

# 2015 National Seasonal Preparedness Messaging Calendar

## Winter: Winter Weather, Holiday Preparedness, Resolve To Be Ready, Flood Safety

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|--|--|-----------------|
| December                                       | January                                | February        |
| ✓ <a href="#">Winter Weather Preparedness*</a> | ✓ <a href="#">Resolve To Be Ready*</a> | ✓ Flood Safety* |
| ✓ Holiday Preparedness*                        |  |                 |

## Spring: Severe Weather, Flood Safety, National PrepareAthon! Day

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|--|--|---|
| March                                      | April  | May   |
| ✓ Severe Weather Safety*                   | ✓ <a href="#">Financial Literacy Month</a>           | ✓ <a href="#">Older Americans Month</a>               |
| ✓ Flood Safety*                            | ✓ <a href="#">National Volunteer Week</a>            | ✓ National Building Safety Month                      |
| ✓ Tsunami Safety                           | ✓ <a href="#">National PrepareAthon! Day (4/30)*</a> | ✓ <a href="#">National Police Week</a>                |
| ✓ <a href="#">American Red Cross Month</a> |  | ✓ <a href="#">National EMS Week</a>                   |
|  |  | ✓ <a href="#">National Small Business Week</a>        |
|  |  | ✓ <a href="#">Wildfire Community Preparedness Day</a> |
|  |  | ✓ Pet Preparedness Day                                |
|  |  | ✓ <a href="#">Military Appreciation Month</a>         |

## Summer: Hurricanes, Heat & Drought, Wildfires

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|---------------------|---|--------------------------------------|
| June                | July  | August                               |
| ✓ Hurricane Safety* | ✓ Firework and Park Safety                  | ✓ <a href="#">National Night Out</a> |
| ✓ Lightning Safety  | ✓ Heat and Drought Safety*                  | ✓ Back to School                     |
| ✓ Wildfire Safety*  | ✓ <a href="#">Youth Preparedness Summit</a> |                                      |

## Fall: National Preparedness Month/PrepareAthon! Day, Earthquakes

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|--|---|--|
| September  | October   | November   |
| ✓ <a href="#">National Preparedness Month*</a>       | ✓ <a href="#">Fire Prevention Week</a>            | ✓ <a href="#">Critical Infrastructure Preparedness Month</a> |
| ✓ <a href="#">National PrepareAthon! Day (9/30)*</a> | ✓ <a href="#">National Crime Prevention Month</a> | ✓ <a href="#">American Education Week</a>                    |
|  | ✓ <a href="#">Great ShakeOut</a>                  | ✓ <a href="#">Military Family Month</a>                      |
|  | ✓ <a href="#">Cybersecurity Awareness Month</a>   | ✓ <a href="#">Native American Heritage Month</a>             |

\*Asterisks denotes topics that will feature a preparedness related digital toolkit from headquarters

-Preparedness messaging hooks are located under each month with a link to the official sponsor.