

## 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: **"Disasters Don't Wait. Make Your Plan Today."**

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

### National Preparedness Month Weekly Themes



**Week 1: Sept 1-5**  
Make A Plan

**Week 2: Sept 6-12**  
Build A Kit

**Week 3: Sept 13-19**  
Prepare for Disasters

**Week 4: Sept 20-26**  
Teach Youth About Preparedness

• **Week 1: September 1-5 — Make a Plan**

Create a plan to prepare for disasters that includes how you will communicate with family and friends during disasters, how to stay financially prepared, and much more.

• **Week 2: September 6-12 — Build a Kit**

You will need items to stay safe during an emergency, such as household supplies you may need to stay home, as well as a Go Bag filled with items you may need if you must evacuate quickly to a safer location.

• **Week 3: September 13-19 — Prepare for Disasters**

Find out the best way to limit the impacts a disaster may have, like having the right insurance coverage or what can you do to your home to make it stronger and more resilient.

• **Week 4: September 20-26 — Teach Youth about Preparedness**

Take the time now and talk with your children to reassure them. Teach them lessons on preparedness. Make family preparedness a fun annual event.

## Follow Us on Social Media

- Facebook <http://www.facebook.com/nycemergencymanagement>
- Twitter <https://twitter.com/nycemergencygmt>  
<https://twitter.com/NYCEMCommish>
- 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: #BeReady, #NPM2020, #NatlPrep, #FloodSmart, #YouthPrep, #ReadyNewYork, #HowNewYorkersPrepare

## 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 path to preparedness by visiting [NYC.gov/npm](http://NYC.gov/npm). #NPM2020
- #NPM2020 begins next week. Are you prepared? A notified New Yorker is a prepared New Yorker. Stay in-the-know 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). #NPM2020

## National Preparedness Month Themes and Social Media Content

### Week 1: Make a Plan

- Disasters don't wait. Make your plan today. 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 household. Remember to consider the needs of seniors, people with disabilities, access and functional needs, and pets and service animals.
- Disasters don't wait. Make a plan by staying informed. Download the free Notify NYC mobile app, visit [NYC.gov/notifynyc](http://NYC.gov/notifynyc), contact 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) or follow @NotifyNYC on Twitter. Use the new Ready New York: My Emergency Plan + Hurricanes and New York City guide to make your emergency plan. The workbook allows you to create a support network, record important health information, plan an evacuation, and



## National Preparedness Month Messaging Toolkit

gather emergency supplies: [on.NYC.gov/myplan](https://on.nyc.gov/myplan).

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

- Make an emergency plan that is best tailored to your needs. If you have disability, or access or functional need, develop a support network that can assist during an emergency. Ask at least two people to be in your network. Review and practice your plan with your support network so that you do not have to experience an emergency alone.

### Make a Plan: Communities & Community Preparedness

- Help your community get prepared for a disaster by using the Community Emergency Planning in NYC toolkit. The toolkit can help you to create an emergency plan for your neighborhood, congregation, or community-based organization: [NYC.gov/communitypreparedness](https://nyc.gov/communitypreparedness).

### 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. 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: Kids

- Kids can get scared during an emergency. Help them be prepared by including them in the disaster planning process.

### Make a Plan: English-Language Learners

- Ready New York offers tips and information in 13 languages so that everyone can take steps to be prepared for an emergency. However, in an emergency, you may not have much time to get your message across to emergency responders and your support network. Write down important information in short, simple phrases on notecards and pack them into your Go Bag.

### Make a Plan: Businesses

- 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.
- Your organization can become a Partner in Preparedness. Partners are part of a nationally recognized program that supports organizations in preparing their employees, services, and facilities for emergencies. Learn more at [NYC.gov/partnersinpreparedness](https://nyc.gov/partnersinpreparedness).



# National Preparedness Month Messaging Toolkit

## Week 2: Build a Kit

- Everyone in your household should have 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. Customize your Go Bag to suit your needs, but some important things include:
  - Bottled water and nonperishable food
  - Copies of your important documents in a waterproof container
  - A flashlight, hand-crank or battery-operated radio, and extra batteries
  - A list of the medications you take, why you take them, and their dosages
  - Contact information for your household and support network
  - Cash, in small bills
  - Toiletries
  - A first-aid kit
  - Items to protect you and others from COVID-19, such as hand sanitizer and face coverings for each member of your household
- Every household needs an emergency supply kit, a collection of supplies that allows you to stay home for up to seven days. Keep these materials in an easily accessible container or a special cupboard, and keep them for emergencies only. Check expiration dates and update your kit when you change your clocks for daylight saving times. Some items your kit should have include:
  - One gallon of drinking water per person per day
  - Nonperishable, ready-to-eat canned foods, and a manual can opener
  - A first-aid kit
  - Glow sticks
  - Back-up medical equipment
- Check out this [video](#) for tips on how to keep your Go Bag and emergency supply kit stocked and ready.

### **Build a Kit: Kids**

- If there are kids in your household, make sure to pack child care supplies, games, and small toys into their Go Bags for their time away from home.

### **Build a Kit: Seniors and Those with Disabilities, Access and Functional Needs**

- If someone in your household has any special medical needs, they may need some extra items in their Go Bag such as back-up medical equipment, tire repair kits for a wheelchair or scooter, or any items that can be comforting in a stressful situation.

### **Build a Kit: Pets**

- Pets are important parts of our families. Pack them a Go Bag that includes treats and toys in case you need to evacuate. Some other items you may need are:
  - A current color photograph of you and your pet together, in case you are separated
  - Copies of your pet's medical records and their list of medications
  - Food and water for at least three days, as well as bowls
  - A collapsible cage or carrier
  - Plastic bags for clean-up

## National Preparedness Month Messaging Toolkit

### Week 3: Prepare for Disasters

- Disasters don't wait. Be ready for disaster costs beforehand by organizing your finances.
- 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.
- New York City has over 520 miles of shoreline, which leaves our population vulnerable to many different kinds of flooding. Learn more about how to manage these risks on the [NYC Hazard Mitigation website](#).
- Protect your home with flood insurance. 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 and 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.
- Watch NYC Emergency Management's Preparedness Tips – Take Charge of Your Finances [video](#) to learn more ways to take care of your property before disaster strikes.

### Week 4: Teach Youth about Preparedness



- 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. Practice your emergency plan with your children and quiz them on the information they learned.
- Families don't have to talk about everything, but they should talk about how to plan for an emergency. Get tips and resources to make your family's emergency plan at [NYC.gov/readyny](https://www.youtube.com/watch?v=Qc8sa1yq2bU). <https://www.youtube.com/watch?v=Qc8sa1yq2bU>
- Ready Girl is New York City's emergency preparedness superhero! She teaches kids and their families about how to be prepared for emergencies. Check out her adventures in her [new comic books](#) to see how she uses her skills to keep kids safe.
- Stay safe at home with Ready Girl! Check out her [videos](#) with your kids to learn how to stay prepared during hurricane season and the COVID-19 pandemic.
- Teach the children in your household about preparedness all month long with virtual Ready New York events! Stay tuned for more information on how you can get in on the fun to stay safe and prepared together.

### More Resources

- Subscribe to [Notify NYC](#) or download the Notify NYC [app](#).
- Department of Homeland Security's National Preparedness Month [page](#).
- Get more information from the [New York State Office of Emergency Management](#).
- Visit [PlanNowNYC](#) to find out how to prepare for and take action during no-notice events.
- Learn more about the [American Red Cross in Greater New York](#).