

## National Preparedness Month Messaging Toolkit

**National Preparedness Month** is recognized each September to promote family and community disaster and emergency planning now and throughout the year. It serves as a reminder to take action to prepare for the types of emergencies that could affect us where we live, work, learn, and worship.

This year's National Preparedness Month theme is: **Prepared, not scared. Be ready for disasters.**

Use this toolkit to coordinate messaging for your team or organization. Share the weekly themes, graphics, and links on your social media channels and with your contacts to spread the message of preparedness.

Use this link for NYC Emergency Management's National Preparedness Month website:

[nyc.gov/nationalpreparednessmonth](http://nyc.gov/nationalpreparednessmonth); [nyc.gov/npm](http://nyc.gov/npm).

### National Preparedness Month Weekly Themes



- **Week 1:**  
**September 1-7 —**  
**Save Early for**  
**Disaster Costs**

Be ready for disasters by being financially prepared.

- **Week 2: September 8-14 — Make a Plan to Prepare for Disasters**  
Disasters can affect you at any time. Make an emergency plan so you can be prepared.
- **Week 3: September 15-21 — Teach Youth to Prepare for Disasters**  
Make sure to include your kids in planning for an emergency, whether you are a parent, guardian, or a teacher.
- **Week 4: September 22-30 — Get Involved in Your Community's Preparedness**  
Be prepared, not scared. Learn how you can help your community be prepared for an emergency.

### Follow Us on Social Media

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

Hashtags: #NatlPrep, #PrepareNow, #FloodSmart, #YouthPrep, #ReadyKids

# National Preparedness Month Messaging Toolkit

## Teaser Messaging

Share these messages on your social media channels leading up to September.

- Did you know that September is National Preparedness Month? You can get started on your road to preparedness by visiting [NYC.gov/npm](http://NYC.gov/npm). #NPM2019
- #NPM2019 begins next week. Are you prepared? A notified New Yorker is a prepared New Yorker. Get notified today by following @NotifyNYC.
- September is National Preparedness Month, but you should be prepared all year long. Get started by visiting [on.NYC.gov/myplan](http://on.NYC.gov/myplan). #NPM2019

## National Preparedness Month Themes and Social Media Content

### Week 1: Save Early for Disaster Costs

- Be prepared, not scared. You can be ready for disaster costs by organizing your finances before disaster strikes.
- Disasters happen, but saving early for disasters can prepare you for potential costs after a disaster has occurred.
- Buy the right insurance, whether you rent your home or own a home. Most homeowners' and renters' insurance does not cover flood and wind damage. Make sure your home is properly insured.
- 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.
- Floods are the most common disaster in the U.S. Protect your home with flood insurance.. Visit [www.floodsmart.gov](http://www.floodsmart.gov) for more information.
- You can save early for disaster costs by being prepared. Find out if you live in a flood zone and check your insurance coverage: <https://www1.nyc.gov/site/floodmaps/index.page>
- Save important documents BEFORE disaster strikes by safely storing important financial documents in a waterproof, fireproof container. Important documents include mortgages or leases, bank/credit card statements, investment papers, tax returns, and insurance information. Review all documentation at least once a year to keep it up to date.
- Prepare now. Take photos of important documents and personal belongings and save them online or an external drive to help you file an insurance claim after a disaster.
- ATMs may not work during an emergency so make sure you stash cash! (in small bills).
- Become the coupon queen (or king!), and save money by using coupons for items in your emergency supply kit or Go Bag. Look for sales and divide items for immediate use from emergency ones.
- Savings tip: In case you need to shelter in place, you can start saving extra cans of nonperishable food items. Fill tap water in two-liter soda and soft drink bottles for portable water storage.
- Save money. Prepare now and reuse emergency supplies instead of purchasing new ones, such as a flashlight or AM/FM radio.
- Beware of brands: the best, and most efficient, way to save money towards your Go Bag or emergency supply kit is by purchasing generic items.
- Remember: government employees do not solicit or accept money. If your community is impacted by a disaster, safeguard your personal information and be cautious about providing it to strangers.



## National Preparedness Month Messaging Toolkit

- Save disaster costs by avoiding potential scam artists. Beware of people going door-to-door or calling you and claiming to be building contractors.
- Save early for disaster costs by protecting your business or organization. Use the Ready New York: For Business guide to create your emergency plan: [on.NYC.gov/business](https://on.nyc.gov/business).
- Watch NYC Emergency Management's Preparedness Tips – Take Charge of Your Finances [video](#) to learn more ways to save your property before disaster strikes.

## National Preparedness Month Messaging Toolkit

### Week 2: Make a Plan for Disasters

- Emergencies happen - be prepared, not scared. Make a disaster plan. Prepare your household members on what to do, how to find each other, and how to communicate in an emergency. Be sure to make a plan that includes the needs of your households taking into consideration seniors, people with disabilities, access and function needs, and pets and service animals: [on.NYC.gov/getprepared](https://on.nyc.gov/getprepared)
- Disasters are inevitable. Make a plan to keep you and your family safe in an emergency by using the new Ready New York: My Emergency Plan + Hurricanes and New York City guide. The Ready New York: Hurricanes and New York City guide is now included in the My Emergency Plan workbook: [on.NYC.gov/myplan](https://on.nyc.gov/myplan)
- Make a plan for disasters by creating on the go by downloading the Ready NYC app: [on.NYC.gov/readynycapp](https://on.nyc.gov/readynycapp).
- Exercise your preparedness plan with your family. Watch NYC Emergency Management's Preparedness Tips – Practice Your Plan [video](#) to learn how.
- Be prepared – not scared. Make a plan for disasters by staying informed. [Download](#) the free Notify NYC mobile application, visit [NYC.gov/notifynyc](https://nyc.gov/notifynyc), contact 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) or follow @NotifyNYC on Twitter.
- Choose a place where you will meet family, friends, or caregivers after an emergency. Make sure to have two places to meet: one nearby and one further away, such as a library, community center, or place of worship.
- Be prepared, not scared. Create your emergency plan BEFORE a disaster strikes. Build a support network of family, friends and neighbors.
  - Choose someone near your home that family or friends can call for support during a disaster.
  - Choose an out-of-area friend or relative who family or friends can call during a disaster. An out-of-area is important to have since local lines can be busy. Long-distance calls are not only easier to make, but can help you communicate with those in your network.
- Make a plan for disasters by creating a Go Bag - a collection of things you would want if you have to leave in a hurry. Your Go Bag should be sturdy and easy to carry, like a backpack or a small suitcase on wheels.
- Be prepared to shelter in place by creating an emergency supply kit. Keep enough supplies in your home for up to seven days. Remind your household members that these supplies are for emergencies only.

### Make a Plan: Disabilities, Access and Function Needs

- Be ready for disasters. If you have disability, or access or functional need, develop a support network that can assist during an emergency.
  - If you have a home health aide, nurse, or a social worker who visits your home regularly, they should be part of your emergency support network. Include them in your emergency plan. Record the ways you prefer to communicate with them so that first responders can contact your support network if you are unable to communicate.
- If you are you a care provider for people with disabilities or access and function needs, you can practice your plan with your clients. Discover how you can best prepare them by signing up for the Advance Warning System: [www.advancewarningsystem.nyc.org](https://www.advancewarningsystem.nyc.org)

## National Preparedness Month Messaging Toolkit

- Consider transportation when making your emergency plan. Call 311 to locate accessible transportation options. These can include the MTA subways and buses, Access-A-Ride, and accessible taxis.
- Watch the Ready New York: What's Your Plan – Caught Off-Guard [video](#) for more tips on how you can create a plan that best suits your needs.

### Make a Plan: Seniors

- Make an emergency plan that is best tailored to your needs. Be prepared for disasters by creating your emergency support network. Ask at least two people to be in your network: family, friends, neighbors, caregivers, home attendants, and members of community groups or your senior care center. Review and practice your plan with your support network so you do not have to experience an emergency on your own.
- Be prepared, not scared. Talk to your provider(s) about back-up medical equipment if you rely on it. This can include oxygen, dialysis, or other medical machinery.
- Be prepared for an emergency. Make copies of your prescription. Create a list of all of your medications, why you take them, and their dosage. If there is an emergency it can affect your ability to access medications – do not wait to refill your medications when disaster strikes!

### Make a Plan: Kids

- Kids can get scared during an emergency. Help them be prepared by including them in the disaster planning process. Review your family emergency plan together so that they know what to do, even if you are not there.
- Every child should know their family name, address and phone number, and know where to meet in case of an emergency.
  - Young children can carry a small index card that lists emergency information. This can be clipped to their shirt or placed in a pocket.
- Parents: be prepared for a disaster by learning what your child's school does in the event of an emergency. Know where you can pick up your child during an evacuation and verify that the school has up-to-date contact information for you and at least one other relative or friend.
- Introduce your kids to Ready Girl – New York City's very own preparedness super hero! You can prepare your kids or classroom for an emergency by requesting Ready Girl to come to your school, or by reading her comic book: <https://www1.nyc.gov/site/em/ready/ready-girl.page>.

### Make a Plan: Pets

- Pets are a part of the family. Make an emergency plan that includes them too. Pack them a Go Bag that includes treats and toys in case you need to evacuate.
- Be prepared in case an emergency prevents you from returning home. Have a trusted friend, neighbor, or dog-walker care for your pet in your absence.
- Talk to your veterinarian or call 311 to microchip your pet or service animal.
- Watch NYC Emergency Management's Preparedness Tips – Prepare Your Pet [video](#) for more tips on how you can prepare your furry friends.

### Make a Plan: Communities & Community Preparedness

- Help your community be prepared for a disaster by using the Community Emergency Planning in NYC toolkit: <https://www1.nyc.gov/site/em/ready/community-preparedness.page>.

## National Preparedness Month Messaging Toolkit

- Build a community emergency network to share information during all phases of emergencies. This type of network can identify community needs and gaps in services and offer a structure for community-based emergency planning.
- Help your community be prepared for an emergency. Join the NYC Community Emergency Response Team program (NYC CERT). NYC CERT members undergo training program that provides basic response skills
- If you manage or own a large space, you may be able to support the City's emergency operations, or be used for community outreach events. Visit [NYC.gov/shareyourspace](https://www1.nyc.gov/site/em/shareyourspace) survey for more information on how you can assist your neighbors and community.

### Make a Plan: Businesses

- Preparing for emergencies is important, whether you run a public, private, community or nonprofit organization.
- Make and practice your emergency plan with your employees. Use the Ready New York for Business guide and toolkit to help protect your employees, and learn how to stay in business during and after an emergency: [https://www1.nyc.gov/site/em/ready/guides-resources.page#business\\_guide](https://www1.nyc.gov/site/em/ready/guides-resources.page#business_guide).
- One of the best methods to ensure your company's recovery is to provide for your staff's well-being - be sure to encourage employees to prepare for emergencies at home.
- Become a Partner in Preparedness - a nationally recognized program that supports organizations in preparing their employees, services, and facilities for emergencies.

## National Preparedness Month Messaging Toolkit

### Week 3: Teach Youth to Prepare for Disasters

- Kids should be prepared, not scared. Include your children in planning for an emergency. Teach them how to get help and what to do in different situations.
- Be ready for a disaster. Practice your emergency plan with your children and quiz them on the information they learned.
- Every child should know his or her family name, address, phone number, and where to meet in case of an emergency. Every child should know how and when to call 911.
- Every person in your household should have a Go Bag – especially children. Pack your child’s Go Bag with the necessary supplies and include toys or books that can provide comfort during emergencies.
- How you react in an emergency gives children clues on how to react. Practice your emergency plan with your child so you can be ready – together.
- Meet Ready Girl—New York City’s very own preparedness superhero. Learn how you can become a superhero! You can prepare your kids or classroom for an emergency by requesting Ready Girl to come to your school, or by reading her comic book: <https://www1.nyc.gov/site/em/ready/ready-girl.page>.
- Review the Ready New York: Let’s Get Ready New York! Kids guide with your children. Use it as a way to discuss emergency preparedness together.

## National Preparedness Month Messaging Toolkit

### Week 4: Get Involved In Your Community's Preparedness

- Be prepared, not scared. You can help your community become more resilient by learning how New York City plans for hazards. Review how your organization can help your community create its own emergency plan using the Community Emergency Planning Toolkit.
  - The toolkit provides New York City specific guidance for emergency planning and scenarios for communities to develop their own emergency plan, and examples of other community emergency planning efforts.
- Participate in the Community Preparedness Boot Camp. The training from the Community Emergency Planning Toolkit to assist local organizations with emergency planning, and connects them with NYC Emergency Management's resources. To contact the Community Emergency Preparedness team to be a part of the next Boot Camp visit:  
<https://www1.nyc.gov/site/em/ready/community-preparedness-inquiries.page>
- Do you own or manage a large space? Take the Share Your Space survey to see if your space can be used as a resource for the City during an emergency:  
<https://www1.nyc.gov/site/em/ready/share-your-space-survey.page>
- Help your community be prepared by joining the New York City Community Emergency Response Teams (NYC CERT). You can be a part of a team of dedicated volunteers who help to prepare their neighbors and communities for different types of disasters. Visit [NYC.gov/cert](https://www1.nyc.gov/site/em/ready/cert.page) to learn more.
- Help your community recover following a disaster. Visit the Help Now NYC website to learn how: [NYC.gov/helpnow](https://www1.nyc.gov/site/em/ready/helpnow.page).
- 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://www1.nyc.gov/site/em/ready/emergencymanagement.page) any time!

### More Resources

- Department of Homeland Security's National Preparedness Month [page](https://www.dhs.gov/national-preparedness-month).
- Subscribe to [Notify NYC](https://www1.nyc.gov/site/em/ready/notify-nyc.page) or download the Notify NYC [app](https://www1.nyc.gov/site/em/ready/notify-nyc-app.page).
- Visit [PlanNowNYC](https://www1.nyc.gov/site/em/ready/plan-now-nyc.page) for no-notice events.
- Help your community recover following a disaster. Visit the Help Now NYC website to learn how: [NYC.gov/helpnow](https://www1.nyc.gov/site/em/ready/helpnow.page).