

WHAT IS NATIONAL PREPAREDNESS MONTH?

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign and Citizen Corps. NPM is held each September and is designed to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and communities.

September 2009 is the sixth annual NPM. This year will focus on changing perceptions about emergency preparedness and helping Americans understand what it truly means to be *Ready*.

- National Preparedness Month Coalition membership is open to all public and private sector organizations. Groups can register to become a National Preparedness Month Coalition Member by visiting www.ready.gov and clicking on the National Preparedness Month banner.
- In 2008, the *Ready* Campaign partnered with more than 3,200 organizations to highlight the importance of public emergency preparedness throughout September.
- Coalition Members during NPM share preparedness information with their members, customers, employees and communities.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness. *Ready* is a national public service advertising campaign, produced in partnership with The Advertising Council, which is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- The Campaign's Web sites (www.ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide Americans with free emergency preparedness information.
- Citizen Corps brings together community and government leaders to involve community members in emergency preparedness, planning, mitigation, response and recovery. These Councils enable collaborative planning between government and civic leaders and provide localized support for: outreach and educational efforts to the public; training and exercises that effectively integrate emergency responders, volunteers with a response role, and the general public; and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit www.citizencorps.gov.