Template

### National Preparedness Month, September 2023

**WHEREAS**, “National Preparedness Month” creates an important opportunity for every resident of [REGION, TOWN or STATE] to prepare their homes, businesses, and communities for any type of emergency including natural disasters and potential terrorist attacks; and

**WHEREAS**, investing in the preparedness of ourselves, our families, businesses, and communities can reduce fatalities and economic devastation in our communities and in our nation; and

**WHEREAS**, the Federal Emergency Management Agency’s Ready Campaign and other federal, state, local, tribal, territorial, private, and volunteer agencies are working to increase public activities in preparing for emergencies and to educate individuals on how to take action; and

**WHEREAS**, emergency preparedness is the responsibility of every citizen of [REGION, TOWN, STATE or UNIVERSITY/COLLEGE/SCHOOL] and all [CITIZENS/STUDENTS] are urged to make preparedness a priority and work together, as a team, to ensure that individuals, families, and communities are prepared for disasters and emergencies of any type; and

**WHEREAS**, all citizens of [REGION, TOWN, STATE or UNIVERSITY/COLLEGE/SCHOOL] are encouraged to participate in citizen preparedness activities and become more prepared.

**THEREFORE, BE IT RESOLVED** that the [GOVERNING BODY] hereby proclaims September 2023 as National Preparedness Month and encourages all [CITIZENS/STUDENTS/BUSINESSES] to develop their own emergency preparedness plan and work together toward creating a more prepared society.

DATED this \_\_\_\_ Day of \_\_\_\_\_ 2023 by the [GOVERNING BODY]

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[NAME, TITLE]

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## Social Media

More social media updates are coming soon! Check out [www.ready.gov/september](http://www.ready.gov/september) for updates and check out our September Tips and Taglines for updates, due out Sept. 1, 2023

### Hashtags

- #BeReady
- #NPM2023

### Older Adults

- It's the official start of National Preparedness Month! Follow along with us as we provide our best advice about the ways you and your family can stay safe and be prepared for disasters! More: <http://ready.gov/september> #BeReady #NPM2023
- An emergency kit should have everything you need to survive for several days. Keeping your kit stocked with necessities like food, water, and medical care can make the difference in the face of a disaster. [Ready.gov/kit](http://Ready.gov/kit) #BeReady #NPM2023
- Flash flooding in [INSERT LOCATION] last year caused millions in damage to homes & businesses. Remember - anywhere it can rain, it can flood. Prepare for the unexpected, protect your home with flood insurance at [FloodSmart.gov/local](http://FloodSmart.gov/local) #NPM2023 #FloodSmart #BeReady
- Ditch the selfie and #BePrepared for disasters during National Preparedness Month - Snap photos of important documents and personal belongings to help you quickly file an insurance claim after a flood. <https://youtu.be/i3MfRpND5gk>
- Disasters can happen anywhere, any time. That's why it's important you're prepared. Do you have a plan for yourself, your partner, your medication, and your benefits? Consider the specific needs you might have in an emergency. [Ready.gov/plan](http://Ready.gov/plan)

### Make a Plan

- Do you rely on electrical medical equipment? This National Preparedness month, #BeReady - contact your water and power companies to get on a "priority reconnection service" list of power-dependent users. #PreparedNotScared
- What skills can help you in a disaster? #BeReady and learn how to turn off utilities like natural gas in your home. These skills can save a life - [ready.gov/safety-skills](http://ready.gov/safety-skills) #PrepareNow
- Preparing your family for an emergency is as simple as a conversation over dinner. #BeReady - Get started with tips from @Readygov: [ready.gov/plan](http://ready.gov/plan)
- Disasters don't wait. Make your plan today. #Prepare for the hidden flood risks around your home with flood insurance from #NFIP at [FloodSmart.gov/local](http://FloodSmart.gov/local). #FloodSmart #BeReady

### Build a Kit

- Your disaster snacks won't do you any good if they are expired. Check the expiration dates and use/replace items before they expire.
  - Store food in a cool, dry place



- Store boxed food items in tightly sealed containers
- Learn more: <https://www.ready.gov/kit> #BeReady
- What important documents should you have to #BeReady for an emergency? Download the Emergency Financial First Aid Kit to find out and put yours together in a few easy steps. <https://go.usa.gov/xypkQ>
- #BeReady - If you lost power tomorrow, could you survive for a week? This National Preparedness Month, build up your emergency kit to have enough supplies for a week at home or if you have to evacuate.
- What happens if you aren't home when disaster strikes? #BeReady - Make sure you carry a few #everydaycarry emergency essentials in your bag when you leave the home #EDC
- Be it pets, children, an elder loved one, or someone with a disability, be sure to consider their needs when making a family's emergency kit. #BeReady – find more tips here: [ready.gov/kit](https://www.ready.gov/kit) #YouthPrep #ReadyKids

## Prepare for Disasters

- During National Preparedness Month, protect your belongings with a renters flood insurance policy. Prepare for future floods today. Visit [FloodSmart.gov/local](https://www.floodsmart.gov/local) to learn more. #FloodSmart #BeReady
- Homeowners insurance doesn't cover flood damage, but flood insurance does. This National Preparedness Month, make sure you're prepared for a flood with a flood insurance policy from the NFIP. Visit [FloodSmart.gov/local](https://www.floodsmart.gov/local) today to protect your home. #FloodSmart #BeReady
- One inch of flood water can cause up to \$25,000 in damage. Prepare your home for unexpected disasters with a flood insurance policy. Disasters don't wait. Make your plan today and visit [FloodSmart.gov/local](https://www.floodsmart.gov/local). #NationalPreparednessMonth #FloodSmart #BeReady
- Flash flooding in [INSERT LOCATION] last year caused millions in damage to homes & businesses. Remember - anywhere it can rain, it can flood. Prepare for the unexpected; protect your home with flood insurance at [FloodSmart.gov/local](https://www.floodsmart.gov/local) #NationalPreparednessMonth #FloodSmart #BeReady
- Ditch the selfie and #BePrepared for disasters during National Preparedness Month - Snap photos of important documents and personal belongings to help you quickly file an insurance claim after a flood. <https://youtu.be/i3MfRpND5gk>

## Teach Youth About Preparedness

- It's National Preparedness Month! Need a fun activity for the kids? Get them involved in building their own emergency kit so they know what and where it is. [www.ready.gov/kids/build-a-kit](https://www.ready.gov/kids/build-a-kit) #YouthPrep #ReadyKids #BeReady
- #BeReady – Make sure your child's favorite stuffed animals, board games, books or music are in their emergency kit to comfort them in a disaster. #YouthPrep
- Looking for an activity for your #LearningPod? #BeReady - Your kids can become Disaster Masters with this @Readygov preparedness game: [www.ready.gov/kids/games](https://www.ready.gov/kids/games) #YouthPrep
- Are your students prepared for an emergency? Download curriculum for grades 1-12 for your classroom: [www.ready.gov/kids/educators](https://www.ready.gov/kids/educators) #YouthPrep #BeReady #onlinelearning
- Help your kids know how to communicate during an emergency. Review these topics with them to #BeReady:



- Sending text message;
- Emergency contact numbers;
- Dialing 9-1-1 for help
- Learn More - [www.ready.gov/kids](http://www.ready.gov/kids)
- Reducing the stress and anxiety of your kids while sheltering or evacuating is essential. Talk to them about emergencies and pack comfort items in your emergency kit:
  - Toys, games, puzzles, books
  - Favorite snacks or candy
  - Learn more: [www.ready.gov/helping-children-cope](http://www.ready.gov/helping-children-cope) #BeReady

## Videos & Associated Content

Additional National Preparedness Month graphics, images, and videos are coming soon! Check out [www.ready.gov/september](http://www.ready.gov/september) for updates and check out our September Tips and Taglines document for more updates, due out Sept. 1, 2023.

### Associated Content

- [Older Adults Flyer](#)
- [Older Adults Flyer \(Spanish\)](#)
- [People with Disabilities Bookmarks \(Front and Back\)](#)
- [Prepare For Emergencies Now. Information for Older Adults](#) (PDF)
- [Preparing Makes Sense or Older Americans](#) (Video)
- [Individuals with Disabilities and Other Access and Functional Needs](#)
- [AARP Operation Emergency Prepare](#)
- [AARP Operation Hurricane Prepare](#)

### Videos

