

# 2019 National Preparedness Month

## Ready Outreach Campaign



# National Preparedness Month

National Preparedness Month is observed each September in the United States.

National Preparedness Month encourages Americans to take steps to prepare for emergencies in their homes, businesses, schools, and communities throughout the year.

Ready.gov provides information to help the general public prepare for and respond to emergencies.



## The 2019 Campaign



**Week 1: Sept 1-7**

Save Early for Disaster Costs

**Week 2: Sept 8-14**

Make a Plan to Prepare for Disasters

**Week 3: Sept 15-21**

Teach Youth to Prepare for Disasters

**Week 4: Sept 22-30**

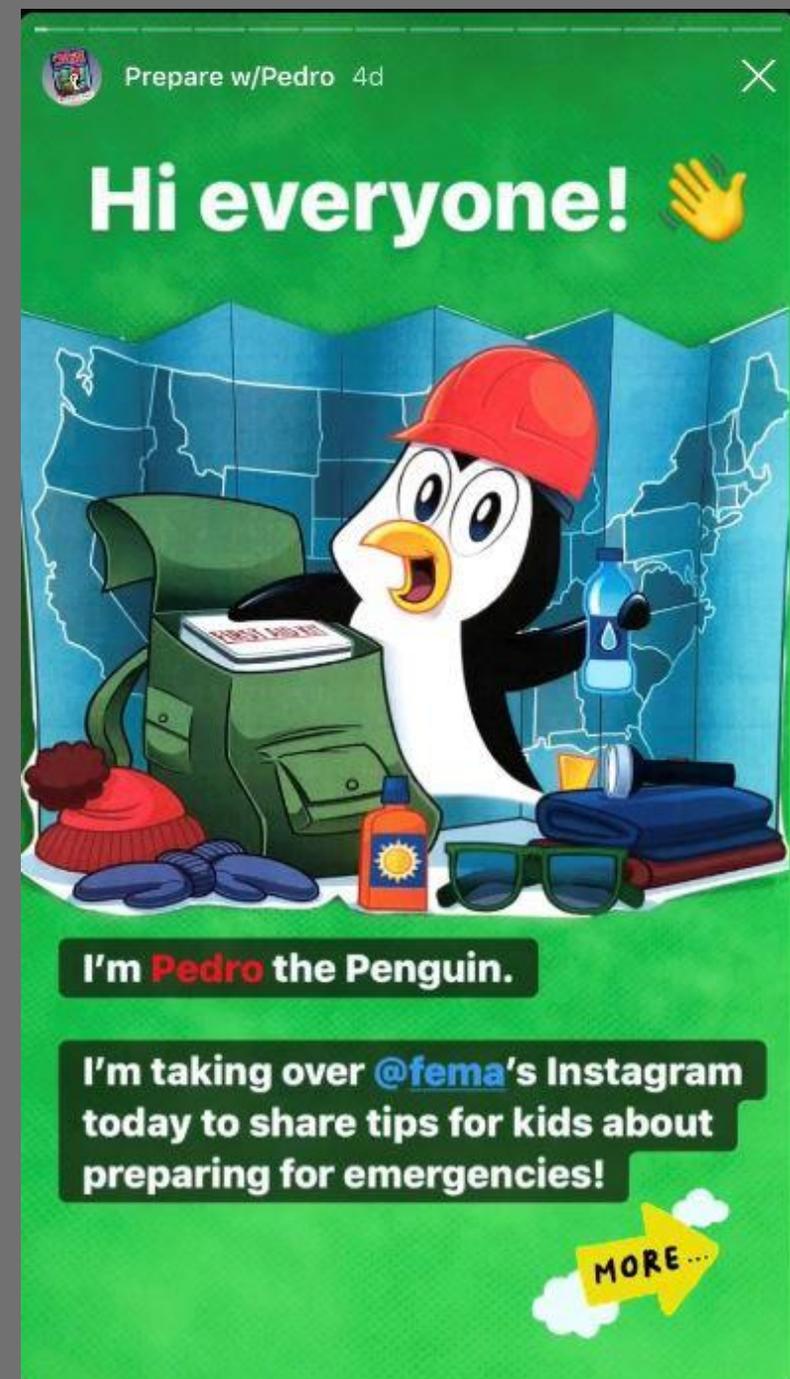
Get Involved in Your Community's Preparedness

**Be prepared,  
not scared.**



# Prepared, Not Scared

- Aimed at parents and caregivers – to have conversations now about what to do in case of an emergency or disaster.
- Safe PSAs and website pages so kids can freely browse, without parents having to worry.
- Updated search feature – easy to find games and resources aimed at children and teaching youth more about disaster preparedness.



# 2019 NPM Campaign Resources in English and Spanish

- [Ready.gov/kids](https://www.ready.gov/kids) redesigned webpages
- [Tips for individuals, families, businesses & communities](#)
- [Financial planning tools](#)
- [Social Media](#)



[www.ready.gov/september](https://www.ready.gov/september)  
[www.listo.gov/septiembre](https://www.listo.gov/septiembre)

Save early for  
disaster costs

A green piggy bank is shown with several gold coins floating above it. There are also mathematical symbols: a plus sign, a multiplication sign, and a percent sign. An upward-pointing arrow is also visible.

FEMA | Ready.

An illustration of a family of four (a man, a woman, and two children) sitting around a table, looking at a document. There is a smartphone and a flashlight on the table.

Haga un plan  
para prepararse  
para los desastres

FEMA | Listo.

**BUILD A KIT**

Build a kit





**FEMA**



# Prepare Your Health

[cdc.gov/prepyourhealth](https://cdc.gov/prepyourhealth)

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**Office of the Director**

**Center for Preparedness and Response**

# What is 'Prepare Your Health'

- **All-hazard personal health preparedness info:**
  - Personal health preparedness
  - Plan ahead
  - Create community
- **Aggregate site**
- **#PrepYourHealth**

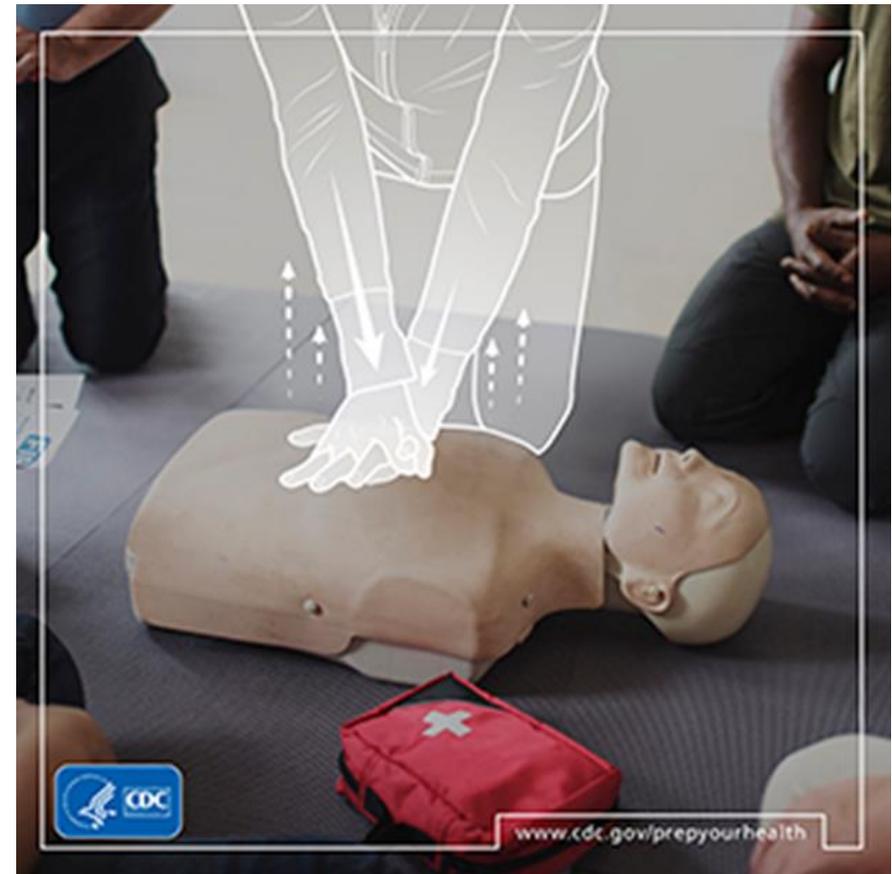




# Prepare Your Health: Personal Health Preparedness

# What is 'personal health preparedness?'

- **Personal health preparedness is about having the wherewithal to maintain & protect your family's health throughout an emergency.**
  - Personal needs
  - Prescriptions
  - Paperwork
  - Power sources
  - Practical skills



# Personal needs

- **The things—the stuff—you will need to protect your family's health until help arrives:**
  - Assistive technologies
  - First aid supplies
  - Pet, infant, & child care supplies



# Prescriptions

- **About 1/2 of Americans take a prescription drug daily.**
  - Talk to your doctor about creating an emergency supply.
  - List medications, medical supply needs, & known allergies.
  - [State emergency prescription refill laws](#)



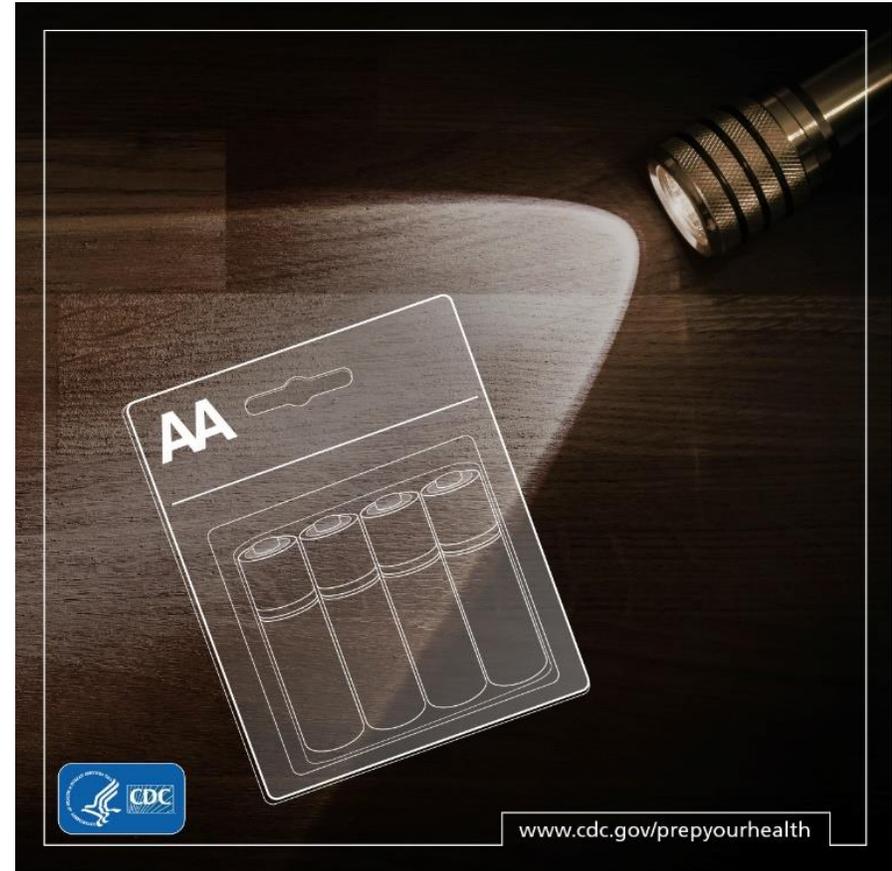
# Paperwork

- **Collect & protect important paperwork & personal data.**
  - Health insurance cards
  - Personal care plans
  - Veterinary records
  - [Vital records](#)



# Power sources

- **Prepare for a prolonged power outage with alternative lighting & backup power sources**
  - Flashlight or head lamp
  - Batteries in common sizes
  - Chargers & power banks
  - Generator & extension cord



# Practical skills

- **Self-health & life-saving skills & lessons that can be easily learned, quickly taught to others, & practiced every day:**
  - Basic swimming skills
  - Effective handwashing
  - Safe generator use



# CDC Digital Media Toolkit

- **Personal Health Preparedness**
- **State & local health departments**



# Future Toolkits

- **Hot wash**
- **Resources**
- **Promotion**
- **Topics**
  - Plan ahead
  - Create community



**Thank you**

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

