

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: **Prepared, not scared. Be ready for disasters.**

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; nyc.gov/npm.

National Preparedness Month Weekly Themes



• **Week 1:**
September 1-7 —
Save Early for
Disaster Costs
Be ready for
disasters by being
financially prepared.

- **Week 2: September 8-14 — Make a Plan to Prepare for Disasters**
Make an emergency plan so you can be prepared.
- **Week 3: September 15-21 — Teach Youth to Prepare for Disasters**
Make sure to include your kids in planning for an emergency, whether you are a parent, guardian, or a teacher.
- **Week 4: September 22-30 — Get Involved in Your Community's Preparedness**
Learn how you can help your community be prepared for an emergency.

Follow Us on Social Media

- Facebook <http://www.facebook.com/nycemergencymanagement>
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- YouTube www.youtube.com/nycemergencymanagement

Hashtags: #NPM2019, #NatlPrep, #PrepareNow, #FloodSmart, #YouthPrep, #ReadyKids,

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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 road to preparedness by visiting [NYC.gov/npm](https://nyc.gov/npm). #NPM2019
- #NPM2019 begins next week. Are you prepared? A notified New Yorker is a prepared New Yorker. Get notified today by following @NotifyNYC.
- September is National Preparedness Month, but you should be prepared all year long. Get started by visiting [on.NYC.gov/myplan](https://on.nyc.gov/myplan). #NPM2019

National Preparedness Month Themes and Social Media Content

Week 1: Save Early for Disaster Costs

- Be prepared, not scared. You can be ready for disaster costs by organizing your finances before disaster strikes.
- Buy the right insurance, whether you rent your home or own a home. 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.
- Save important documents BEFORE disaster strikes by safely storing important financial documents in a waterproof, fireproof container. Important documents include mortgages or leases, bank/credit card statements, investment papers, tax returns, and insurance information.
- Watch NYC Emergency Management's Preparedness Tips – Take Charge of Your Finances [video](#) to learn more ways to save your property before disaster strikes.



HAVE THE RIGHT INSURANCE

Whether you rent or own your home, flood and wind damage are **not** covered by basic policies.

Review your renters or homeowner's insurance policy to understand what is covered from coastal storms, hurricanes, and associated hazards.

Week 2: Make a Plan for Disasters



- Emergencies happen - be prepared, not scared. Make a disaster plan. 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 households taking into consideration seniors, people with disabilities, access and function needs, and pets and service animals.

National Preparedness Month Messaging Toolkit



- Use the new Ready New York: My Emergency Plan + Hurricanes and New York City guide to make your emergency plan. The Ready New York: Hurricanes and New York City guide is now included in the My Emergency Plan workbook: on.NYC.gov/myplan.
- Be prepared – not scared. Make a plan for disasters by staying informed. [Download](#) the free Notify NYC mobile application, visit [NYC.gov/notifynyc](https://nyc.gov/notifynyc), contact 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) or follow @NotifyNYC on Twitter.

Make a Plan: Disabilities, Access and Function Needs

- Be ready for disasters. If you have disability, or access or functional need, develop a support network that can assist during an emergency.

Make a Plan: Seniors

- Make an emergency plan that is best tailored to your needs. Be prepared for disasters by creating your emergency support network. 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 on your own.

Make a Plan: Kids

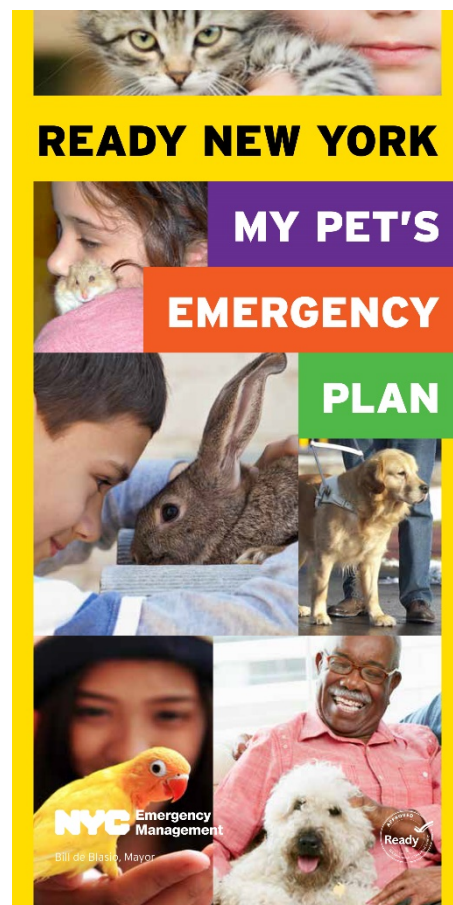
- Kids can get scared during an emergency. Help them be prepared by including them in the disaster planning process.

Make a Plan: 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: Communities & Community Preparedness

- Help your community get prepared for a disaster by using the Community Emergency Planning in NYC toolkit: <https://www1.nyc.gov/site/em/ready/community-preparedness.page>.



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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.
- Become a Partner in Preparedness - a nationally recognized program that supports organizations in preparing their employees, services, and facilities for emergencies.

Week 3: Teach Youth to Prepare for Disasters

- 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.
- Every person in your household should have a Go Bag – especially children. Pack your child's Go Bag with the necessary supplies and include toys or books that can provide comfort during emergencies.
- Meet Ready Girl—New York City's very own preparedness superhero. Learn how you can become a superhero! You can prepare your kids or classroom for an emergency by requesting Ready Girl to come to your school, or by reading her comic book.



Week 4: Get Involved In Your Community's Preparedness

- Be prepared, not scared. You can help your community become more resilient by learning how New York City plans for hazards. Review how your organization can help your community create its own emergency plan using the Community Emergency Planning Toolkit.
- Help your community to be prepared by joining the New York City Community Emergency

Response Teams (NYC CERT). You can be a part of a team of dedicated volunteers who help to prepare their neighbors and communities for different types of disasters.

- For September 30: It may be the last day of National Preparedness Month, but that doesn't mean you should stop being ready. Be prepared throughout the year by visiting nyc.gov/emergencymanagement any time!

JOIN NYC CERT to help New Yorkers affected by emergencies.



Visit nyc.gov/cert or call 311 to become a volunteer. #NYCCERT

More Resources

- Need more content? Click [here](#) for an extended version of this messaging toolkit.
- Department of Homeland Security's National Preparedness Month [page](#).
- Subscribe to [Notify NYC](#) or download the Notify NYC [app](#).
- Visit [PlanNowNYC](#) for no-notice events.
- Help your community recover following a disaster. Visit the Help Now NYC website to learn how: [NYC.gov/helpnow](https://nyc.gov/helpnow).