

Hello everyone, and thank you for joining us for today's webinar "Building a More Resilient Nation: National Preparedness Month and America's PrepareAthon". My name is Gwen Camp. I am the director of FEMA's Individual and Community Preparedness Division. I am joined by my wonderful colleague, Alexandra Travis – the Director of FEMA's Strategic Communications. We're going to run through really great upcoming events for National Preparedness Month for the month of September 2014. Alexandra is going to talk about the NPM theme, the objective and some of the weekly themes emphasis so that we can burrow down into really important preparedness themes. I will give a brief update on the PrepareAthon campaign talking about the goals, National Preparedness Day on September 30, and some action examples of success stories we have already seen to look to get some good ideas formulating, and you can think about ways to bring it home to your own community. So with that, Alexandra Travis, please take it away on National Preparedness Month. Next slide.

Thanks Gwen. So, many of you know I have done National Preparedness Month for several years now, and we continue to build momentum. This is the first year we have America's PrepareAthon! with us, and we are really looking forward to showing how the preparedness and awareness that we have been promoting through National Preparedness Month is going to tie and connect with the Day of Action so that, hopefully, we can continue to encourage and promote preparedness throughout the country.

This year's theme is: Be Disaster Aware, Take Action to Prepare. You'll see throughout the month that we continue to share information and resources to help individuals understand their risks, to have the tools to better prepare themselves, and we culminate the month with a day of action where everyone can put all of the tools and resources that they have been exposed to into play to better help prepare themselves, their family, their business, their coworkers things along that line. Each week we're going to drive individuals, families and organizations to some sort of preparedness action. We will walk you through each of those on the next slide. This is where we are going to see – throughout the month, we will have the awareness pieces and the preparedness at the end. We drive the action, so you will see where National Preparedness Month with the ready campaign encourages the preparedness and awareness at the end of the month. We and with America's PrepareAthon!, which is the preparedness arm of the preparedness effort that we have underway. Next slide.

So here you will see our objectives. Here we are encouraging the public to learn about their local hazard. And this month we are going to put a lot of emphasis on: having a communication plans; knowing how to reconnect and reunite with family (you can incorporate this into your business plan -- things along those lines); making sure that you have the tools and the supplies that you need to be better prepared. So, if we can go to the next slide, we will talk you through each of the weeks.

For week one, you can see how our focus is on how to reconnect and reunite with family following a disaster. Week two is how to be informed and know your resources. Week three is how to build a kit and have what you need, and week four is being prepared through practice. If you click on the next slide you will see our weekly emphasis of how we are planning to build this out, and you will see each week provide some sort of tool or resource that can help better prepare individuals and families. So in week one, we're going to put focus on our communication plan. Week two, we're going to put emphasis on having the resources for those unique situations. So, making sure that you consider for the needs of children, if you have a family and business – considering the needs of your businesses, of your tribe. On Thursday we put emphasis on emergency responders, and how emergency responders can make sure that they are prepared (not only in the workplace, but also making sure that their families are prepared), so that they can continue on the work that they need to do. On Friday we put emphasis on organization – both in sharing information with their audiences, but also internally having information that they can view to build themselves and their employees. Sunday we will look at disabilities access and functional needs, and older adults. Sunday information on how to prepare with your pet. Week three transitions into make sure that you have the supplies you need for yourself and your family. Then each of these weeks provides you with the tools. Weeks four and five, you can register for America's PrepareAthon!, you can take those tools that you have and start to build and plan them out so you can complete your family plan. You can assemble your supplies, you can participate in events that are schedules, and I think for those of you who may be familiar and have been following National Preparedness Month over the years, you are familiar with the National Preparedness community.

We have shared resources with America's PrepareAthon!, but ultimately everyone who is in the National Preparedness community as it has existed over time have been encouraged to register for America's PrepareAthon! because, ultimately all of the action and coordination that we're trying to capture, we want to capture we want to do through America's PrepareAthon! and through ready.gov/prepare. Anyone who may be in the in the community as it existed prior to this year, we encourage you to take the time to register with ready.gov/prepare so that you can be counted with America's PrepareAthon! If you go to the next slide, this is our focus – the Disaster Aware, Take Action to Prepare. We will turn this over to Gwen so that she can explain that preparedness piece. National Preparedness Month has carried through the first three to four weeks on the Preparedness Information and Messaging. We want to culminate with that action piece, and drive people into taking that action. That is what America's PrepareAthon! does. Gwen, I will turn it back over to you.

Thank you Alexandra. So as we said before with the September theme being “Be Disaster Aware, Take Action to Prepare”, preparedness is something the whole community has to be involved in. It's so important to know what to do for yourself, your family, your workplace – all of these things that Alexandra mentioned. We want to offer up good tools, easy tools, prepare yourself on every level whether its home, school, where we work, where we worship,

and also connecting with our community partners. We also have some great resources in your local citizen corps council, and we have information on materials, all other kinds of great stuff. If we go to the next slide, please.

The ready campaign established these four building blocks of emergency preparedness: be informed, make a plan, build a kit, and get involved. We are going to build on that really successful awareness messaging from the ready campaign by encouraging the millions of Americans to focus on these simple, specific actions that will increase preparedness for a local disaster. We know that we can build national resilience through this individual and community preparedness. So building on September's National Preparedness Month, America's PrepareAthon! messaging will be coordinated and woven in. As Ally said, the last two weeks will just be driving folks to register and to commit themselves and their communities to these preparedness actions. Very soon afterwards, on October 16, is the great shakeout – that's an earthquake drill and an also wildly successful campaign around preparedness actions of knowing what to do in the event of an earthquake. After September 30, this is certainly not going to stop there, but we want to make it all year round thing. Next slide please.

A little bit about America's PrepareAthon!, we know from our research nearly 70% of Americans have not participated in a preparedness drill or exercise outside of fire drills at their place of work, school or home in the last two years. So 70%, that is an acceptable number for us, and we really want to get those numbers up. We came up with America's PrepareAthon!: “Be Smart. Take Part. Prepare”. It's a national community-based campaign for action. In the emergency management community, we talk a lot about preparedness as a shared responsibility. That's what this is all about is really putting preparedness action responsibility in the community where it should be. So it is all increasing that emergency preparedness through hazard specific drills, discussions and exercises. We found through our resource that by talking about specific hazards, you are more likely to get folks involved who had never done that before. Just like I said, 70% of Americans, so there is a broad audience that we want to reach and bring into the fold on this.

The National PrepareAthon! days are going to be every spring and every fall. We had our first one to test out it on April 30. This is our first full scale National PrepareAthon day on September 30. Lots of free resources and tools for the different hazards and for different community sectors so that you can get others involved. If you already care about this, it will be easy to bring others along with you. You will notice in all of these materials there is no federal logo, there's no anything else. Everything is easy to customize and easy to use because we really others to feel like they own this process and their own preparedness actions.

On the next slide you will see our campaign goals. So as we think through what would be most helpful in building national resilience, building individual, organizational, and community

preparedness, and we know that the things we would want individuals to do are to know which hazards can happen to them. So, what disaster can happen in your own community – that's the first. The second is knowing what to do to stay safe and mitigate damage. So separating some of that urban legend for what's real preparedness actions that can make a difference. We learn those from talking to survivors, asking what do they wish had done, what did they do to make a difference, and also through academic research there. Taking action to increase their preparedness so that talking about it is the very important first step, but then asking people to drive it home with actions is the second. And finally to connect with their whole community partners participating in community resilience planning. So making sure we are taking to all sectors a part of this smart community preparedness. Those four goals (know what could happen to you, know what to do, practice what to do, and connect with your whole community). So we are going to keep coming back to these goals and you will hear a lot more about that in the future. The next slide please.

The National PrepareAthon! days, they are all about flexibility and are hazards specific, which will make the most sense for you, what will build your own resilience. We are looking at twice yearly. So spring, fall – April 30 and September 30. While PrepareAthon! events will be going on throughout the calendar year, we are going to use these two days to drive media engagement, some stakeholders, trying to give you as many tools as we can to stop what we are doing and have a conversation about this twice a year.

We will have materials for six hazards: earthquake, winter storm, tornado, hurricane, flood and wildfire. If you want to build your own tabletop drill or any other preparedness action specific to a hazard specific to your community, you can also do that. So there will be materials that you can have other materials that you can adjust to that.

We are focusing on the following sectors: workplace, K-12 schools, houses of worship, community based organizations, and institutes of higher education – places we know where communities are strong that always step up in times of crisis to help our neighbors, and the members of the sectors, so we want to encourage the strength in those sectors. We are also looking to engage local leaders in the whole community planning, whether elected or appointed public officials, and public service servants to bring them into part of the conversation. We also participant recourses for things like scripts on how to have a discussion, how to lead a solid discussion, how to do drills, how to do tabletop exercises. We are really looking for actions at all levels of the community – for individuals, we want individuals to take the preparedness action for their hazards that can happen to them. For organizations, whether it is at your workplace and you have a brown bag work lunch for a half an hour one day at work to have a tabletop discussion of what if a hazard did hit while out workplace when we are at work? Everyone is encouraged to have plans at home too. The family communication plan we are going to be highlighting in that first week in National Preparedness Month is still essential.

Communitywide we – looking at the tabletop exercises that are compliant already with a lot of what emergency managers do already, but broadening the stakeholder to our part of that.

On the next slide, we will talk about ways to participate really quickly. It's all about working within your organization structure. We know it does not work if a Fed like me or Alley says, "Here's what you need to do". So work within the structure that works best for you. The things that make your community strong and make your workplace strong -- that is what we want to be taken advantage of here. You can work with all sectors in your community to host simple activities. We will give you examples in just a moment. At home, at work or in your community organization, you can conduct a drill. We will make it real easy for you to do that. And also promoting this is as something you are doing. We have to make preparing for disasters cool again. So using the networks you have. Whether a blast e-mail list, active social media account, to talk about what you did and how you feel having taken this preparedness action to make the people you care about a little safer. The promotional materials will have easy stuff to do for traditional media. Talking points that you can use. We will be using the same ones here. Press releases you can fill in the blanks. Also sample tweets and Facebook entries.

On the next slide I will show a great example. We are very proud of Smyrna Georgia. A great town, it's not far from Atlanta and about 54,000 people. They really engaged the whole community to do their drill this past spring. All of their middle schools and high schools seem to have smartphones now. They had a thousand of their kids download the severe weather notification app. If you have not done that, please do that now. You do not even have to wait for September 30. The FEMA app is fantastic, and so is the American Red Cross tornado app. Both are on my phone and can save minutes which can save lives. They had 800 elementary school kids practicing a tornado drill. They hosted a family preparedness expo. They had all their businesses in town conduct a tornado drill to test out the warning systems and gave notice to all businesses so that they knew what was happening and know what to listen to. All of their city employees and facilities did a shelter-in-place drill, which was excellent. Then they did a full scale exercise at the hospital where they had built on their emergency capabilities. It was a way to tell the community what they were doing and what resources were there. Really fantastic thing. We hope you do a quick Google and see all the great press around it. The Fire Chief was Justin Byard who was just invited to Europe to talk about their success. It is a great way to think through what would apply to your community and get great ideas.

My second example, we will leave it here hoping that this will get the wheels turning for you, for the private sector there is plenty for them to do. Home Depot did a hurricane preparedness workshop in 700 of their stores where hurricanes are likely to hit all up and down the East Coast. So it was National Hurricane Preparedness Awareness, it was May 31, the day before hurricane season starts. We had FEMA folks out there on-site. We have a bunch of resources.

Some of which are easy to zerox, you can run off very low cost and have out there. Some are glossy, anything you can want will be on the ready.gov/prepare. We encourage you to check those out and take some time. They are really easy to customize. You do not have to be a computer genius to do this stuff. You can make it a pamphlet for tornadoes, you can do the Washington DC PrepareAthon! for flood. It is all about making it easy to customize and build out. Next slide.

On ready.gov/prepare, your participation is important. We will ask you to register your events on the PrepareAthon website. That is how we can track events to make sure that they are counted and it goes all the way up to the White House. We want to brag about your success then demonstrate all the great community preparedness that is going on. It is pretty exciting to have your event highlighted by the White House. Existing events should absolutely incorporate America PrepareAthon messaging. This is not intended to take place of any of the great things that you're already doing. It is just there to be a resource. So maybe you already have, in the state of Virginia for example, a great tornado drill every year. In Virginia, you might want to go on the website and download the one-pager of alert and warnings to have at your event. It is a great resource. This should be able to enhance everything you are doing. Events that are registered on the website will be added to the events calendar. If you want to open it up to the general public, you can make that searchable so that visitors can see it if they are interested and maybe have not connected with you yet they can do so. It will be all refreshed in September to completely integrate with National Preparedness Month. National Preparedness Month brings so many wonderful partners together, so we really want to build on that list there of all the things on the website. Next slide.

Here are some of the promotional materials. As I said, we have six hazards: wildfire, flood, earthquake, winter storm, hurricane and tornado. You can put your own logo. You can see on the earthquake one we have ShakeOut. You can put our own logo, you can change the name a little bit, you can change the text to invite people to your event – put the address and the time on there. It is an easy way for you to spread the word and get more people engaged. This makes a really big difference in times of disaster, so we want to thank you for being a part of that. Next slide.

So here is what we are asking you to do. So we are asking you to commit your organization to participate in America's PrepareAthon! We hope National Preparedness Month will get everyone excited. In the last two weeks we are all talking about the same things, so commit your organization to participate and identify what hazard can happen to you? What are the things you need to prepare for now? So not waiting for that disaster, but preparing today for things that can happen in your own community. Choose your PrepareAthon! activities. Is it going to be a discussion on the workplace? Is it going to be a drill at school? How are we going to connect it with our emergency planning and community partners? Promote that National

PrepareAthon! day. So sing the praises of your own success. I know that in emergency management we are not great at tooting our own horn, but it is really important to show people what a big difference it makes through your twitter and Instagram. FEMA has a twitter now, so there is no limit in ways to promote. We can go through the traditional media route as well. Please register your plans on the website. We want to sing your praises as well and see how you are doing out there. We are looking at our friends in Georgia. I love telling their story because it is so applicable in other communities, so please share your success. Register your plans on the website, and then send us feedback. So prepareathon@FEMA.dhs.gov is our email address. We are always making improvements but we want to hear from you. Next slide please, final slide.

For questions, you can contact PrepareAthon@FEMA.dhs.gov. Check out ready.gov/prepare. We hope that you will follow up on twitter (@Readygov and @PrepareAthon) and the web form there ready.gov/september. Allie, are there any closing comments?

No. The only thing I would say is that as we look at National Preparedness Month, what if I have already scheduled an event? I would encourage anyone who has already scheduled an event for National Preparedness Month, if your date does not align with a national day that's okay as you can register as an America's PrepareAthon event. We want to make sure that the events are entered so that we can capture all of the great work happening throughout the month.

Great, thank you to everyone for joining us. We look forward to the great success. Thank you and have a great day.

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