

# 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.

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

The 2021 theme is "Prepare to Protect. Preparing for disasters is protecting everyone you love."

## **Follow Us on Social Media**

- Facebook <http://www.facebook.com/nycemergencymanagement>
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- YouTube [www.youtube.com/nycemergencymanagement](http://www.youtube.com/nycemergencymanagement)

Hashtags: #BeReady, #NPM2021, #NatlPrep, #FloodSmart, #YouthPrep, #ReadyNewYork, #ReadyNYC

## **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](https://www.nyc.gov/npm). #NPM2021
- September is National Preparedness Month, but you should be prepared all year long. Get started by visiting [on.NYC.gov/myplan](https://www.nyc.gov/myplan). #NPM2021
- Emergencies happen. Are you ready? Find out how to prepare and check out in-person and virtual emergency preparedness events happening all month long! [NYC.gov/npm](https://www.nyc.gov/npm). #NPM2021

## National Preparedness Month Themes and Social Media Content

### Make a Plan

*Prepare to protect yourself, your family and community by having an emergency plan.*



- When is the best time to make an emergency plan? The answer is now. Every New Yorker should have an emergency plan that best suits their needs and outlines what to do, where to go, and how to stay in touch. Be sure to make a plan that includes the needs of your household. Remember to consider the needs of older adults, people with disabilities, access and functional needs, children, and pets and service animals.
- Use the 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 gather emergency supplies: [on.nyc.gov/myplan](https://on.nyc.gov/myplan).
- Prefer to make your emergency plan on the go? Use the Ready NYC app to create your emergency plan on your Apple or Android device, and share the information with your emergency support network! [on.nyc.gov/readynycapp](https://on.nyc.gov/readynycapp)
- Be prepared by staying informed. Sign up for Notify NYC to receive free emergency alerts and updates in your preferred language. Register for free by visiting [nyc.gov/notifynyc](https://nyc.gov/notifynyc), calling 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115), following @NotifyNYC on Twitter, or getting the free Notify NYC mobile application for your Apple or Android device.
- This month, make a plan to be ready! Prepare to protect by checking out in-person and virtual emergency preparedness events happening all month long! [nyc.gov/npm](https://nyc.gov/npm). #NPM2021

### 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).

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## 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 business can have access to a wide network of information and resources to continue their operations prior, during and after a disaster by joining Partners in Preparedness:  
<https://www.youtube.com/playlist?list=PLArAYNHfdyYZs5msySSsTIWLEVQnkbyff>

Learn more at [NYC.gov/partnersinpreparedness](https://www.nyc.gov/partnersinpreparedness).

- The Ready New York program’s “Ready Up NYC” monthly webinar series monthly series has helped New Yorkers prepare for emergencies. Each webinar focused on a different topic, from emergency supplies to tornado preparedness:  
[https://youtube.com/playlist?list=PLArAYNHfdyYaA8dxrYmoL5XbvVir\\_LC1H](https://youtube.com/playlist?list=PLArAYNHfdyYaA8dxrYmoL5XbvVir_LC1H)
- Tune in to NYC Emergency Management’s “Prep Talk” and “¡Prepárate!” podcast series that engages listeners with emergency management topics: [on.nyc.gov/preptalk](https://www.nyc.gov/preptalk)

## **Gather Supplies**

*Prepare to protect yourself and your family by gathering emergency supplies that can help you whether you stay or go.*



- 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.

### ***Gather Supplies: 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.

### ***Gather Supplies: 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.

## ***Gather Supplies: 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

## Plan for Hazards

*Prepare to protect yourself and your family by planning for hazards that may affect you and your community.*



- New York City is no stranger to natural and man-made hazards. Find out how you can be ready for emergencies from building collapses and winter weather by visiting [NYC.gov/hazards](https://www1.nyc.gov/site/hazards), and check out the [NYC Hazard Mitigation website](#) for information on how City agencies are taking to reduce the impacts of hazards on New York City.
- Disasters can be costly. Be ready by organizing your finances.
- 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.
- In New York City, a lot has changed. Hurricane evacuation zones have, too. Be prepared. Know your zone. Visit [NYC.gov/knowyourzone](https://www1.nyc.gov/site/knowyourzone) or call 311 to learn what to do to prepare for hurricanes in New York City.
- 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.
- Protect your corner of the world 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>.
- While it is important for you to protect yourself and your families from emergencies, it is also important to protect your property. Clean your property, including your roof, crawlspaces, vents, decks/patios, and gutters, and dispose of any debris that could become projectiles during a storm.
- Tip: if severe weather is expected in your area, tie down any loose items, such as outdoor furniture, that may become projectiles.



## Help Your Families and Neighbors Prepare

*Prepare to protect your family and neighbors so when disaster strikes, you can be ready. Together.*



- Take the time to talk to your children about emergencies. 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.
- Ready Girl is New York City's emergency preparedness superhero who 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.
- New York City faces a range of emergencies. If your community organization isn't prepared, it's hard to respond calmly and effectively. NYC Emergency Management's Community Preparedness program offers local community and faith-based networks and organizations the tools they need to prepare for, respond to, and recover from emergencies.
- Want to help your communities during emergencies? Become a New York City Community Emergency Response Team (NYC CERT) volunteer! NYC CERT members are dedicated volunteers who undergo a training program that provides basic response skills needed for fire safety, light search and rescue, community disaster support, disaster medical operations, and traffic control. Learn more and sign up by visiting [NYC.gov/cert](http://NYC.gov/cert).

## More Resources

- National Ready campaign's National Preparedness Month [page](#).
- Subscribe to [Notify NYC](#) or download the Notify NYC [app](#).
- 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](#).