

How to Promote & Participate in 2014 National Preparedness Month (NPM) “Be Disaster Aware, Take Action to Prepare”



During [National Preparedness Month](#) we ask you, your family, community, school and workplace to take action by planning a [National PrepareAthon! Day](#) on or around September 30th. We recommend using digital media tools as a way to promote National Preparedness Month, September 1st-30th.



The 2014 National Preparedness Month theme is: “Be Disaster Aware, Take Action to Prepare”

NPM Weekly Themes:

- **Week 1 – How to...** Reconnect with Family After a Disaster.
- **Week 2 – Know How To** plan for specific needs before a Disaster.
 - Monday, 9/8: Youth and Children, and Colleges and Universities
 - Tuesday, 9/9: Tribal Audiences
 - Wednesday, 9/10: Business
 - Thursday, 9/11: First Responders (Police, Fire, EMS, Nurses, and Public Utility etc.)
 - Friday, 9/12: Organizations (Faith-based, voluntary and state/local/tribal)
 - Saturday, 9/13: Disabilities, Access & Functional Needs and Older Americans
 - Sunday, 9/14: Pets/animals
- **Week 3 – How to...** Build an Emergency Kit.
- **Week 4 & 5 – How to...** Practice for an emergency.

Getting Started

- ✓ Download the [NPM Digital Engagement Toolkit](#)
- ✓ For tips and information about NPM visit: www.ready.gov/september
- ✓ Spanish: www.ready.gov/es/septiembre
- ✓ Register for National PrepareAthon! Day: www.ready.gov/prepare
- ✓ Join the National Preparedness Month Thunderclap that will launch in mid-August. For more details visit: www.ready.gov/september
- ✓ Use the hashtag #NatlPrep and encourage your followers to do the same
- ✓ Follow @Readygov and @PrepareAthon on Twitter
- ✓ Like us on [Facebook/Readygov](https://www.facebook.com/Readygov)