



## NYContinuity

*Emergency Management Newsletter for Businesses*

NYC OEM  
September 2011

Welcome back to **NYContinuity**! It has been a while since our last issue, but we are back and better than ever. **NYContinuity** is now a quarterly publication that will 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.

To recognize National Preparedness Month, OEM has planned events and activities for each week of September that correspond to the steps of preparing for an emergency. At the end of the month, if you complete the activities, you will have put together a basic emergency plan. Encourage your employees to follow along, too, and help more New Yorkers get prepared!

**NYContinuity** is a newsletter for small business owners and continuity professionals brought to you by OEM.

## Partners in Preparedness



OEM launched a new preparedness program for organizations. This program gives your organization the tools and information to prepare your employees, customer, and facilities for disasters which increases your staff safety and the speed to which your organization can return to normal business operations.

Partners in Preparedness are eligible to display a Partners in Preparedness seal at their business and online to show their commitment to their staff and the public towards emergency preparedness. OEM offers webinars to our partners throughout the year which provide tools and best practices from experts in the relative field. Participating organizations come from a range of industries including, but not limited to, Law, Health and Human Services, Finance, Hotel, Transportation, Food Services, and Education.

To become a Partner in Preparedness please visit [www.nyc.gov/partnersinpreparedness](http://www.nyc.gov/partnersinpreparedness) or for more information contact [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov).

## National Preparedness Month: Get Involved



### Prepare Your Business - Get Involved

Each week in September OEM and the NYC Citizen Corps Council will focus on different ways New Yorkers can prepare. During the month there will be events, webinars, fairs, and other activities that your business and staff can get involved in.

Week 1 (September 1-3): Five-Borough Kick-off

Week 2 (September 4-10): Make a Plan

Week 3 (September 11-17): Gather Supplies

Week 4 (September 18-24): Get Informed

Week 5 (September 25-30): Get Involved

For more information about each week please visit [www.nyc.gov/nationalpreparednessmonth](http://www.nyc.gov/nationalpreparednessmonth)

### Create a Culture of Preparedness

Encouraging your employees to volunteer in support of emergency preparedness will complement, not compete with, your business's best interests. If your employees are prepared at home, they will be better able to serve your business in times of crisis. Send out the following message in an e-mail blast to your employees to encourage them to get involved:

New York City needs your help. Emergencies happen every day and sometimes even the finest first responders in the world can use a little community assistance. From joining a Community Emergency Response Team to helping seniors make a disaster plan, check out [NYC Service](#) to find a way to get involved that works for you.

Please contact us if you would like a copy of our Ready New York DVD or to set up a presentation at [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov).

Include incentives for participation in continuity awareness events when possible. Raffle off a Go Bag or free food can go a long way toward increasing attendance at a training session.

## Tell OEM How You Got Involved



Now we're asking you: what will your organization do to promote preparedness this month? Whether you take our suggestions or come up with your own ideas, please tell us how you are recognizing National Preparedness Month. We will share the most inspiring initiatives on our website and facebook page. E-mail [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov) with your comments.

## NYC Hurricane Evacuation Zone layers for Google Earth

The Partners in Preparedness program has a new tool in the Toolkit! Google Earth users can now download the data files for New York City's Hurricane Evacuation Zones. The Hurricane Evacuation Zones are based on storm surge models created by the U.S. Army Corps of Engineers. This file can be used to display where facilities and assets are located in relation to NYC's Hurricane Evacuation zones. Many of our Private Sector Partners used this tool during Hurricane Irene.



[Learn more at OEM's website](#)

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](mailto:publicprivate@oem.nyc.gov). To see if your topic has been covered in a past issue, please visit the [NYContinuity Archive](#).

Sincerely,

The **NY**Continuity Team

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