

For: State and County Offices

2014 National Preparedness Month

Approved by: Acting Deputy Administrator, Field Operations



1 Overview

A Background

The President signed Presidential Policy Directive 8 (PPD-8): National Preparedness on March 30, 2011. PPD-8 is aimed at strengthening the security and resilience of the United States through systematic preparation for the threat and hazards that pose the greatest risk to the security of the nation. PPD-8 asks Federal Agencies to work together with all levels of government, individuals and communities, businesses, nonprofits, and faith-based organizations to improve national preparedness. One of the components of PPD-8 is the proactive effort to build and sustain preparedness. The White House has initiated America's PrepareAthon as a nationwide, community-based outreach initiative for action to increase emergency preparedness and resilience that provides a national focus for individuals, organizations, and communities to participate through drills, group discussions, and exercises to practice for local hazards.

Each year, emergencies and natural disasters challenge the nation. America's PrepareAthon was created as part of National Preparedness Month. The first National Day of Action was held April 30, 2014, and the second date is scheduled for September 30, 2014, in support of PPD-8. These days of action are part of a national effort to increase emergency preparedness and raise awareness in local communities.

B Purpose

This notice:

- provides that September 30, 2014, is America's PrepareAthon National Day of Action
- provides templates to assist State and County Offices in raising community awareness

Disposal Date	Distribution
January 1, 2015 9-17-14	State Offices; State Offices relay to County Offices

Notice AO-1609

1 Overview (Continued)

B Purpose (Continued)

- provides a link to outreach resources on the DAFO Outreach Sharepoint site at <https://fsa.sc.egov.usda.gov/mgr/DAFO/Outreach/default.aspx>
- obsoletes Notice AO-1606 to update Exhibit 3.

C Contact

If there are questions about:

- National Preparedness Month, contact Jerry Epting, EPD, by either of the following:
 - e-mail to jerry.epting@wdc.usda.gov
 - telephone at 202-380-5010
- outreach resources, contact J. Latrice Hill, DAFO Director of Outreach, by either of the following:
 - e-mail to latrice.hill@wdc.usda.gov
 - telephone at 202-690-1700.

2 Action

A SED Action

SED's shall:

- publish provided Opinion Editorials (Op-Ed) in State newspapers
- Note:** See Exhibit 1.
- issue a preparedness awareness memorandum to all employees, including STC and COC members
 - ensure that all counties publicize preparedness resources in County Offices
 - provide summary of any State and county preparedness events held or attended in the DAFO SED report submission.

Notice AO-1609

2 Action (Continued)

B CED Action

CED's shall:

- ensure that America's PrepareAthon Factsheet (Exhibit 2) is posted in the Service Center
- include National Day of Action information in September GovDelivery newsletters (Exhibit 3)
- publicize provided press release (Exhibit 4) in local newspapers
- consider hosting a National Day of Action event with a local partner.

Note: After providing information at the event on the importance of emergency preparedness, conclude by highlighting FSA's commitment in assisting producers affected by disaster. Engage COC members to share real life examples and experiences of how FSA programs assist following disasters.

C PrepareAthon Resources Toolkit

The following resources have been posted in the America's PrepareAthon folder under Shared Documents on the DAFO Outreach Sharepoint site

<https://fsa.sc.egov.usda.gov/mgr/DAFO/Outreach/default.aspx>:

- PrepareAthon Talking Points/Q&A's
- America's PrepareAthon Factsheet
- Winter Storm Preparation Poster
- Flood Preparation Poster
- Hurricane Preparation Poster
- Tornado Preparation Poster
- Wildfire Preparation Poster
- Earthquake Preparation Poster
- America's PrepareAthon PowerPoint Presentation
- Presidential Proclamation for National Preparedness Month - September 2014
- Presidential Policy Directive 8 (PPD-8)
- SED OpEd Template
- County Press Release Template.

SED OpEd Template

Headline: **The Best Time to Prepare Is Now**

By ///SED Name///

As the State Executive Director of [name of state], I have traveled around this great state and have personally seen the resilience of our farmers and ranchers. I have watched them rebuild from natural disasters [some states can name the specific disaster...drought, frost, freeze] and bounce back from the harsh blows dealt by Mother Nature.

The USDA Farm Service Agency plays an active role in aiding producers during hardships such as these. We do a good job of caring for the constituents we serve. However, we all should do a better job of preparing for disasters when they strike, especially the ones that put our families at serious risk.

This September is National Preparedness Month and the Farm Service Agency is participating in America's PrepareAthon by sharing helpful tips to educate the local community on the importance of being prepared for emergencies. The National Day of Action is September 30, 2014. The event, hosted by the Ready Campaign and Citizen Corps, is a month-long effort to encourage households, businesses, and communities to prepare and plan for emergencies.

It is important that you be prepared in the event of an emergency that may force you to be self-reliant for three or more days. Situations such as lost electricity, contaminated water supplies, or roads cut off so you cannot get to the supermarket – these are things you may rarely think about. There may even be a time when you have no access to police, fire, or rescue. What do you do in those situations?

Our focus during this month is turning awareness into action by encouraging all individuals and communities nationwide to make an emergency preparedness plan. In 2012, there were more than 450 weather-related fatalities and nearly 2,600 injuries, according to the Federal Emergency Management Agency. As few as 39 percent of individuals reported having an adequate household emergency plan.

You can start preparing with four important steps:

1. **Stay Informed:** Information is available from federal, state, local, tribal, and territorial resources. Access the Ready.gov website to learn what to do before, during, and after an emergency.
2. **Make a Plan:** Discuss, agree on, and document an emergency plan with those in your care. For sample plans, visit the Ready.gov website. Work together with neighbors, colleagues, and others to build community resilience.
3. **Build a Kit:** Keep enough emergency supplies — water, nonperishable food, first aid, prescriptions, flashlight, and battery-powered radio on hand — for you and those in your care.
4. **Get Involved:** There are many ways to get involved especially before a disaster occurs. The whole community can participate in programs and activities to make their families, homes, and places of worship safer from risks and threats. Community leaders agree that the formula for ensuring a safer homeland consists of volunteers, a trained and informed public, and increased support of emergency response agencies during disasters.

We know all too often that emergency situations do not wait for us to get ready. They hit unexpectedly and with little or no time to prepare.

Now is the time to prepare. Now is the time to take action and now is the time to plan so that your family, neighbors, and communities can be ready for any natural disaster that may arise.

For more information about the Ready Campaign and National Preparedness Month, visit www.ready.gov/be-inform or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

America's PrepareAthon Factsheet



What is America's PrepareAthon!?

America's PrepareAthon! is a nationwide, community-based campaign for action that aims to increase the number of individuals who:

- ✓ Understand which disasters could happen in their community;
- ✓ Know what to do to be safe and mitigate damage;
- ✓ Take action to increase their preparedness; and
- ✓ Participate in community resilience planning.

Twice a year, the campaign will hold a National PrepareAthon! Day to bring attention to the importance of creating a more prepared and resilient Nation. The first National PrepareAthon! Day, April 30, 2014, provided a focus to engage media and the opportunity to bring stakeholders and communities together to take action. Communities, workplaces, organizations, and individuals registered to participate, resulting in 6,451,492 participants in the spring 2014 America's PrepareAthon!

Why Participate?

As civic leaders, State and County Emergency Board Directors have the unique privilege to help protect whole communities against natural disasters. In 2012 alone, there were **over 450 weather-related fatalities** and nearly **2,600 injuries**. Although many individuals believe there is an increased chance of a disaster affecting them in the future, most remain unprepared. As **few as 39% of individuals** reported having an adequate household emergency plan.

The good news is that **an increase in awareness** of the disasters **most relevant** to their community is shown to **prompt** people into taking **preparedness actions**.

How do I Participate?

The next National Day of Action is **September 30, 2014**. As a State and County Emergency Board Director, we encourage you to work with local businesses, schools, houses of worship, community-based organizations and institutions of higher education to **organize preparedness events**. To begin, register online at www.ready.gov/prepare and gain access to **step-by-step instructions** on drills and activities that are easy to implement. Once registered you will find a wealth of additional resources to help with your planning and outreach efforts:

- ✓ General and sector-specific talking points
- ✓ Background statistics and fact sheets
- ✓ Marketing materials including customizable logos, posters and banners
- ✓ Media event planning guides, social media tips ..., **and much more!**


Text for September GovDelivery Newsletters

The following is suggested text to be included in September GovDelivery newsletters.

Suggested GovDelivery Newsletter Article
<p>FSA Wants YOU To Be Better Prepared for Disasters!</p> <p>Based on the 2012 Federal Emergency Management Agency (FEMA) National Survey, 54 percent of the U.S. population do not believe their community will experience a natural disaster. Only 39 percent have a plan they have discussed with their family members, and almost 50 percent do not have supplies set aside in their home for use in a disaster. Unfortunately, a disaster will likely impact you at some point in your life, and when it does, you may only have seconds to respond. Your family, friends, and community are depending on you if a disaster happens. Are you ready to act?</p> <p>As a proud supporter of America’s PrepareAthon, the Farm Service Agency (FSA) wants to share important information that will help you and your family be better prepared in case of a disaster.</p> <p>America’s PrepareAthon is a nationwide, community-based campaign for action to increase emergency preparedness and resilience. Every spring and fall, organizations around the country will focus on preparedness during a national day of action. These national days of action drive participation in hazard-specific drills, group discussions, and exercises.</p> <p>Visit www.ready.gov/prepare to learn more about America’s PrepareAthon and how you can improve your preparedness plan for your family and your community.</p>

Example of Press Release

The following is an example press release for counties to publicize in local newspapers.

 United States Department of Agriculture	
U.S. Department of Agriculture Insert Address	<h1 style="margin: 0;">News Release</h1>
Release No. Contact: Insert Name	Insert Telephone Number
<p>National Preparedness Month (NPM) <i>September 2014: You Can Be the Hero</i></p>	
<p>(CITY, STATE) (Date)– September is National Preparedness Month (NPM). The National Day of Action is September 30, 2014. USDA’s Farm Service Agency has committed to participate in America’s PrepareAthon in September in order to increase preparedness throughout the U.S. The event, now in its tenth year, is a nationwide, month-long effort hosted by the Ready Campaign and Citizen Corps, encouraging households, businesses and communities to prepare and plan for emergencies. FSA is participating this year by sharing helpful tips to educate the local community on the importance of being prepared for emergencies.</p> <p>One of NPM’s key messages is: be prepared in the event an emergency causes you to be self-reliant for three days without utilities and electricity, water service, access to a supermarket or local services, or maybe even without response from police, fire or rescue. Preparing can start with four important steps:</p> <ol style="list-style-type: none"> 1. Stay Informed: Information is available from federal, state, local, tribal, and territorial resources. Access the Ready.gov website to learn what to do before, during, and after an emergency. 2. Make a Plan: Discuss, agree on, and document an emergency plan with those in your care. For sample plans, visit the Ready.gov. website. Work together with neighbors, colleagues, and others to build community resilience. 3. Build a Kit: Keep enough emergency supplies - water, nonperishable food, first aid, prescriptions, flashlight, and battery-powered radio on hand - for you and those in your care. 	

Example of Press Release (Continued)

4. **Get Involved:** There are many ways to get involved especially before a disaster occurs. The whole community can participate in programs and activities to make their families, homes and places of worship safer from risks and threats. Community leaders agree that the formula for ensuring a safer homeland consists of volunteers, a trained and informed public, and increased support of emergency response agencies during disasters.

Preparedness is a shared responsibility; it takes a whole community. This year's National Preparedness Month focuses on turning awareness into action by encouraging all individuals and all communities nationwide to make an emergency preparedness plan.

For more information about the Ready Campaign and National Preparedness Month, visit

<http://www.ready.gov/be-inform> or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

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