

2019 NATIONAL SEASONAL PREPAREDNESS MESSAGING CALENDAR

WINTER

DEC

National Influenza Vaccination Week

Holiday Safety

National Weather Service (NWS) Winter Safety

Resolve to be Ready Social Media Toolkit

JAN

Winter Safety

Martin Luther King Jr. Day of Service





FEB

Winter Safety

Earthquake Awareness Month



SPRING

MAR

American Red Cross Month

Flood Safety, Insurance & Mitigation Toolkit

Severe Weather Preparedness

NWS Spring Safety

National Tsunami Awareness Week



APR

National Financial Capability Month

Wildfire Safety

National Volunteer Week

Earth Day



MAY

National Building Safety Month

SBA National Small Business Week

Wildfire Community Preparedness Day

National Hurricane Preparedness Week

National Police Week

National Emergency Medical Services (EMS) Week

National Dam Safety Awareness Day

Older American's Month

Military Appreciation Month



SUMMER

JUN

National CPR/AED Awareness Week

Pet Preparedness

Extreme Heat

NWS Summer Safety

National Insurance Awareness Day

JUL

Fireworks and Summer Safety

Youth Preparedness



AUG

National Night Out

Back to School - Children & Youth Preparedness



FALL

SEP

National Preparedness Month
9/11 Day of Service and Remembrance

NWS Fall Safety



OCT

National Crime Prevention Month

Cybersecurity Awareness Month

Fire Prevention Week

Great ShakeOut Earthquake Drill

NOV

DHS Critical Infrastructure Preparedness Month

National Veterans and Military Families Appreciation Month

Holiday Safety



For links to social media toolkits and key messaging for seasons & topics please visit: www.ready.gov/calendar

Social media toolkits include: Flood Safety, Wildfires, Hurricanes, Extreme Heat, National Preparedness Month, Youth Preparedness and More. Find toolkits at www.ready.gov/toolkits

2019 NATIONAL SEASONAL PREPAREDNESS MESSAGING CALENDAR

GENERAL PREPAREDNESS

- Make a family emergency plan, include pets and neighbors.
- Make a communication plan so your family knows how to reconnect and reunite when a disaster strikes.
- Identify an out-of-town emergency contact who can let family and friends know where you are and how to reach you.
- Get to know neighbors and check on them before and after a disaster.
- Review insurance policies. Make sure you're covered against floods, earthquakes, tornadoes, or high winds in hurricane-prone areas.
- Keep copies of important documents in a secure place (digital and/or waterproof location).
- Build or restock your emergency preparedness kits for home, work and your vehicle, include a flashlight, batteries, cash, and first aid supplies, for adults and children.
- Create an emergency savings fund and keep cash on hand for emergencies.
- Download the FEMA App and set up local alerts.
- Monitor radio, TV, or social media and follow instructions of local officials.
- Share safety messages with friends, family, neighbors and colleagues.

FINANCIAL PREPAREDNESS

- Personal financial planning helps families prepare for emergencies both big and small.
- Plan for unexpected out-of-pocket expenses for lodging, food, gas and more.
- Review your insurance policies and update your coverage if necessary.
- Be prepared for the cost of deductibles for insurance and medical co-pays.
- Complete an Emergency Financial First Aid Kit at Ready.gov.

INSURANCE COVERAGE

- Protect the life you've built. Homeowners, renters and businesses recover more quickly when insured.
- Having insurance for your home or business property ensures you will have the financial resources needed to help you repair, rebuild or replace whatever is damaged.
- Keep your coverage for flood insurance, even if your mortgage is paid off. Get informed at FloodSmart.gov.

LIFE SAVING SKILLS

- Practice preparedness plans at least twice a year, at your home and workplace, by participating in a drill or exercise.
- Take You are the Help Until Help Arrives training and a CPR and first aid class so you can help in an emergency until first responders arrive.
- Know how to shut off utilities where you live.
- Know all emergency exits in your home and at work, and where you visit often.

WINTER (DEC, JAN, FEB)

WINTER STORM AND EXTREME COLD

- Stay off the road during/after a storm.
- Stay inside where it is warm and bring pets indoors. Extreme cold can be deadly.
- Layer clothes to help you stay warm and change activities to stay safe.
- When using space heaters, follow manufacturer's directions. Keep anything that can burn at least 3 feet away from heaters and wood stoves.
- Have a working carbon monoxide detector.

HOLIDAY SAFETY

- Prepare for unpredictable weather before traveling.
- Water your tree every day. Turn off holiday lights when you go to bed or leave your home.
- Keep candles away from anything that can burn. Use battery operated candles instead.
- If you shop online over the holidays, shop securely.

Ready



FLOODING

- Never drive or walk through flooded streets; Turn Around, Don't Drown™.
- Check your flood insurance policy to ensure you have appropriate coverage.

FIRE SAFETY

- Put smoke alarms and carbon monoxide detectors on every level in your home, inside bedrooms and outside sleeping areas.
- Know two ways out of every room in your home.
- Create a home fire escape plan; practice it at least twice a year.
- Choose a safe meeting place outside your home where you can easily be seen.
- Test smoke alarms once a month by pushing the test button.
- When the smoke alarm sounds get outside and stay outside.
- Do not leave space heaters or fireplaces unattended.

POWER OUTAGE

- Have alternative charging devices for phones or anything that requires power.
- Generators should always be used outside the home. Carbon monoxide poisoning can occur when a generator is not working, or vented, properly.

EARTHQUAKE

- Practice "Drop, Cover and Hold On."
- Anchor heavy furniture to a secure wall in your home.
- Text, don't call.

SPRING (MAR, APR, MAY)

SEVERE WEATHER

- If ordered to evacuate, leave right away. Know the route ahead of time and plan where to go.
- Know a safe location in your home in case there is a tornado.

SUMMER (JUNE, JULY, AUG)

EXTREME HEAT

- Drink plenty of water throughout the day. Extreme heat can be deadly.
- Wear cool clothes and try to stay out of the heat for long periods of time.
- Look before you lock. Never leave children, disabled adults, or pets in
- · parked vehicles.

WILDFIRE SAFETY

- Report a wildfire if you see one; you may be the first to see it.
- Wildfires can kill. If ordered to evacuate, know the route and plan where to go.
- Remove debris and keep anything that burns at least 10 feet from your home.

HURRICANES

- History shows that storm tracks can change quickly and unexpectedly.
 Monitor local news, weather and social media.
- If local officials give the order to evacuate or shelter in place, take action to do so.
- Storm surge and inland flooding pose a significant threat to life and property and can occur before, during, or after the center of a storm passes through.

FALL (SEP, OCT, NOV)

CHILDREN & YOUTH + BACK TO SCHOOL

- Help your children memorize emergency contacts; store in a safe place.
- Know the emergency plan for your child's school, college, and child care.
- Practice evacuation plans and other emergency procedures with children on a regular basis.