

Welcome to the **NYContinuity** newsletter, a monthly publication to help you prepare for emergencies, strengthen your continuity plans, update you on emergency management news, and inform you about events and resources available to businesses in New York City.

September is National Preparedness Month! This issue provides you with information about the kick-off events happening September 2 and other events throughout the month.

New York City's Citizen Corps Council (CCC), the organization behind local National Preparedness Month activities, occupies this month's guest spotlight.

Each week of National Preparedness Month has a specific focus. For each week, the NYC CCC collected activities and resources to help organizations make the most of this opportunity to prepare.

NYContinuity is a newsletter for small business owners and continuity professionals brought to you by the New York City Office of Emergency Management (OEM).

September 2: Kick-off Events



On September 2, volunteers from OEM, the American Red Cross, and other Citizen Corps Council member agencies will gather at sites in each of the five boroughs to usher in National Preparedness Month by reaching out to New Yorkers directly. Volunteers will distribute emergency preparedness information and thousands of bottles of hand sanitizer to help raise awareness about good hygiene practices before the fall flu season. The sites will be open from 7 AM to 7 PM. Read the next segment to find out more about exciting events in Times Square.

Kick-off Locations

- Bronx:** The Hub (149th Street and 3rd Avenue)
- Brooklyn:** Borough Hall (Columbus Park)
- Manhattan:** Times Square
- Queens:** Queens Library Flushing Branch (Main Street and Kissena Boulevard)
- Staten Island:** Staten Island Ferry Terminal

Homeland Security Secretary Janet Napolitano Joins OEM in Times Square to Launch National Preparedness Month



As part of the kick-off celebrations in Times Square, Department of Homeland Security Secretary Janet Napolitano will be joining OEM, the Ad Council, the American Red Cross, and FEMA to launch a national, as well as a NYC-specific, emergency preparedness advertising campaign. To see more of the ads, visit www.readynyc.org, or join OEM in Times Square on September 2.

OEM Rings the Opening Bell at NASDAQ



On September 1, OEM, the American Red Cross in Greater New York, and the Ad Council opened the NASDAQ exchange to celebrate National Preparedness Month. Moments before ringing the bell, Christina Farrell, OEM Deputy Commissioner for External Affairs, urged New Yorkers to get a prepared. "Get a kit, make a plan, be informed," Farrell advised. "These simple steps will help you take control during an emergency."

National Preparedness Month: Featured Events

September 14: OEM Honors Partners in Preparedness at the Intrepid

For their dedication to emergency preparedness, OEM will honor the [Department for the Aging](#) (DFTA), the [Building Owners and Managers Association of Greater New York](#) (BOMA/NY), and [New York Cares](#) at a reception on the *Intrepid*.

September 15: Pfizer Hosts Corporate Preparedness Fair

On September 15, Pfizer Inc. is hosting a Ready New York corporate preparedness fair at its New York headquarters in Manhattan. Representatives from OEM, the local Community Emergency Response Team (CERT), and several other City agencies will be distributing materials to interested employees. OEM staff will deliver two Ready New York presentations to help Pfizer's staff prepare. E-mail publicprivate@oem.nyc.gov or visit www.nyc.gov/readyny to set up a preparedness fair or Ready New York presentation at your organization.



September 18: Regional Financial Sector Table-top Exercise

NYC OEM is working with the New Jersey State Police OEM, the Securities Industry and Financial Markets Association (SIFMA), and Bankers and Brokers to bring together representatives of major financial organizations in the region to test their continuity plans. E-mail publicprivate@oem.nyc.gov to find out about how you can put together a table-top exercise for your organization.

September 19: Preparedness Event for Immigrants

The Citizen Corps Council Immigrant and Limited English Proficient Taskforce is hosting an event showcasing resources available to immigrants before, during, and after emergencies. Join us at Brooklyn Borough Hall from 11 AM - 4 PM to meet our partners and get information.

September 24: Prepare Your Pet in Union Square

Do you have a plan for how to take care of your pet in an emergency? Visit Union Square on September 14 from 4 - 8 PM to receive free microchipping (a tiny, unique, registered ID tag is placed in your pet) and rabies vaccinations. Get your pet licensed and learn about pet go bags, proper pet identification, rescue alert stickers, and other tips to prepare your pets for emergencies. To learn more, download [Ready New York for Pets](#) or read the American Society for the Prevention of Cruelty to Animals' (ASPCA) [advice concerning disaster preparedness](#).

Prepare by the Week

Each week of September has a specific emergency preparedness theme. For each week, the NYC CCC has collected activities and resources to help organizations make the most of this opportunity to prepare.

- [September 6-12: Youth Week](#)
- [September 13-19: Business Week](#)
- [September 20-27: Pets Week](#)
- [September 28-31: Health/People with Special Needs Week](#)

Guest Spotlight: Citizen Corps Council



The NYC Citizen Corps Council brings together local leaders from community organizations, government agencies, local elected officials' offices, the private sector, and volunteer programs to promote community preparedness and volunteerism. The Council's goal is to enable New Yorkers to prepare for, respond to, and recover from disasters.

Part of a national initiative introduced by President George W. Bush, Citizen Corps Councils coordinate volunteer initiatives to help make communities safer, stronger, and better prepared to respond to crime, public health issues, and disasters of all kinds. In New York City, the local Citizen Corps Council is under the leadership of OEM.

The Citizen Corps Council is a major sponsor of National Preparedness Month. The NYC Council also creates committees to prepare New York's vulnerable populations through public education, training opportunities, outreach, and volunteer programs.

[Learn more about NYC Citizen Corps Council and getting your community organization involved.](#)

If you have any topics or themes that you would like to see covered or any suggestions for how we may improve this newsletter, please send an e-mail to publicprivate@oem.nyc.gov. To see if your topic has been covered in a past issue, please visit the [NYContinuity Archive](#).

Sincerely,
The **NYContinuity** Team

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