

Welcome



Weather-Ready Nation & America's PrepareAthon! Webinar April 1, 2015

"Whole Community Approach to Building National Resilience"











A word from...











A word from...











Preparing a Nation



Preparing the nation at the local, state, regional, and national levels.

- Seasonal Safety Campaigns and State/Local Weeks
- America's PrepareAthon!
- Weather-Ready Nation Ambassadors

"Many hands make light work"

--John Haywood



















Seasonal Safety Campaign

- Covers hazards typically seen in a 3 month period
- Flexibility to target hazards:
 - General messaging during the season
 - When a hazard is forecast to occur
 - When a hazard is occurring
- Materials Created consistent message
 - Social Media Messages, News Articles, Safety Website, videos and/or graphics









National

- Seasonal Campaigns
- Specific launch dates:
 March 1, June 1,
 September 1, December 1.
- Covers multiple hazards per campaign.
- Can focus on the hazards as they are happening across the U.S.

Local

- Awareness/PreparednessWeeks
- Dates are determined by the local forecast office and partners.
- •Focus on a single hazard during week.
- Weeks are held at a relevant time of year so the messaging is not lost!

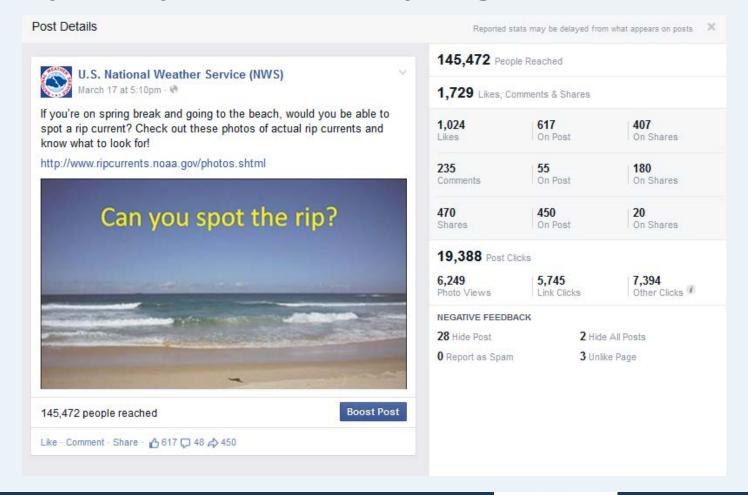








Example: Rip Currents – Spring Break











Information available at:

- www.weather.gov/safetycampaign
- Weather-Ready Nation Toolkit
 - Includes social media packages, articles, videos, revamped safety webpages
- WRN Ambassadors notified when new materials become available.

What we ask:

- Engage your employees and stakeholders using the seasonal campaign toolkits
- Promote through social media
- Send us feedback and success stories of your contributions







2015 National SeasonalPreparedness Calendar



	WINTE
DECEMBER ter Weather Preparedness*	JANUA

JANUARY Resolve To Be Readv* FEBRUARY Flood Safety*

SPRING

MARCH
Severe Weather Safety*
Flood Safety*
Tsunami Safety
American Red Cross Month

Holiday Preparedness*

APRIL
Financial Literacy Month
National Volunteer Week
National PrepareAthon! Day
(4/30)*

National Hurricane Preparedness Week Older Americans Month National Building Safety Month National Police Week National EMS Week National Small Business Week Wildfire Community Preparedness Day Pet Preparedness Day Military Appreciation Month

MAY

SUMMER

JUNE Hurricane Safety* Lightning Safety Wildfire Safety* JULY
Firework and Park Safety
Heat and Drought Safety*
Youth Preparedness Summit

AUGUST National Night Out Back to School

FALI

SEPTEMBER

National Preparedness Month* National PrepareAthon! Day (9/30)*

OCTOBER

Fire Prevention Week National Crime Prevention Month Great ShakeOut Cybersecurity Awareness Month

NOVEMBER

Critical Infrastructure Preparedness Month American Education Week Military Family Month Native American Heritage Month

Visit Ready.gov/Ready2015 to plan your year #Ready2015





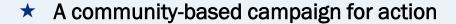




America's PrepareAthon!



AMERICA'S PrepareAthon! BE SMART, TAKE PART, PREPARE.



- ★ Emphasis on increasing emergency preparedness through hazard-specific drills, group discussions, and exercises
- ★ 2 National Days of Action : April 30 and September 30
- Free resources and tools for different hazards:
 - Flood, Hurricane, Tornado, Wildfire, Winter Storm, and Earthquake













Research Based Campaign



- ★ Messaging is more effective when trusted community members deliver information
- **★** Experiential learning makes real change possible
- ★ Promotes peer-to-peer discussions within and across community networks
- ★ Coordinates with existing campaigns (e.g., Seasonal Safety Campaigns and State/Local Weeks, The Great ShakeOut, and local campaigns)





Awareness to Action





Access Alerts and Warnings



Test Communication Plans



Assemble or Update Supplies



Drill or Practice Emergency Response



Plan with Neighbors

WAYS TO PARTICIPATE IN Prepare Athon!



Participate in a Class, Training, or Discussion



Conduct an Exercise



Make Property Safer



Document and Insure Property



Safeguard Documents









Why Participate in America's PrepareAthon!



- ★ Make your organization more resilient to natural disasters
- Be counted in a unified national movement
- ★ Use research based guidance on how to prepare for 6 natural hazards
- ★ Share best practices with other communities
- Build your capacity and amplify your efforts
- ★ Bring more people into the preparedness fold...spread your messages even farther
 - Spring, 2015: Nearly 5 million Actions Registered to date and growing! Let's add more!





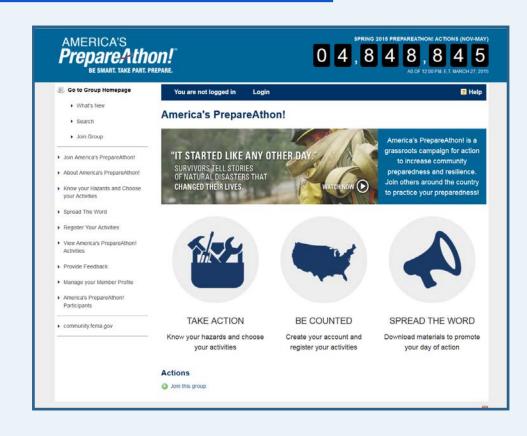


Website



www.ready.gov/prepare

- ★ Register Your Action
- ★ "How to" Guides
- ★ Preparedness resources
- ★ Promotional resources
- ★ Events calendar
- ★ Preparedness research



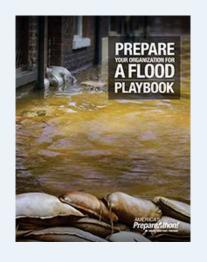




Research Based Guidance

















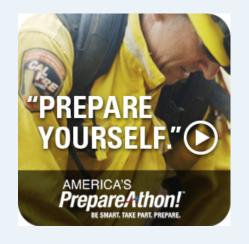




Videos



















Promotional Materials



- ★ Customizable
- ★ Posters
- ★ Web Badges
- ★ Digital Invitations









PREPARE.

AMERICA'S

Prepare Athon!

Join the Movement ©



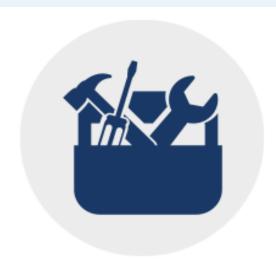




Get Started



Visit www.ready.gov/prepare to:





Know your hazards and choose your activities



BE COUNTED

Create your account and register your activities



SPREAD THE WORD

Download materials to promote your day of action

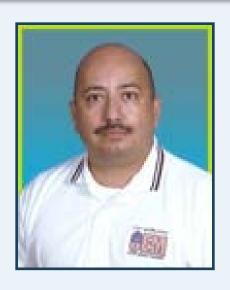






A word from...





Manuel D. Soto, CEM, Emergency Manager
Office of Emergency Management
City of Orlando, Florida









Ambassadors taking Action with AP!













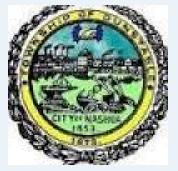
Pacific Gas and Electric Company















Raytheon







Q&A



Weather-Ready Nation Website

www.noaa.gov/wrn

Seasonal Safety Campaigns Website

www.weather.gov/safetycampaign

Questions

wrn.feedback@noaa.gov

America's PrepareAthon! Website

www.ready.gov/prepare

Questions

PrepareAthon@fema.dhs.gov



