



National Preparedness Month Messaging Toolkit

September is National Preparedness Month. National Preparedness Month serves as a reminder to take action to prepare, now and throughout the year, for the types of emergencies that could affect us where we live, work, learn and worship.

This year's theme empowers New Yorkers to be prepared. While disasters don't plan ahead, you can. Now is the time to talk about being ready and preparing for the unexpected.

Website

NYC Emergency Management's National Preparedness Month website: NYC.gov/nationalpreparednessmonth;
NYC.gov/npm

National Preparedness Month Weekly Themes

- **Week 1: September 1-9** **Make a Plan for Yourself, Family and Friends**
- Focus on taking the necessary steps in making a plan that will keep you, your family, and friends ahead of in the event of an emergency.
- **Week 2: September 10-16** **Plan to Help Your Neighbor and Community**
- When a disaster occurs, become a leader. Plan accordingly, so you can take a role in helping your neighbors and community.
- **Week 3: September 17-23** **Practice and Build Out Your Plans**
- Practice your plan, and prepare for other hazards that can affect you year round, such as winter weather and extreme heat.
- **Week 4: September 24-30** **Get Involved! Be a Part of Something Larger**
- Get involved and share preparedness information in your community, faith-based organization, business, and school campus.

Social Media Channels

- Facebook <http://www.facebook.com/nycemergencymanagement>
- Twitter <https://twitter.com/nycoem>
- Instagram <https://www.instagram.com/nycoem/>
- LinkedIn <https://www.linkedin.com/company/nyc-emergency-management>
- YouTube www.youtube.com/nycoem

Hashtags: #NPM2017, #NPM17, #NatIPrep, #YouCan

Week 1: You Can... Make a Plan for Yourself, Family and Friends

- The best way to be prepared for an emergency is by making a plan. It's important to have your family's plan ready and be knowledgeable of information on how families and individuals can find each other, keep in touch and stay safe.
- Disasters don't plan ahead, but you can know when to evacuate your home, and when to stay where you are ("shelter in place").
 - Get a copy of the Ready New York: My Emergency Plan: [NYC.gov/myemergencyplan](http://www1.nyc.gov/site/em/ready/get-prepared.page)
 - Visit the Get Prepared page: <http://www1.nyc.gov/site/em/ready/get-prepared.page>
- Disasters don't plan ahead, but you can be sure to know your evacuation zone before a hurricane strikes. Use the Hurricane Evacuation Zone Finder. Your plan should also include where you will go if you have to evacuate. Pick friends or family with whom you can stay in case you cannot stay at home and know your nearest evacuation center.
 - [NYC.gov/knowyourzone](http://www1.nyc.gov/site/em/ready/knowyourzone.page)
- Beat disaster at its own game by picking meeting spots near your home and outside your neighborhood. These places can be used to reunite after an emergency.
- Disasters don't plan ahead, but you can take additional steps to be prepared by making a plan that best suits your needs.
- Are you a care provider for people with disabilities or access & functional needs? Plan ahead! Get information for your clients through the Advance Warning System: [www.advancewarningsystemnyc.org](http://www1.nyc.gov/site/em/ready/advancewarning.page)
- **Preparedness tips for seniors:**
<http://www1.nyc.gov/site/em/ready/seniors.page>
 - Nobody wants to go through an emergency alone, list at least two people to be your support network, family, friends, co-workers, or members of community groups. If you receive home-based care, include your caregiver into your emergency plan.
 - Disasters don't plan ahead, but you can prepare for your health. Contact your doctor about emergency medications and plan a back-up site for treatments.
- **Preparedness tips for those with disabilities, access, and functional needs:**
<https://www1.nyc.gov/site/em/ready/disabilities-access-functional-needs.page>
 - An emergency can affect your normal way of communicating with others. Record the ways you prefer to communicate; that way, first responders can contact your support network in the event that you are unable to communicate.
 - It's normal for emotional support and service animals to feel stress during emergencies. Plan for their needs, too!
- **Preparedness tips for pet owners:**
<http://www1.nyc.gov/site/em/ready/pets.page>
 - Pets are a part of the family; include them into your emergency plan. If you can't get home during an emergency, identify a trusted friend, neighbor, or dog-walker to care for your pet in your absence.

National Preparedness Month Messaging Toolkit

- In case of an emergency, label home entrances with stickers to show there is a furry resident. If help arrives they are aware of the types of animals and how many are inside.
- **Preparedness tips for children:**
 - <http://www1.nyc.gov/site/em/ready/kids.page>
 - Include your children into your emergency plan. Teach them basic information, phone numbers, addresses and what to say and do if help is needed.
 - Emergencies may be scary, but it's important for children to talk about their fears and ask for help if needed.
 - Contact schools and day cares about their emergency plans. Just in case you aren't there, you can be sure your child is safe and prepared.
- Disasters don't plan ahead, but you can prepare a Go Bag. It's important to have supplies on hand in case you need to evacuate your home for a certain amount of time. Make a Go Bag for you, your children, and even your pets.
 - Go Bags should be small and easy to carry, such as a backpack or small suitcase with wheels.
 - Make a Go Bag that works for your needs, but remember to add important things like copies of important documents (such as a photo ID or birth certificate stored in a waterproof container), a flashlight, change of clothes, bottled water and nonperishable foods, a small AM/FM radio, and extra batteries, a first-aid kit, etc. <http://www1.nyc.gov/site/em/ready/gather-supplies.page#gobag>
- Disasters don't plan ahead, but you can prepare an emergency supply kit for your home. Keep enough supplies in your home to survive on your own, or "shelter in place," for up to seven days. Include items like one gallon of water per person per day, nonperishable food, and personal hygiene items.
 - http://www1.nyc.gov/site/em/ready/gather-supplies.page#emergency_supply_kit
- Develop a support network of family, friends and neighbors. In a time of disaster, make sure you have the help you need.
- Pick someone near your home that family or friends can call for support during a disaster.
- Pick an out-of-area friend or relative who family or friends can call during a disaster. If local phone lines are busy, long-distance calls may be easier to make. This out-of-area contact can help you communicate with those in your network.
- Disasters don't plan ahead, but you can stay informed. Having quick notifications can help you know what to do when an emergency happens.
- Sign up for Notify NYC, the City's emergency communications program. Visit [NYC.gov/notifynyc](http://nyc.gov/notifynyc) or call 311.
- Get the Ready NYC app for iOS and Android to make (and keep) your plan on the go!
 - <http://on.nyc.gov/readynycapp>
- CorpNet provides business partners with current, accurate information about emergencies.
 - [NYC.gov/corpnnet](http://nyc.gov/corpnnet)
- Join the NYC Citizen Corps Communications Network for information about preparedness initiatives, resources and events. (During emergencies, it is also used to provide important alerts and updates.)
 - http://www1.nyc.gov/site/em/community_business/citizen-corps-communications-network.page

National Preparedness Month Messaging Toolkit

- Advance Warning System provides hazard and emergency information to agencies and organizations that serve people with disabilities or others with access and functional needs throughout New York City. (The program is managed by NYC Emergency Management and the NYC Department of Health & Mental Hygiene.)
 - <https://advancewarningsystemnyc.org/>
- Call 311/get the 311 app: <http://www1.nyc.gov/311/index.page>
- Keep tabs on emergencies and get preparedness tips by following NYC Emergency Management on social media!
 - <http://www1.nyc.gov/site/em/ready/get-information.page>

Week 2: You Can... Plan to Help Your Neighbor and Community

- Emergency services personnel are the best equipped to respond to disasters, but even the finest first responders could use a little community assistance from time to time. NYC CERT volunteers are trained to support the efforts of New York City's first responders.
- NYC Community Emergency Response Teams (NYC CERT) are groups of community-based volunteers trained in disaster preparedness and emergency response. Join today to make a difference in your community and gain important preparedness knowledge.
 - http://www1.nyc.gov/site/em/community_business/nyc-cert-join.page
- Disasters don't plan ahead but you can sign up for training courses like CPR and fire safety training that can help you and others before emergency responders arrive.
- NYC Citizen Corps brings together leaders from volunteer programs, community and nonprofit organizations, the private sector, and government to promote preparedness at the local level. Lead by example; join the network!
 - http://www1.nyc.gov/site/em/community_business/nyc-citizen-corps.page
- Disasters don't plan ahead, but being a member of NYC Citizen Corps encourages a community approach to disaster planning.
- NYC Citizen Corps provides workshops and conferences to bring the community together to share practices and approaches to emergency planning.
- Disasters don't plan ahead, but you can prepare your business just as you prepare your home. Programs like Partners in Preparedness can give you the tools to make sure your business can operate during and after an emergency.
 - http://www1.nyc.gov/site/em/community_business/businesses.page
- Disasters don't plan ahead, but you can take steps to prepare your business for a disaster by joining Partners in Preparedness. 62% of respondents reported not having an emergency plan in place for their business.
 - http://www1.nyc.gov/site/em/community_business/partners-preparedness.page
- Up to 40% of businesses affected by a natural or man-made disaster never reopen. Renew your partnership with Partners in Preparedness to prepare for your business. Disasters don't plan ahead, but you can.
 - http://www1.nyc.gov/site/em/community_business/partners-preparedness-activity-guide.page

Week 3: Practice and Build Out Your Plans

- Disasters don't plan ahead, but you can learn about the different hazards that can affect New York City. [NYC.gov/hazards](http://www1.nyc.gov/site/em/hazards).
- Disasters don't plan ahead, but you can make a plan to protect your property. Use the Ready New York: Reduce Your Risk guide: http://www1.nyc.gov/site/em/ready/guides-resources.page#reduce_your_risk
- Be prepared for the unexpected. Terrorism can take the form of many different hazards. Know how to be prepared. Visit the PlanNowNYC website for tips and information.
 - With PlanNowNYC, you can be prepared when terror strikes by learning how to:
 - Make an effective 911 call.
 - How to stop bleeding.
 - Know when to stay or go.
 - Survive an active shooter.
 - Keep your phone charged.
- There's a reason for every season to be prepared:
 - **Coastal storms and hurricanes:** <http://www1.nyc.gov/site/em/ready/coastal-storms-hurricanes.page>
 - Disasters don't plan ahead, but you can be ready for coastal storms and hurricanes. Hurricane season begins June 1 and ends November 30. Take the first step to get prepared and know your zone → [NYC.gov/knowyourzone](http://www1.nyc.gov/site/em/ready/coastal-storms-hurricanes.page)
 - Hurricane Watches are issued 48 hours before tropical-storm-force winds are predicted to occur and a Hurricane Warning is issued 36 hours.
 - Hurricane evacuation zones are based on coastal flood risk resulting from storm surge (the "dome" of ocean water that is pushed ashore by the winds and low barometric pressure of a hurricane), the geography of the city's low-lying neighborhoods, and the accessibility of these neighborhoods by bridges and roads. The City may order residents who live in a zone to evacuate depending on a hurricane's forecasted strength, track, and storm surge. If you are ordered to evacuate, do so as directed.
 - **Extreme heat:** <http://www1.nyc.gov/site/em/ready/extreme-heat.page>
 - Disasters don't plan ahead, but you can be ready for extreme heat.
 - Check on your neighbors, family, and friends, especially if they are vulnerable to heat.
 - Stay in a cool place as much as possible. If you do not have an air conditioner, consider cooling off at a pool, or in an air-conditioned store, mall, movie theater, or cooling center. Call 911 if you or someone you know shows signs or symptoms of heat illness, including headache, light headedness, muscle cramps, nausea, and vomiting.
 - Drink fluids — particularly water — even if you do not feel thirsty.
 - Stay informed during heat emergencies. Register for emergency notifications by visiting [NYC.gov/notifynyc](http://www1.nyc.gov/site/em/ready/extreme-heat.page), contacting 311, or following @NotifyNYC on Twitter.
 - **Thunderstorms and lightning:** <http://www1.nyc.gov/site/em/ready/thunderstorms.page>

National Preparedness Month Messaging Toolkit

- Remember the 30/30 Rule. If you see lightning, count the seconds before you hear thunder. If it's less than **30** seconds, take cover. Once indoors, wait **30** minutes after the last clap of thunder before venturing back out.
- Disasters don't plan ahead, but listening to weather forecasts can help you prepare for upcoming thunderstorms. If a thunderstorm occurs, stay inside, and look out for updates by the National Weather Service on local radio stations. Register for emergency notifications by visiting [NYC.gov/notifynyc](http://nyc.gov/notifynyc), contacting 311, or following @NotifyNYC on Twitter.
- If you're caught outside during a thunderstorm, keep cover, stay low, and do not touch any metal surfaces.
- If you or someone is struck by lightning, call 911 or a local ambulance service. Check for burns on the body and if there is trouble with the person's breathing have a trained individual do CPR.
- **Flooding:** <http://www1.nyc.gov/site/em/ready/flooding.page>
 - Disasters don't plan ahead, but protect your home by considering flood insurance. Visit www.floodsmart.gov for more information.
 - If you live in an area that has a lot of flooding, keep sandbags, plywood, plastic sheeting, and lumber on hand to help protect your home.
 - Be prepared in case of an emergency, make a list of personal items, including furnishings, clothing, and valuables in case of damage.
 - Plant trees, plants and other green spaces to absorb rain water to prevent water from collecting on concrete surfaces. Contact the New York City Department of Parks and Recreation to request for a tree to be planted in your neighborhood.
- **Winter storms:** <http://www1.nyc.gov/site/em/ready/winter-weather-prep.page>
 - Disasters don't plan ahead, but you can prepare for winter weather.
 - When dealing with winter weather, prepare extra clothing and store blankets and save newspapers for insulation.
 - Let faucets drip during the winter to prevent freezing and possible damage.
 - Practice safe home heating. Never use an oven or stove to heat your home.
 - Exposure to cold can cause life-threatening health conditions. Avoid serious conditions such as frostbite and hypothermia, by keeping warm.
 - Wear a hat, hood, or scarf, as most heat is lost through the head.
 - Wear layers, as they provide better insulation and warmth.
 - Keep fingertips, earlobes, and noses covered if you go outside.
 - Keep clothing dry; if a layer becomes wet, remove it.
- Disasters don't plan ahead, but you can prepare your finances for an emergency.
 - Identify important documents you may need in an emergency, including social security cards, mortgages or leases, bank and credit card statements, investment papers, tax returns, and insurance information. Review this information at least once a year to keep it current.
 - Keep cash (in small bills) on hand. ATMs will not work during a blackout and banks may be closed. Make sure you don't come up short: stash some cash.

National Preparedness Month Messaging Toolkit

- Buy the right insurance. If you rent your home, renter's insurance will insure the items inside your apartment. If you are a homeowner, make sure your home is properly insured — flood and wind damage are not covered in a basic homeowner's policy.
- Now that you gathered your supplies, think about making an emergency kit for your car or office so that you can be prepared no matter where you are when disaster strikes:
 - Blankets, sleeping bags, extra newspapers for insulation
 - Plastic bags (for sanitation)
 - Extra mittens, socks, scarves and hat, raingear and extra clothes
 - Sack of sand or kitty litter for gaining traction under wheels, or a small shovel
 - Set of tire chains or traction mats
- Disasters don't plan ahead, but you can practice your emergency plan.
 - Conduct a drill with your loved ones, and have fun by creating your own emergency. Go through the steps of your plan just as you would a real event. Afterwards, discuss what went well and what could be done differently.
 - When practicing with kids, quiz them on small preparedness tips. One day they will be just as prepared for an emergency as Ready Girl! [NYC.gov/readygir](http://nyc.gov/readygir)

Week 4: You Can... Get Involved! Be a Part of Something Larger

- The whole is greater than the sum of its parts. Disasters don't plan ahead, but you can be a part of planning for your whole community with the Community Emergency Planning Toolkit. The CEP toolkit is a template designed for community groups to form their own emergency preparedness strategy. It can be used for:
 - Tenant or civic associations
 - Faith-based groups
 - Community Emergency Response Teams (CERT)
 - Community-based organizations
 - Community boards/coalitions
 - Campus groups
- Contact your local community center or residential associations on your college campus to find out what their emergency plan is.
- If you're away from home at a college campus, keep your parents or guardians updated on your emergency plan, too.
- Disasters don't plan ahead, but you can share your space. NYC Share Your Space Survey is critical to helping the City prepare for emergencies and outreach to all of the City's communities:
- http://www1.nyc.gov/site/em/community_business/share-your-space-survey.page
- Provide a 24/7/365 safe space for your community in case of an emergency. Have a contact that can be reached at any time to confirm the use of your space in case of an emergency.
- The High Water Mark Initiative is a program that increases local communities' awareness of flood risk. This National Preparedness Month, request a sign for your community: <http://on.nyc.gov/hwm>



National Preparedness Month Messaging Toolkit

- Help Now NYC is a new website that provides information about ways individuals and organizations can help those affected by disasters: [NYC.gov/helpnow](https://nyc.gov/helpnow)
- Volunteer to become an active member of your community resource groups. You can also take your own time to register to volunteer for preparedness events, and to be hands-on in preparing for emergencies.
- For September 30: It may be **the last day of National Preparedness Month**, but that doesn't mean you should stop being ready. Be prepared throughout the year by visiting [NYC.gov/emergencymanagement](https://nyc.gov/emergencymanagement) any time!