

③

Gouveia, Susan

From: Lashway, Lisa
Sent: Thursday, January 29, 2015 8:49 AM
To: Canning, Sean; Gouveia, Susan
Subject: FW: America's PrepareAthon Initiative (AP!) (Municipal Officials)
Attachments: AP!_HOW_ORGS_CAN_PARTICIPATE.pdf; AP!_OVERVIEW.pdf

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: Stokes, Richard [mailto:richard.m.stokes@fema.dhs.gov]
Sent: Thursday, January 29, 2015 8:30 AM
To: Stokes, Richard
Subject: America's PrepareAthon Initiative (AP!) (Municipal Officials)



www.Ready.gov/Prepare

February 28, 2015

Dear Intergovernmental, Tribal and Community Partners:

FEMA is looking to you to help build and sustain national preparedness. True national resilience requires the entire community including federal efforts, state and local government support, and the private sector and community engagement. Your partnership and active commitment to America's PrepareAthon! is critical to move people from awareness to action.

The *Ready* campaign has raised awareness about the importance of preparing for disasters. America's PrepareAthon! is designed to move people from awareness to action to increase community emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises.

This April 30, 2015, the National PrepareAthon! Day will bring national attention to our progress toward creating a more resilient nation.

As we look ahead to the Spring and the National PrepareAthon! Day, we would like to hold a planning discussion with you to discuss opportunities for implementation and collaboration. Please let me know if you are available – we can meet in person or speak by phone if that is more convenient.

Thank you and if you have any questions, please contact Eric Goldman at Eric.Goldman@fema.dhs.gov or Claire Thomas at Claire.Thomas@fema.dhs.gov.

Best Regards,

-Eric

Eric S. Goldman (CTR)

Teracore
Federal Emergency Management Agency, Region II
Individual and Community Preparedness Division Support
26 Federal Plaza, 13th Floor
New York, NY 10278
o: 212.680.8640
m: 516.330.6621
E-mail: Eric.Goldman@fema.dhs.gov

TERACORE | Business -- IT -- Consulting

Service-Disabled Veteran-Owned (SDVOSB)



Overview

America's PrepareAthon! is a nationwide, community-based campaign for action to increase emergency preparedness and resilience. Each spring and fall, America's PrepareAthon! will provide a national focus for individuals, organizations and communities to participate through drills, group discussions and exercises to practice for local hazards.

Goals

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.

Resources available on www.ready.gov/prepare

- Participation guides for individuals and families, workplaces, K–12 schools and institutions of higher education, faith-based organizations and community-based organizations.
- Risk data, protective actions and mitigation measures for a range of hazards.
 - Spring: Tornado, hurricane, flood and wildfire
 - Fall: Earthquake, hazardous materials, pandemic flu and severe winter weather
- Fact sheets, background information, customizable promotional materials and fill-in-the-blank template outreach materials to drive participation and promote involvement.

Research-Based Approach

- Delivers information through trusted community members.
- Makes real change possible through experiential learning.
- Promotes peer-to-peer discussions within and across community networks.
- Builds on existing campaigns including state and local awareness campaigns, the Great ShakeOut, and the Ready campaign.

Milestones

- September 5, 2013: America's PrepareAthon! unveiled in coordination with the National Academy of Sciences.
- October 17, 2013: The Great ShakeOut, the first day of action associated with America's PrepareAthon!
- Spring 2014: Official national launch for America's PrepareAthon! second day of action
- Fall 2014: The third national day of action for America's PrepareAthon!
- October 16, 2014: Great ShakeOut earthquake drills held nationwide

Measuring our Progress

- Number of participants
- Increased knowledge of local hazards
- Learned and practiced protective actions
- Increased understanding of community plans/resources

Join America's PrepareAthon!SM

America's PrepareAthon!SM is a national, grassroots campaign for action to increase community preparedness and resilience through hazard-specific drills, group discussions, and exercises. America's PrepareAthon! provides resources for individuals, organizations, and communities to participate in activities that will increase their preparedness for local hazards.

Twice a year the campaign holds a national day of action, National PrepareAthon! Day. The goal is to bring attention to the importance of creating a more resilient nation by bringing stakeholders, communities, and individuals across the country together to take action and to join the national conversation on resilience. The fall National PrepareAthon! Day takes place on September 30 to complement and support National Preparedness Month.

Ways To Participate

Please join the movement! There are many great ways to participate. Organizations like yours are preparing their staff, customers, members, and volunteers by holding group discussions and conducting drills and exercises at their workplaces and in the community about hazards that could happen in their area. America's PrepareAthon! is designed to work within your organization's infrastructure, so you determine what hazard is appropriate and what preparedness activities are best for your employees and the people you serve. You can also incorporate these activities into your existing organizational and employee preparedness initiatives.

The campaign provides participation guides and information on how to prepare for specific hazards (earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms) and to take simple, specific actions to increase preparedness. In addition, the campaign has:

- Customizable promotional materials and easy-to-use outreach materials to drive participation and promote involvement; and
- How to Prepare Guides and Prepare Your Organization Playbooks for a range of hazards.

Everything can be found at www.ready.gov/prepare. Turn the page for ideas on how to participate and take action.

Prepare Your Community

Work with all members of your community to host interactive and simple activities to increase preparedness throughout the year:

- Coordinate with your local emergency management agency, fire chief, police chief, or public health department to develop and implement a community-wide preparedness event;
- Bring together members of your community to participate in a drill or exercise; and
- Host a preparedness discussion with your stakeholders.

Prepare Your Staff

Conduct a drill or preparedness activity that will make your staff more prepared at home and work. These activities will help them understand what disasters could happen in their community, know what to do to be safe, and take action to increase their preparedness. Simple steps that individuals take now can make a real difference in the event a disaster strikes:

- Create an [emergency communications plan](#) for your family.
- Sign up for local text message alerts and warnings, and download mobile emergency preparedness apps from the [Federal Emergency Management Agency](#), the [American Red Cross](#), or a local news station.
- Build an [emergency supply kit](#) to keep at work and home.
- Practice going to a protective location (safe room) in the event of an emergency.
- Practice for an earthquake: Sign up for a [ShakeOut](#) drill, and Drop, Cover, and Hold on.
- Gather critical personal, legal, and medical [documents](#) for safekeeping.

Prepare Your Organization

Rehearse and discuss ways your organization could better prepare for specific disasters:

- Conduct a walk-through of your facility to identify ways to mitigate hazard-prone areas.
- Create a workplace emergency communications plan, such as a call-down roster.
- Conduct a tabletop exercise to test your organization's Continuity of Operations Plan.

Promote America's PrepareAthon!

Spread the word about your involvement. Use your organization's networks to highlight and promote America's PrepareAthon! and your efforts to increase the resilience of your community:

- Use your social media platforms, such as Facebook and Twitter, to spread the word. Use our [toolkit](#) for additional ideas and suggestions.
- Download the free America's PrepareAthon! promotional materials at [ready.gov/prepare](#), and customize them for your organization.
- Include articles about preparedness and your organization's activities in your company's newsletter.
- Display one of the America's PrepareAthon! web badges on your website.

Once you decide upon your activity, be sure to register it at [www.ready.gov/prepare](#) to increase the national momentum.