Hello, this is Chris, we will be getting started momentarily for the national preparedness month seminar, because this is an online webinar and we are moderating entrance into the room, we will get started in a couple of minutes. Please standby, thank you very much.

We are going to go ahead and get started, thank you for joining us, this entire webinar will be recorded and posted in the webinars series archive. That will be viewable afterward, we will try to have that opposite is we can. On the agenda today we have FEMA administrator, Craig Fugate, Darryl Madden, Mark of the earthquake center, and myself will be moderating. I would like to toss it to administrator Fugate for introductions.

Hello, as we do this kick off and start talking about activities for national preparedness month, I want to look back at what we have been dealing with this here and point out that the tornadoes, the floods, the wildfires, probably the one thing that when I put on the ground I have seen more and more of a greater commitment from the private sector and volunteer faith-based organizations and also individuals helping each other when the storms strike. That is one of the things we would like to continue to focus on, not only the role of being prepared as an individual, but how people contribute and can contribute when a disaster strikes. It also recognize that this is the ten-year anniversary of September 11. The role that responders play in all of these activities, we saw devastating for NATO's we are responders did search and rescue, and from the perspective of federal government they were able to manage the response with a supporting and focusing on recovery. I think it is a good chance or good time as we look at multi-preparedness when we look at how critical and by helping each other when a disaster strikes.

We also recognize the great strides we've made in the country since September 11 to be a better prepared nation against all hazards. Hopefully fortunately we have not seen a terrorist attack that has been successful on US soil, we have seen a lot of natural hazards and the impact that many of the same resources have been able to effectively help communities get act and deal with the onslaught. As we do these activities and engage the community let's were a member that often times we tend to focus on what I will call easy, people that are receptive and or to get this, it is more difficult to get the
parts of the community that are not engaged and are not involved in have not participated. As we have seen in these disasters it does not segregate or separate those that are affluent does the speaking glitch, those that have disabilities, it gets everyone. As we go forward, what we are trying to do is engage the communities we live in, not just those that we have routinely been able to engage. With that I will turn it back over to the moderators.

Thank you very much. Just some general background on National Preparedness Month, it will be provided by Darryl Madden. Take it away.

Thank you and welcome to the kick off webinar, I will not take a whole lot of time because we have a full agenda and everyone is busy. I just want to go through little bit of the history that we have here in National Preparedness Month and the importance that you play and the pivotal role of bringing our society to a more resilient community and the things that we are trying to do to bring that to bear. For those new coalition members and those that serve as a refresher for who is with us in the past it is a month long nowhere in his that brings activism every September to improve the level of preparedness in our nation. We think that we really see some tangible results about what we have done in the past.

It certainly goes to prove that we still have many great challenges ahead of us.

National preparedness month is sponsored by the ready campaign in coordination with Citizen corps and is a federally recognized awareness campaign.

We will be looking at just one part, the awareness, the next part is how do we drive people to action? That is something that we will get into a little bit later.

National Preparedness Month focuses on inspiring individuals, families, businesses, and organizations to take meaningful steps to make themselves and their communities more prepared. Like I said, we will get into that later.

We've been very fortunate by signing up a record number of individuals to the coalition members and we are hoping to August we exceed our target from last year.

The history is born out of September 11 attacks and we need to be increasing our activities across the nation and improve our ability to respond and recover from disasters.
The Ready Campaign and Citizen Corp. was founded as National Preparedness Month in 2004 and has been away for the organizations to collaborate work across the country to increase preparedness.

2004 we enlisted the support of over 10,000 coalition members to bring education and awareness across the state.

The Ready Campaign is a partner with advertising Council, it is an educational resource that empowers Americans to prepare for and respond to all hazards, including national disasters and potential terrorist attacks.

The goal is the more actively involved to increase the nation's ability to respond to disasters.

The three main components are Ready America, pet owners, older Americans, people with disabilities and other functional needs, and also used in children out reach. We also have an important component called Ready business, we just recently did a rollout with the American Red Cross and that is a free resource that can be found and that is a free resource that can be found@ready.gov/business.

We had nearly 5 dozen organizations join our call list and members with a great increase in 2009 and it was our largest support for National Preparedness Month to date we received a great deal of congressional support and the Senate.

They passed resolution number 1618 in resolution 625 respectively, proclaiming September as National Preparedness Month.

We also have support from the White House and DOD, but most importantly we have 25 states that joined us in our bid to prepare across the United States. We are looking to increase that number we would always be -- we would all be as they like to have all 50 states.

The coalition members was more than 700 events on the National Preparedness Month calendar we are looking to increase that number, and we also know that there are many events that we were not able to capture. Regardless of how small or how large your event are we encourage you to put it on the NPM calendar.

Talking about the 2011 NPM campaign, this theme represents the 10th anniversary from the September 11 attacks. The theme for this year is a time to remember, A time to prepare. It is a call to action urging our communities to remember the disasters of our past while fearing further potential disasters of our future. Although September 11 is a prominent part of National Preparedness Month is important to stress that preparedness is for all hazards, both natural and man-made.
Our goals for this year and are that we want to increase the number of coalition members that we have with us, we have 5000 this year but we were certainly making greater strides to accomplish special out reach to the private sector and particularly to the space they -- faith-based community that gives back.

We are going to host more than 1000 preparedness event throughout the country. That is not just necessarily the The Ready Campaign, but all of the events you will be participating in an hosting throughout the country.

We are inspiring every state and territory to proclaim September 2011 is national preparedness month. What we have done in the past is as coalition members have joined we have each registered one is one person, not realizing the potential breach that each one has. One of the things we are asking all of our coalition members to do this your is to identify the scope of the audience that you will be reaching out to. Through those culmination of numbers we are hoping to reach at least 1 million people and coalition activities across the United States.

Having said that I appreciate your time and I would like to pass it off to Paula who is the director of preparedness here at the map.

Thank you very much, as my speaker coming in?

Yes.

Thank you so much, we are grateful for your time today, my first light I just wanted to point out Craig's quote, he spoke about this at the beginning of the call. He is talking about the philosophy of we cannot do this alone. He is talking about you, he is talking about people in their communities stepping up to help their neighbors become more prepared and the impact that that will have in a disaster. He talks about you all every day, in every speech he gives in everything he does. I will tell you that the biggest struggle we have as he mentioned in the preparedness community, is that our survey show us that people are actually aware of many of the hazards that might be in the area that they live. What we struggle with his moving people from awareness into action. We will talk about the research today very briefly to show that what you do is bring that awareness directly to their front door. People that know other people and the societal poles to make sure that people are connecting with their neighbors and family members, that is what motivates people to take action. Everything we are doing at the mouth when it comes to whole community is counting on you all, you are a big part of what we are doing and we are thrilled.
Next slide.

We are going to walk through what we do year-round to make sure that we have local action. Through Citizen Corp. they are really the ones who year-round are trying to take this awareness and put it into action locally, generally through volunteer programs and training. They are always involved with National Preparedness Month in every state. You were taking part, some of you are part of businesses and state organizations, you are bridging the gap to help us reach out to new people, we do not have the ability to reach out your round if we don't have a direct way to contact them. These are great ways for involvement.

What we found to our surveys and I wanted to just make sure that you saw these numbers is that people get their information from trusted sources and they get them locally. They could have a billion-dollar media campaign, but it would not work if you were not the people helping us move this message into reality.

Individuals rely on their community in a disaster. Number one they look to their household members, person-to-person, family member to family member that is who they will look at first. They trust their local first responders, we need to make sure that in everything we do we are connecting people to the local responders, that is a trusted source of information for them.

People in their neighborhood, nonprofit organizations, their faith-based community, these are the top five. I need to tell you that government agencies come in way further down the line. What we have to do is make sure that whatever we do you are making it happen on the ground. National preparedness month is just the perfect way to do that.

A couple of things, many of you have posted preparedness event of every size and shape for six years, but today we have hundreds of new participants, we want to make sure that we walk through the messaging side to make sure that your event is successful, and to make sure some ideas of how you might be able to bring in new people.

In motivating people to actually take action like we talked about, connection to the community is absolutely the way that we found for it to work.

Most individuals do not think the community will be hit, people have told us in Joplin that they did not think they would be hit either. Getting people to be aware of the vulnerabilities really does motivate them to prepare.
That motivates them to be involved for a small disaster to something much larger.

The next is knowing that folks individually in confidence when they get a little bit of information. That is something we have seen in the surveys in a very big way. I wanted to bring this bindings to use it that you could message your event and know that what you are doing is working.

The next is our recommendations that truly work and what our messaging may want to include throughout National Preparedness Month.

What we do every day, stressing sharedness is something we do every day.

Strengthening the belief that everyone can become better prepared.

Improving confidence through practice and roles.

Will talk about the shakeout later on to give one example.

Leveraging social networks and supporting mutually.

We are going to work on this last bullet of having a national voice and national media event, and we want to make sure that we are in the national press. But that does not move people unless something is happening locally.

What we are hoping to do is really create a story about the overall preparedness messaging that we want nationwide.

We see this as the best in that we have come help us create the national story.

I wanted to walk through this for some of you that are new to this idea, where you can leverage think that already exist, whether that be adding preparedness to a farmers market, to a service project that is already happening, to a baseball game that is already going on. We wanted to make sure that we laid out a few examples. Make sure you are partnering with an organization and encourage them to create a new event.

In Maryland they did a great job making sure that they had a daycare exercise.

Day cares are sometimes less out of the loop. We need to make sure that we reach out to the people that do not always get information.
Should know what a plan is in a daycare for how to read a five something happens during the day. The Humane Society or local pet store is a great place to connect them and ask them to host a local day about their pets. There are also a lot of great social media options.

I think this is a great idea to invite as many organizations as possible to the community to send messages out on the same day, whether it is a weekly or daily twitter feed or whether it is on Facebook, it will get the community to make sure they are posting it in a social way.

The other great way, if people want to be a part of something bigger. This year for 9/11, and most years, it is considered a day of service. There is thousands going on across the country. You can add preparedness to that by saying I will host a day of service. Many of them will be related.

Another really great example is the shakeout that will be happening and signing people up will be a great national prepared in -- National Preparedness Month events.

A couple of other things that come up for the first time ever for a National Preparedness Month the US fire administration is going to be partnering with us on the National Preparedness Month efforts and will be sending information on how they plan to participate.

We also have a few efforts coming from other service organizations, we will be sure to follow-up with that is though.

A lot of states have done statewide video contest, Missouri did one in April, kids from around the state posted and got an award that was not monetary and it can make people feel like there's something bigger.

It is a good way to participate you are looking ideas.

You can look for things in the toolkit, hundreds of people reported what they did in all 50 states. We got those posted so you can scroll through and look for new ideas that perhaps you had not gotten before.

I am now going to introduce Mark, be it ShakeOut is something that is great because it allows people to take part in easy two minute way that gets them to start thinking about preparedness.

Although it started in Southern California it is now in many state.
The greatest thing about it and the success exist because once it began people started telling people and it became an easy thing to do to get prepared.

Thank you all again, we are so cool to have you, this is a perfect example of the type of thing that gets people to take action in their community.

Mark, we are happy to have you.

It is great to be here, I seem to have been logged out of the webinar controls, but I have my presentation in PowerPoint, I just cannot advance it myself, if I could be added back in I will be able to do that.

I am assuming you are seeing a slide that says ShakeOut on it, okay it looks like I've been added back. I will be able to control it.

The ShakeOut has become a great opportunity to change awareness and opportunity into action.

When you make something that is simple, easy, and fun you can inspire people to participate.

It is an earthquake drove, many of you are in states where you do not experience earthquakes that often or you may never come the you may have people in your community that traveled to California or elsewhere. Knowing what to do in an earthquake is key. That is what the shakeout is about. It is an annual earthquake drill and it lines up on the West Coast, many of the states on the third Tuesday of October, the central US had their first one in April and they will have another one in February. It is something where millions of people practiced drop, cover, and hold on.

As a little bit of an education here, if you do not know you want to drop to the floor before the earthquake drops you, you want to take cover under something if possible or get down next to a wall in cover your head with your arms, if you are under something hold onto it, it might be moving away from you and you are left with Tiger shelter.

That is the basic life-saving activity.

We have all of that information on the website.

In the last year or so we have had shakeout in many areas, in California we got to 7.9 million participants across the state. A lot of these are schools, colleges, businesses, government agencies, community groups, individuals and families.
Nevada and Guam joined us last year on October 21, earlier this year in January British Columbia had ShakeOut -- a ShakeOut It is growing across the country and I will show you when it is happening and where else it is happening in the coming year.

This October we will have California, Nevada, Idaho, British Columbia, and Guam, possibly Oregon on October 20 at 10:20 AM.

The central US is looking at having their next one on February 7. That it is not final, but it is likely.

It will involve the eight states shown here, Utah is having their first drill next April.

All of these you can get at shakeout.org/regions!, we have new people registering that that is where you go to find more information. There is a real desire for people to participate in something like this, people coming back to it, we had to ask and we made it easy to knowledge their participation. When people sign up we list him on the webpage and they like to see that. What the shakeout really is about as inspiring discussion and getting people to take action. The drop cover, hold on drill is something that is easy to do. People are really talking about earthquakes, you don't just have the people that participate learning about what to do, but you have millions of other people seeing what people are doing to prepare, research says that people seeing others taking actions is one of the biggest motivators for those people to get prepared themselves.

The shakeout happens because we have people working together and it's a unified effort from all sorts of organizations. It is not just the state management, it is that we encourage all the participants themselves to bring more participants into the shakeout.

It is a whole community approach, we provide information for 20 categories so that they know what they can do specifically. We have the website where people come and register and they can see who is participating in their local areas.

We've drill manual for how to participate, many people have not had drills and they do not do this, this is a way for them to learn how to do that quickly. There is also lots of social media that we can do to spread the word.

The website has an interactive map where you can see how many people are participating and you can see which part of the state.
Here you can see the statistics, and this is an example from the bay area of different types of groups and the list of participants.

We provide web banners, flyers and booklets, and all sorts of things. This is just a little collage of people participating.

It is a great way for people throughout the country to activate and have a drill as part of the ShakeOut. It is not about getting under a desk for a minute, that is the minimum requirement but we have many organizations that do much more.

This is just a little collage of people participating.

If you do not live in a ShakeOut state you can still participate, we get people registering from all over the country and even other countries that are participating in having drills on the drill days, that might be that the date does not work out for you and you want to participate in another one, also even if the date does not work you can have your journal within a week or so and still be counted. The shakeout is an example of how it is a simple approach, neighbor telling neighbor, business telling business, and you get everyone to spread the word and practice what to do to protect yourself and increase preparedness overall.

Thank you very much.

This is Chris Bernstein, we will have this entire presentation archives if you are not able to write down the e-mails we have here you will be able to get that at a later date.

As we begin to wrap up this discussion I wanted to talk about the role of coalition members and how they fit in with FEMA’s mission to prepare citizens in the United States. Paulette really did a great job of emphasizing that coalition members ride together that between the public and the government.

Our goal at FEMA is to increase the overall level of preparedness in the United States, we cannot do that alone, whether it is encouraging neighbor to neighbor, sending an e-mail, putting an article in your local paper, those actions really do have an effect over all on the public's knowledge on what it means to be prepared what they need to do to prepare themselves.

Through hosting preparedness activities and events, host of groups within the community, we hope to spread awareness whether it is through blog posters or awareness event, we will have several versions
of posters and banners that are customizable and created on them as well.

They can be used to direct the audience to ready national preparedness month resources. We hope to involve the whole community, earning individuals families and businesses, first responders and a host of other organizations together to reveal this partnership and increase community preparedness as a whole.

The capstone of our launch efforts on a yearly basis is typically our national preparedness month toolkit. It is essentially a man you all that you can use to prepare various components of your community.

We have tons of resources in there, suggested talking points and background on preparedness it sells.

We have ideas in there that you can use from samples to suggested events that you can host.

We have a host of jewels within the toolkit where the web banners and such will be debuting additional collaboration features on the website, we really hope that the tools that are available you can use however you need. If you do have any questions we will be able to think about what you can create that we have not thought of.

Last year we had over 700 events posted, in the introduction we mention that we are looking to host at least 1000 on the calendar.

This is the way that we can work with coalition members, I think one of the most useful tools is seeing what other people have sound -- found successful.

The rest of our community can see what you were doing, if you have something that was particularly successful then post and follow-up about the event and hopefully we can replicate that success and then increase the level of preparedness throughout the country.

We have several success stories from last year, from having a company really promote their preparedness activities that they are conducting with their employees. This is a priority of Travelers insurance to linking on FEMA and other sites, we hope that they can lead to future action and future successes.

The benefits of being a coalition member in crude first and foremost, the toolkit, it will be sent out this evening. If you register for the program after this call. It contains information for organizations, consumers, individuals, and a whole host of people. We will be able to publicize your activity within the group. In addition, I am really
excited that we will have some additional collaboration tools where coalition members can interact on a group basis and form your own communities. You can discuss what you are really passionate about with others that are passionate about the same subject. Once we launch the tool we will have general groups already set up but if you see something that you think is missing or that you think would be useful for you to communicate with, let us know and we can set that up.

That tools should be coming online in the coming weeks.

For this national preparedness month we will be sure to let you know.

Lastly, some registration information. If you go to ready.gov/community you will find a national Landing page there where we have general information about coalition membership and the registration box on the right.

We also have a robust action report that was created last year that has many of the ideas that were posted on the calendar that people undertook.

You can take a look at those for ideas about preparedness if you want to see what was done in your state or community.

Once registered we will probably be e-mailing out the toolkit this evening. I will be handling that myself. Once we have locations and have posted the toolkit it will be more accessible and for the meantime I will be sending that out to coalition members to rectally. If you have any questions please feel free to e-mail me at NPM@FEMA.gov. I think we can open it up to questions at this point in the call.

This webinar should allow you to submit your questions and they will come directly to us and we can address them. Also with the archive event we will be offering transcript and frequently asked questions Q&A type documents that can address any of those questions if they have not been hit on in this call.

Do we have any questions?

I see a lot of raised hands, so might take a minute for them to come in.

The first question I saw as had we sent him for the coalition?

If you go to ready.gov/community there is a sign-up box in the right-hand column of that page. All you have to do is enter your e-mail and hit submit. Then they will have you registered and we will send out
the coalition toolkit to all of those that have registered today, this evening, and for new registrants we will take sure to get that out to you on a daily basis to make sure that everyone has that tool in hand.

The second question we have does it include suggestions for colleges and universities?

We have suggestions for organizations of all types. I do not think there is a breakout specifically for university, however all of the details we have created can be used for the college and university audience.

I would also say that in our 2010 national preparedness month action, we have a few highlights from colleges and universities. Chris, can you let people know where that link is? You can take a look and walk through to see because I think we have highlighted a few colleges and universities in there.

Absolutely, I will follow up.

The next question is will states or localities be able to use their localities for national preparedness material?

We had a lot of success last year by creating two suites of web banners, we put logos, and it is trademarked, so if it is used in connection with another mean in this -- in his apology's logo it would require consent.

The second one does not have the Marcon and is ready for customization, it usually comes in a PowerPoint format so you can use a very simple PowerPoint feature a drop your local in their. There is a small space where you could include additional information, if you want to include something more than just your logo. We do have those source files if you want to create print quality versions of those that would be created in Photoshop or Adobe Illustrator. Those are not going to be public you -- publicly posted, so if you require those these free to let us know via e-mail.

The next question is when is the deadline for 2011 NPM registration?

There is absolutely no deadline, what we do is we take the campaign off usually in the spring or early summer.

We really work through registering the coalition members, working with them to feature the event as much as we can and that registration is open through September 30 to do -- through 2011.
Hi Chris, this is Tom in room three, I have a couple of questions from the people in this room, do you mind if I go ahead and read off a couple?

Please.

The first on was arty answer, but one is for Mark, what is the day for the shakeout? Is there another shakeout in different areas, I know the shake off done or could say will point everyone in the right direction, but can you address that?

If you go to shakeout.org/regionss you will see the dates, some of them have not been updated because it is just in the last couple of days that areas have decided to participate again this year.

Essentially, the West Coast states are on October 20 this year, the central US is probably going to be February 7. It is still tentative, Utah will be April 17, 2012.

Thank you Mark.

Another question on the board is is there a twitter hash tag, it creates a lot of positive is about national preparedness month, is in p.m. the hash tag -- NPM the tag for this year??

We are out to disk and he is NPM, it will be hash tag NPM, we hope that that sticks in some and does not hijack it next spring at some point.

But that is what we are using.

We are also encouraging a new hash tag that we launched during the build up to hurricane season, this is a hash tag, I am prepared. We have asked individuals to use that tag if they have created emergency supply list -- lists, if they have created plans or in a hurricane prone area they can say I am prepared, I have my supply list, I know my about UH and routes, that sort of thing.

As an agency we are looking to advocate these.

Great, thank you.

Another question is if we are on the waiting list and have been a coalition member for the past several years, we presumed that we will automatically get the toolkit, is that correct?

The coalition membership for national prepared month is only yearly, so if you were registered in 2010 or 2009, we do ask that you be register for 2011.
Great, thank you.

That clears up a couple of questions that I had.

Hello Chris, this is Sean, one of the questions from room to is do you only want to temper events in the NPM calendar from now to September??

A great tool of the collaboration feature is that it is beyond September, that is something that we are really looking to emphasize during national preparedness month is that this is not a one-month program, it is not our expectation that it takes four weeks, we are encouraging people to use it as the launch for a year-round initiative.

Because of that we will have a calendar that is year-round and will be both Citizen Corps and The Ready Campaign will use it.

Last year there was an issue where the NPM had to be posted to two calendars, this will just be a one-stop shop and it will be a 12 month.

Next question?

This is another one from room to, is there a section from the websites that is suitable for press releases?

Could you repeat that?

Is there a section specifically for public information officers on the website, a press kit or tools for that?

There are tools in the endp.m. -- NPM two okay, it is extremely robust, we have sampled media advisories, sample articles, sample proclamations area I think they would probably have a lot of benefit from just referring to that specifically.

One other question, is there a fee to become a coalition member?

Coalition membership is completely free, all of the tools that we have we hope that you pass along. That is what we asked for coalition membership.

Chris, this is Paulette, if he found that this webinar was helpful to you, that link will be available in the webinar will be posted, so if you would send this webinar to a few friends and say this was helpful to me, it might help you out and it might help you learn how to do this. Please do because in part we keep these on permanent file so that people can do it around their own schedule.
To be of any other questions from your room? -- Do we have any other questions from your room?

Yes, I have one, get to sign up to be in the coalition every year?

Yes, so coalition membership is not continuous, if you were a member in 2010 we ask that you be register the share at if you were a member in 2010 we ask that you be register the share@ready.gov/community.

The other question that I had is can an individual register for the coalition as opposed to coalition or organization?

Yes, that is a new feature this year, in the past we had only a handful of options for registration, they broke down mainly by groups, state-based organizations, Citizen Corps, councils, we have added several new groups this year as well as some geographic information about if you are in a rural or urban community, one of the ones we did add was individual and family so we are really looking forward to seeing what those individuals find useful and our toolkit that we will be using will tell us how to better serve those members.

One more from me, can military get -- military institutions overseas get credit?

We do have participants as they holds roles on the day, certainly if they plan to have a bureau they can register in any of the different shakeout switch may be where their home location is and that would make the most sense. We do have places across the country participate in various ways and so could overseas.

A great thing to do is if a family or kid is participating they could participate wherever they are and make it a family event.

We also have another question, are printed materials available?

Both Ready and Citizen Corps have several that you can order, they are all offered three of -- free of charge, if you go to the website ready.gov/publications, that would have all of the information that you would need to order publications from our warehouse. Printed materials have strict quantity limits because we are looking to serve the entire country. They could range from one item for a robust book to 500 or 1000 brochures for emergency supply lists. All of that is available for order at our warehouse and if you go to ready.gov you can find additional information on ordering those.

Our next question is can medical reserve Corps is register as a coalition member.
That is a group that we breakouts are you are your own group.

I have one more question and I know we're running out of time, but I have a question from Raymond Hall and he asks our PSA's planned for pre-and -- presentation prior to National Preparedness Month, and does The Ready Campaign or FEMA have anything planned for that?

For the last two years of this just happened that we had PSA is ready for launch around the time of National Preparedness Month, so we used that as a jump off point to debut the PSA's, this year we are ahead of the curve, we launched our new business PSA just about two or three weeks ago. We do not have plans to launch another suite of ads for her National Preparedness Month, but I am happy to say that this year we will help for completely unique suites of public service advertisements that can be broken down into television, radio, outdoor ads, web inners, and all of these will be completely different from one another. This is the first time that we have had that many resources in the public space for public education. We are extremely excited about that.

Let's take two more questions.

This is Chris, I guess then we can wrap up. I would like to thank everyone on the line for joining us, we look forward to having a very successful year and we look forward to working with you further. Thank you very much.