

2019 National Preparedness Month

Ready Outreach Campaign



FEMA40
FORTY YEARS OF NATIONAL SERVICE

National Preparedness Month

National Preparedness Month is observed each September in the United States.

National Preparedness Month encourages Americans to take steps to prepare for emergencies in their homes, businesses, schools, and communities throughout the year.

Ready.gov provides information to help the general public prepare for and respond to emergencies.



The 2019 Campaign



Week 1: Sept 1-7
Save Early for Disaster Costs

Week 2: Sept 8-14
Make a Plan to Prepare for Disasters

Week 3: Sept 15-21
Teach Youth to Prepare for Disasters

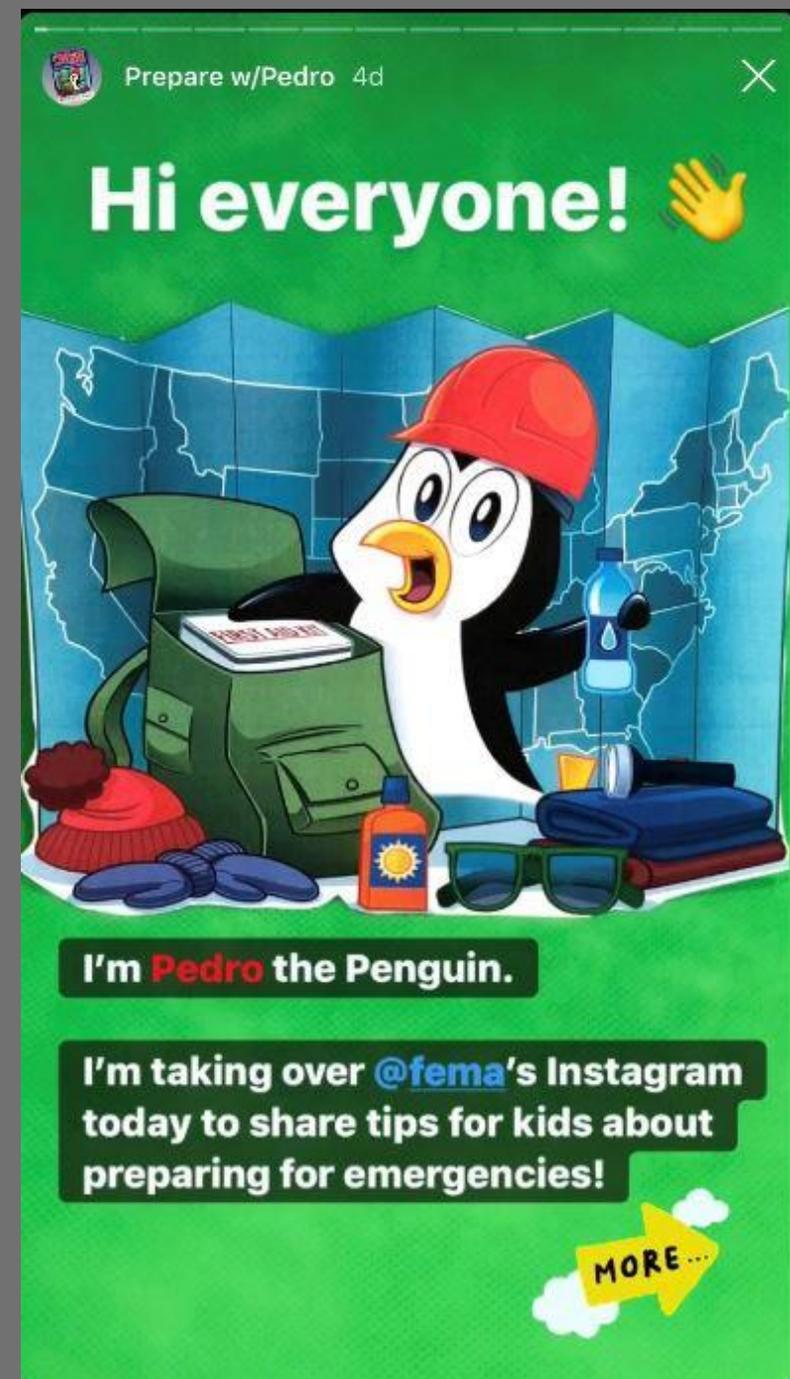
Week 4: Sept 22-30
Get Involved in Your Community's Preparedness

**Be prepared,
not scared.**



Prepared, Not Scared

- Aimed at parents and caregivers – to have conversations now about what to do in case of an emergency or disaster.
- Safe PSAs and website pages so kids can freely browse, without parents having to worry.
- Updated search feature – easy to find games and resources aimed at children and teaching youth more about disaster preparedness.

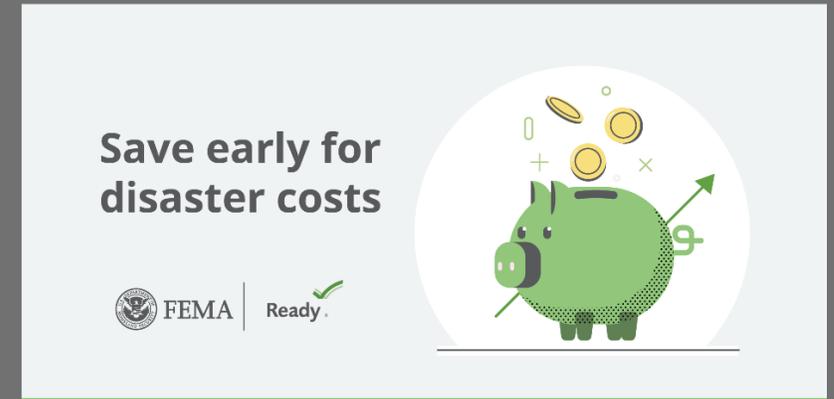


2019 NPM Campaign Resources in English and Spanish

- [Ready.gov/kids](https://www.ready.gov/kids) redesigned webpages
- [Tips for individuals, families, businesses & communities](#)
- [Financial planning tools](#)
- [Social Media](#)



www.ready.gov/september
www.listo.gov/septiembre



BUILD A KIT

Build a kit





FEMA



Prepare Your Health

cdc.gov/prepyourhealth

Ethan M. Riley

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Office of the Director

Center for Preparedness and Response

What is 'Prepare Your Health'

- **All-hazard personal health preparedness info:**
 - Personal health preparedness
 - Plan ahead
 - Create community
- **Aggregate site**
- **#PrepYourHealth**

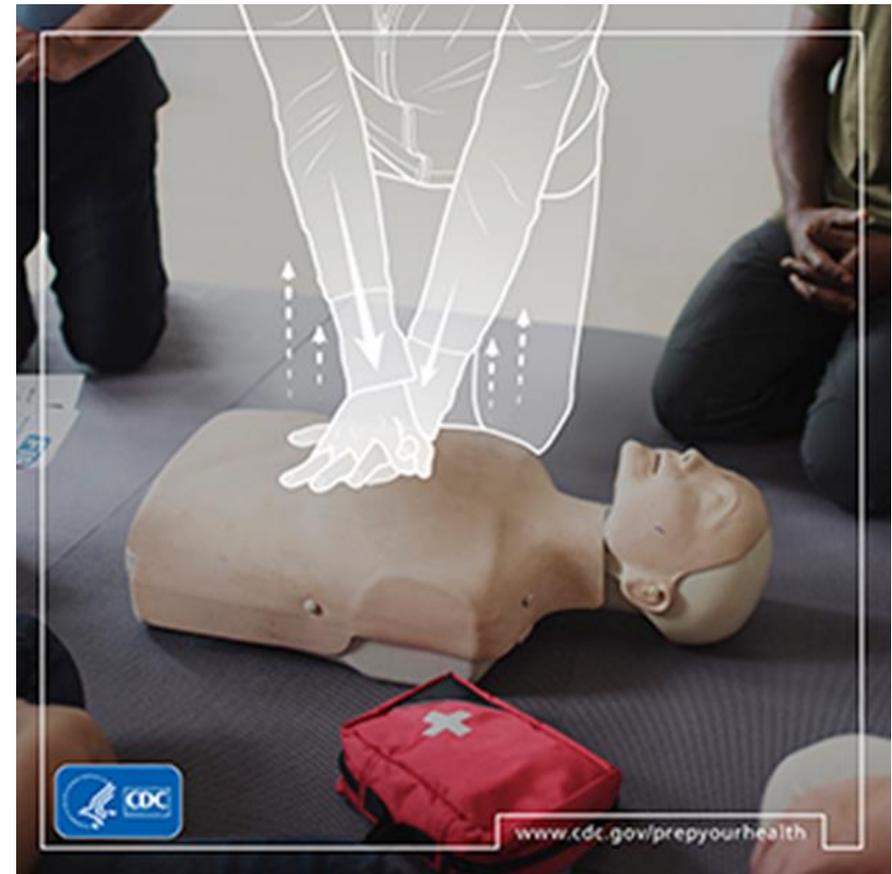




Prepare Your Health: Personal Health Preparedness

What is 'personal health preparedness?'

- **Personal health preparedness is about having the wherewithal to maintain & protect your family's health throughout an emergency.**
 - Personal needs
 - Prescriptions
 - Paperwork
 - Power sources
 - Practical skills



Personal needs

- **The things—the stuff—you will need to protect your family's health until help arrives:**
 - Assistive technologies
 - First aid supplies
 - Pet, infant, & child care supplies



Prescriptions

- **About 1/2 of Americans take a prescription drug daily.**
 - Talk to your doctor about creating an emergency supply.
 - List medications, medical supply needs, & known allergies.
 - [State emergency prescription refill laws](#)



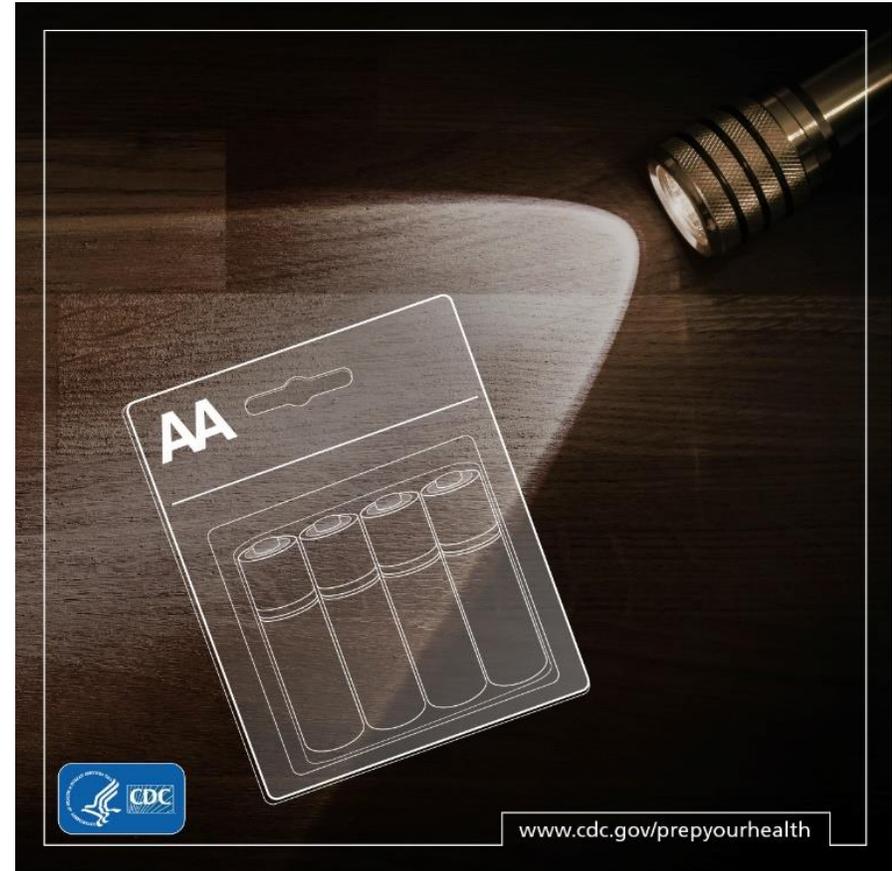
Paperwork

- **Collect & protect important paperwork & personal data.**
 - Health insurance cards
 - Personal care plans
 - Veterinary records
 - [Vital records](#)



Power sources

- **Prepare for a prolonged power outage with alternative lighting & backup power sources**
 - Flashlight or head lamp
 - Batteries in common sizes
 - Chargers & power banks
 - Generator & extension cord



Practical skills

- **Self-health & life-saving skills & lessons that can be easily learned, quickly taught to others, & practiced every day:**
 - Basic swimming skills
 - Effective handwashing
 - Safe generator use



CDC Digital Media Toolkit

- **Personal Health Preparedness**
- **State & local health departments**



Future Toolkits

- **Hot wash**
- **Resources**
- **Promotion**
- **Topics**
 - Plan ahead
 - Create community



Thank you

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

