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Gouveia, Susan

From: Lashway, Lisa
Sent: Tuesday, August 12, 2014 9:05 AM
To: Canning, Sean; Gouveia, Susan; Detoro, Fred
Subject: FW: September is National Preparedness Month
Attachments: Sample_API_Press Release.docx; Sample_API_Proclamation.docx; AP_Hurricane_Organizational TTX PPT_CBO_508.pptx

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From: Stokes, Richard [mailto:richard.m.stokes@fema.dhs.gov]
Sent: Monday, August 11, 2014 11:40 AM
To: Stokes, Richard
Subject: September is National Preparedness Month

Dear Regional Stakeholder,

This September, we are asking you to raise awareness and take action to prepare your community.

National Preparedness Month aims to educate and empower Americans to prepare for and respond to all types of emergencies. During September, consider hosting a community fair about disaster preparedness or making a public proclamation declaring September National Preparedness Month. Once you have raised awareness about risks in your community and ways to be prepared, take action!

On Tuesday, September 30th, take part in America's PrepareAthon (API!), a nationwide, community-based campaign to increase emergency preparedness and resilience. America's PrepareAthon! provides a national focus for individuals, organizations and communities to participate through drills, group discussions and exercises to prepare for local hazards.

Sign up your community for America's PrepareAthon! and on Tuesday, September 30th, take one of the following actions to be better prepared:

1. **Get Tech Ready.** At 9:30 am on September 30th, ask your community members to download the FEMA mobile application and program In Case of Emergency (ICE) contacts into their phones. Download the app [here](#) and learn other actions you can take to be tech ready.
2. **Make a Plan.** Make a public statement and ask your constituents to identify who to contact, where to go, and what to include in a go-kit should a disaster occur. Distribute a family communication plan and ask everyone to complete and share with their loved ones.
3. **Practice!** Bring your community together and hold a Hurricane Table Top Exercise to practice your community plan. See the attached table top exercise to help guide the conversation.

Attached for your use is a sample press release, a model proclamation, and a tabletop exercise about hurricanes. You may like to utilize these additional tools as you prepare for your events.

Please let us know if you plan to participate in National Preparedness Month and/or America's PrepareAthon! and how we can best support your efforts.

Thank you for helping make our nation more prepared!

Best regards,

Richard Stokes

FEMA

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For Release: [DATE/TIME]
Contact: [NAME/TELEPHONE]

Title

Nationwide campaign helps people prepare for disasters.

[CITY, STATE] – [NAME OF ORGANIZATION] is holding a [DRILL OR INSERT OTHER ACTIVITY] to prepare its [EMPLOYEES, CONGREGANTS, STUDENTS, ETC.] for a [NAME OF HAZARD]. While everyone knows it's important to prepare, this [DRILL/ACTIVITY] will ensure that everyone knows exactly what to do in the event of a disaster.

[THE FOLLOWING IS A SUGGESTED QUOTE; PLEASE PERSONALIZE]

"It's important to Be Smart, Take Part, and Prepare for disasters. This [DRILL/ACTIVITY] will help us practice what to do if a [NAME OF HAZARD] comes our way," said [NAME, TITLE, ORGANIZATION].

[INSERT MORE DETAILS ABOUT YOUR PREPAREDNESS DRILL OR ACTIVITY]

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.

The goals of the campaign are to increase the number of people 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.

[PICK THE HAZARD THAT APPLIES TO YOUR DRILL/ACTIVITY]

A hurricane warning means that a hurricane is expected to make landfall within 36 hours. By signing up for local alerts and warnings, you can keep abreast of deteriorating weather conditions and be prepared to evacuate, if necessary.

– OR –

A flood warning generally means a flood is expected to affect your area within 24 to 36 hours. By having all of your personal, medical, and legal papers in one place, you can evacuate without worrying about gathering your family's critical documents at the last minute.

– OR –

A wildfire warning generally means fire danger and weather patterns are happening that support wildfires breaking out within 24 hours or less. By having a family communications plan, you can feel confident that everyone in your family is able to communicate with each other and knows what steps to take to prepare to evacuate.

– OR –

A tornado warning will often be issued with less than 15 minutes' notice, so knowing how to get to your protective location is critical.

[FOCUS ON THE HAZARD(S) MOST RELEVANT TO YOUR COMMUNITY AND CITE EXAMPLES OF RECENT LOCAL DISASTERS. EXPLAIN WHAT YOU'RE DOING TO HELP PEOPLE PRACTICE THE STEPS TO PROTECT THEMSELVES.]
[INSERT QUOTE FROM YOUR LOCAL EMERGENCY MANAGER]

Building a resilient Nation requires the involvement of the whole community working together to increase individual and community preparedness.

For more information about America's PrepareAthon!, please visit www.ready.gov/prepare or email PrepareAthon@fema.dhs.gov. Join the twitter discussion @PrepareAthon.

PROCLAMATION FOR LOCAL/STATE GOVERNMENT TEMPLATE

Customize and present either of these proclamation templates to your town, city, county's local governing body, or your state Governor's office, and ask them to declare an America's PrepareAthon! day of action in your community.

[County/City/State]'s PrepareAthon! Proclamation

WHEREAS [STATE/LOCAL NAME]'s PrepareAthon! creates an important opportunity for residents of _____ to be prepared for any type of emergency where they live, work, and play; and

WHEREAS taking steps toward personal preparedness and ensuring that our households, workplaces, schools, institutions of higher learning, houses of worship, and community-based organizations are prepared for disaster can reduce fatalities and economic devastation following a major crisis; and

WHEREAS participating in _____'s PrepareAthon will increase the number of citizens who understand which disasters could happen in our community; and

WHEREAS our citizens will know what to do to be safe and mitigate damage; and

WHEREAS the citizens of _____ will take action to increase their preparedness; and

WHEREAS our [INSERT STATE, CITY, TOWN, COUNTY, ETC.] will participate in community resilience planning; and

WHEREAS the [LOCAL DIVISION OF HOMELAND SECURITY AND EMERGENCY MANAGEMENT OFFICE, AMERICAN RED CROSS, FEMA REGIONAL OFFICE, ETC.]

_____ and other Federal, State, local, tribal, territorial, private, and volunteer agencies are working to increase public activities in preparing for emergencies and to encourage individuals to take action; and

WHEREAS emergency preparedness is the responsibility of every citizen of _____ and all citizens are urged to make preparedness a priority and work together to ensure that individuals, families, and communities are prepared for disasters and emergencies of any type; and

WHEREAS participating in [STATE/LOCAL NAME]'s PrepareAthon! will ensure that our community becomes a leader in preparedness and contributes to our Nation's resilience.

Therefore, I, [NAME/TITLE OF ELECTED OFFICIAL]

_____,
do hereby proclaim [DATE, WEEK, OR MONTH] _____, as

[STATE/LOCAL NAME]'s PrepareAthon! day of action.



AMERICA'S
PrepareAthon![™]
BE SMART. TAKE PART. PREPARE.

Organizational Tabletop Exercise

Hurricane Scenario (Community-Based
Organizations)

Date | Location

Objectives

- ★ Discuss a hurricane scenario to determine how your organization would prepare for a hurricane, paying special attention to your emergency response plan, capabilities, and staff responsibilities.
- ★ Identify any weaknesses in your plan, and consider the best ways to respond to the needs of your employees, volunteers, and the people you serve during a hurricane; ensure your organization is operational as soon as possible after a hurricane.
- ★ Debrief after the scenario to improve your response to emergencies and disasters and troubleshoot any other unresolved questions.

General Ground Rules

- ★ This is a training exercise, not a test, so let's keep it fun and positive!
- ★ We've identified who is a participant and who is an observer. Observers are asked to hold all comments and questions until after the scenario, at which point we'll open the discussion to the whole team. Please speak up if you're unclear about your role.
- ★ A scenario will be presented followed by related questions.
- ★ All participants' thoughts and ideas are encouraged, so please speak up!

Hurricane Scenario

Monday, 8:00 a.m.: The National Hurricane Center reported that after a week in warm open waters, Hurricane Milo is approximately 200 miles off the coast of [Insert local shoreline]. The local office of the National Hurricane Center issued a hurricane watch for large portions of the coast, including [Insert community]. Currently a Category 1 hurricane, Milo continues to gain strength and is projected to make landfall within 72 hours. Forecasters are already warning of the potential for this storm to become an extremely powerful Category 4 hurricane.

Gather Information

Key Themes:

- ★ Monitoring of weather conditions
- ★ Notification and communication plan
- ★ Assessing potentially affected operational components
- ★ Decision-making and decision makers

Hurricane Scenario Update # 1

Tuesday, 12:00 p.m.: The storm has strengthened and the local office of the National Hurricane Center has issued a Hurricane Warning for [Insert community]. Hurricane Milo is a Category 3 storm, projected to make landfall in our area within the next 36 hours. A storm surge of 13 to 18 feet is forecast near and to the east of where the center will make landfall. The Governor has declared a state of emergency and has issued an evacuation order for our area. As a result, many employees and volunteers are asking to return home or are not coming to work at all. In addition, many local schools and child care facilities are closing early today. Several major roadways are impassable due to traffic from the evacuation.

Key Themes:

- ★ Contingency planning based on weather updates
- ★ Notifications and communications
- ★ Employee work status and key personnel
- ★ Protocol for early closure
- ★ Process for accounting for employees & volunteers
- ★ The next 36 hours: decision-making and decision makers

Hurricane Scenario Update # 2

Thursday, 9:00 a.m.: Hurricane Milo has made landfall as a Category 4 storm 10 miles south of [Insert community] with sustained winds of 137 mph. The initial storm surge was recorded at 16 feet, with an additional 5–8 inches of rain falling in the past 24 hours. As a result, local waterways are now 10 feet above flood stage. Damage reported by the media includes flooded homes and businesses across a widespread area, flooded and debris-clogged roadways, and large areas without power.

Take Action

Key Themes:

- ★ Immediate actions and priorities
- ★ Continuity of operations; back-up systems
- ★ Accounting for employees and volunteers
- ★ Critical operations
- ★ Property damage
- ★ Reporting of injuries

Hurricane Scenario Update # 3

Saturday, 7:00 p.m.: As the winds decrease and the rain tapers off, [Insert community] is able to assess the damage from Milo. Water is slowly receding, allowing at least one lane of traffic on several major roads. Local law enforcement has restricted access to heavily damaged areas and has established a curfew in some portions of the community to prevent looting. Some residents have been permitted to return home, though thousands remain in temporary shelters.

Hurricane Scenario Update # 3 (continued)

Several major schools remain closed, and large areas of the community still do not have power. We are able to access our facility and inspect the damage. There is significant flood damage to the lowest levels and much of our IT infrastructure is not functioning. Several trees have fallen into the main entrance, tearing a large hole in the roof and shattering windows. Based on a preliminary damage assessment, it is expected that our facility will not be operational for at least 3 weeks.

Key Themes:

- ★ Immediate actions and priorities
- ★ Critical community services
- ★ Employee communications
- ★ Employee work status
- ★ Vital business documents
- ★ Community support

Hotwash

- ★ Ask both Participants and Observers to help identify organizational strengths and weaknesses, priorities, and ideas to make improvements.
- ★ Suggested prompts:
 1. What strengths in your organization's emergency plans did this exercise identify?
 2. What weaknesses in your organization's emergency plans did this exercise expose?
 3. What unanticipated issues arose during the exercise?
 4. What gaps were identified?
 5. What are some high-priority issues that should be addressed?
 6. What are some new ideas and recommendations for improvement?

Next Steps

- ★ Now that you have completed your Tabletop Exercise (TTX) for a Hurricane Scenario, consider these additional action items:
 - Draft a report on results from TTX;
 - Assign leads within the organization to address gaps;
 - Communicate the steps you are taking to your entire organization.

- ★ For more information, log on to www.ready.gov/prepare.