



## NYC Citizen Corps Council Communications Network

Newsletter  
September 2009

### *Greetings!*

Your New York City Citizen Corps Council task forces have been working hard over the last six months to produce a great line-up of National Preparedness Month activities.

We are excited about what has been planned and hope you can join us and help support this hard work. This entire issue is focused on the special events happening throughout the month. Please spread the word and help us prepare New York City.

Look forward to a month full of activities and weekly communication highlighting a new topic.

Personalize your preparedness!

Uniting communities,  
The NYC Citizen Corps Council

## September is National Preparedness Month

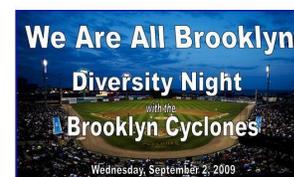


On Wednesday, September 2, hundreds of volunteers from Citizen Corps Council member agencies will gather in each of the five boroughs to spread the preparedness message and talk

### DHS Secretary Napolitano Launches NYC Ad Council Advertising Campaign

As part of the Citizen Corps Council National Preparedness Month 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 the new national and NYC-specific, emergency preparedness advertising campaign. To see more of the ads, visit [www.readynyc.org](http://www.readynyc.org), and join us in Times Square on September 2 at 10 AM.

### Diversity Night with WAAB and the Brooklyn Cyclones



about their volunteer experiences.

Their goal is to kick off National Preparedness Month by reaching more than 100,000 New Yorkers in one day. These volunteers will share their stories, distribute emergency preparedness information, and handing out thousands of bottles of hand sanitizer to raise awareness about good hygiene practices going into the fall flu season.

The sites will be open from 7 AM to 7 PM. Please come visit one of these sites and show your support of this and the other preparedness events happening throughout the month.

### 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

## The NASDAQ helps to ring in National Preparedness Month



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."

The NYC Citizen Corps Council is collaborating with [We Are All Brooklyn](#) on its first Diversity Night with the Brooklyn Cyclones. We Are all Brooklyn is promoting OEM and the Red Cross' new Ad Council campaign and supporting the goal of a prepared community.

### CCC Calendar



Each week in September has a different emergency preparedness theme. See the links below for [activity sheets](#) that will help you prepare:

**September 6-12:** Youth Week

**September 13-19:** Business Week

**September 20-27:** Pets Week

**September 28-31:** Health Week

Check out the [New York City Citizen Corps Council calendar](#) for events near you!

### Influenza Resources

## Citizen Corps Council Special Events



### Youth Week - September 6-12:

Take a look at the National Preparedness Month calendar for events. NYC OEM is hosting Ready Kids events with the NYC Department of Education, the American Red Cross in Greater New York has Srubby Bear hygiene education events planned for city libraries.

### Partners in Preparedness Reception at the Intrepid - September 14

NYC OEM is recognizing Citizen Corps Council member agencies and other key partners and volunteers for their dedication to emergency preparedness at the Intrepid Museum.

At this event, OEM will recognize three special partners for their ongoing dedication to preparedness education:

- [Building Owners and Managers Association of Greater New York \(BOMA/NY\)](#)
- [Department for the Aging \(DFTA\)](#)
- [New York Cares](#)

### Business Week - September 13-19:

**On September 15, 2009**, Pfizer Inc. is hosting a Ready New York corporate preparedness fair at its New York headquarters. Representatives from OEM, the local Community Emergency Response Team (CERT), and several other City agencies will be distributing materials to employees. OEM staff will deliver two Ready New York

\* [Ready New York](#) Pandemic Flu guide has tips about how to reduce the spread of any flu virus.

\* [NYC Department of Health and Mental Hygiene](#) is the leading New York City authority on public health issues has up-to-date resources on its website.

\* [Centers for Disease Control](#)

\* [The National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities](#) (Developed by the Drexel University School of Public Health's Center for Health Equality) has collected resources that pertain to issues surrounding culture, language, and trust.

### NYC Citizen Corps Council



The NYC Citizen Corps Council is a collaborative effort to improve resource sharing with a goal of a more prepared New York City.

For more information about [NYC Citizen Corps Council](#), its members, and activities, visit our [Resource Guide](#).

presentations to help Pfizer's staff prepare.

### **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 and government's response and coordination.

### **Preparedness Event for Immigrants - September 19**

Join the Citizen Corps Council Immigrant and Limited English Proficient Task Force at Brooklyn Borough Hall from 11 AM - 4 PM to meet our partners, get information, and learn about resources available to immigrants before, during, and after an emergency.

### **Pet Week - September 20-27**

#### **September 24: Prepare Your Pet in Union Square**

Do you have a plan to take care of your pet in an emergency? Visit Union Square on September 14 from 4 - 8 PM to receive free micro-chipping and rabies vaccinations, get your pet licensed, and learn about pet Go Bags, proper pet identification, rescue alert stickers, and other pet preparedness tips. To learn more, download [Ready New York for Pets](#) or read the ASPCA's advice concerning disaster preparedness.

### **Health Week - September 28-31**

Take a look at the National Preparedness Month Calendar for events being hosted by Citizen Corps Council partner agencies and the NYC Department of Health and Mental Hygiene. The Council will also focus on engaging NYC's senior population and individuals with varying abilities.

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