

National Preparedness Month Preview and Back to School Tips & Taglines

The 2021 theme for National Preparedness Month is “Prepare to Protect. Preparing for disasters is protecting everyone you love.”

National Preparedness Month is held, annually, in September. National Preparedness Month is a time to raise awareness about the importance of preparing for disasters and emergencies that could happen at any time. **The 2021 theme for National Preparedness Month is “Prepare to Protect. Preparing for disasters is protecting everyone you love.”**

For the first time in National Preparedness Month history, the Ready campaign, along with the Ad Council, have identified the Hispanic Community as a key audience. A coordinated and specific campaign of Public Service Advertisements will encourage preparedness through this underserved demographic.

Also, we'll be sharing tips on Back to School safety, building from our July toolkit. As COVID-19 remains a threat, this is a good time to remember mitigation measures that work and also a good time to practice some of the tried and true preparedness measures families can take to be prepared.

The resources here are meant to provide you with a quick guide that makes it easy for you to lead by example. Included are:

- Tagline quotes that you can add to your email signature block to direct readers to preparedness sources.
- Tips and key messages. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Graphics, logos, banners and posters.

Our goal is to provide tools that everyone can use and share to spread the message. We are always open to any feedback or suggestions. These DIY tools will always be synchronized with ongoing seasonal preparedness themes throughout the year.

2021 National Preparedness Month

Weekly Themes for National Preparedness Month 2021

- **Week 1 September 1-4: Make A Plan**

Talk to your friends and family about how you will communicate before, during, and after a disaster. Make sure to update your plan based on the Centers for Disease Control recommendations due to the coronavirus.

- **Week 2 September 5-11: Build A Kit**

Gather supplies that will last for several days after a disaster for everyone living in your home. Don't forget to consider the unique needs each person or pet may have in case you have to evacuate quickly. Update your kits and supplies based on recommendations by the Centers for Disease Control.

- **Week 3 September 12-18: Prepare for Disasters**

Limit the impacts that disasters have on you and your family. Know the risk of disasters in your area and check your insurance coverage. Learn how to make your home stronger in the face of storms and other common hazards and act fast if you receive a local warning or alert.

- **Week 4 September 19-25: Teach Youth About Preparedness**

Talk to your kids about preparing for emergencies and what to do in case you are separated. Reassure them by providing information about how they can get involved.

Key Messages for National Preparedness Month 2021

- National Preparedness Month (NPM), recognized each September, provides an opportunity to remind us that we all must prepare ourselves and our families now and throughout the year.
- September is NPM and is a time for the Whole Community to prepare for emergencies and disasters.
- NPM is geared toward building awareness and encouraging Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and places of worship.
- Being prepared starts by knowing your risk and taking the appropriate actions before, during and after a disaster strikes. You can begin by visiting [Ready.gov](https://www.ready.gov).

Talking Points for National Preparedness Month 2021

- Remember, COVID-19 is still present in our communities. Use the momentum of National Preparedness Month to reinforce tried and true mitigation measures to keep your family prepared.
- [Take the time to build a kit for yourself or your family. Consider multiple kits for home and work.](#)
- Check your insurance policies and coverage for the hazards you may face, such as flood, earthquakes and tornadoes. Make sure to consider the costs associated with disasters and save for an emergency.
- This September, prepare and plan for surviving on your own after a disaster. Plan for several days without electricity, water service, access to a supermarket, or local services.

Key Messages for Back to School Safety

- Even as we prepare to return to the routine of returning to school, being prepared for disasters starts at home. Everyone can be part of helping to prepare for emergencies, including your extended family. Young children and teens alike can be a part of the process.

- As a parent, guardian, or other family member, you have an important role to play when it comes to protecting the children in your life and helping them be prepared in case disaster strikes.
- It's important to ensure the protection of students and to include their needs in your planning, response, and recovery efforts. This also includes knowing how you will reestablish your facilities and services if impacted by disaster so that curriculum and student services are maintained.

Talking Points for Back to School Safety

- Children and youth are empowered through understanding risks and knowing how to protect themselves. Empowered youth can help involve their families, peers, and communities in disaster preparedness.
- Teenagers and other young people help their families, schools, and communities prepare for disasters. They can be leaders before, during, and after disasters.
- Emergencies and disasters can be scary, but there are ways to help you stay safe before, during, and even after a disaster.

Suggested Tagline Quotes

Add the below tagline to your emails to remind friends, family, and fellow business owners to prepare for emergency scenarios:

1. ["It is not often that a man can make opportunities for himself. But he can put himself in such shape that when or if the opportunities come, he is ready."](#)
— [Theodore Roosevelt](#)
2. ["No one knows the future, but the present offers clues and hints on its direction."](#)
— [Innocent Mwatsikesimbe, Mirror](#)
3. ["We are not preparing for the world we live in - we are preparing for the world we find ourselves in."](#)
— [Michael Mabee, Prepping for a Suburban or Rural Community: Building a Civil Defense Plan for a Long-Term Catastrophe](#)
4. ["Chance favors the prepared mind."](#)
— [Louis Pasteur](#)
5. ["Preparation through education is less costly than learning through tragedy."](#)
— [Max Mayfield, Director National Hurricane Center](#)
6. ["However beautiful the strategy, you should occasionally look at the results."](#)
— [Winston Churchill](#)

Social Media

Social Media for National Preparedness Month

(Check www.ready.gov/september regularly for more social media content as it is updated)

- This month, consider how COVID-19 may change how you react to a disaster and make a plan with your loved ones. #BePrepared - what do you need, where will you go, how will you get there? Take the first step and learn more here – www.ready.gov/prepare

- Your emergency plans will need to look a little different this year. Emergency shelters may have more restrictions or reduced capacity due to COVID-19. Do you have a backup plan, like staying with an out of town relative or friend? Learn more: <https://www.ready.gov/shelter> #BeReady
- Your disaster snacks won't do you any good if they are expired. Check the expiration dates and use/replace items before they expire. Store food in a cool, dry place. Store boxed food items in tightly sealed containers. Learn more: <https://www.ready.gov/kit> #BeReady
- What important documents should you have to #BeReady for an emergency? Download the Emergency Financial First Aid Kit to find out and put yours together in a few easy steps. <https://go.usa.gov/xypkQ>
- Flash flooding in [INSERT LOCATION] last year caused millions in damage to homes & businesses. Remember - anywhere it can rain, it can flood. Prepare for the unexpected, protect your home with flood insurance at [FloodSmart.gov/local](https://www.floodsmart.gov/) #NationalPreparednessMonth #FloodSmart #BeReady
- Ditch the selfie and #BePrepared for disasters during National Preparedness Month - Snap photos of important documents and personal belongings to help you quickly file an insurance claim after a flood. <https://youtu.be/i3MfRpND5gk>
- It's National Preparedness Month! Need a fun activity for the kids? Get them involved in building their own emergency kit so they know what and where it is. www.ready.gov/kids/build-a-kit #YouthPrep #ReadyKids #BeReady
- #BeReady – Make sure your child's favorite stuffed animals, board games, books or music is in their emergency kit to comfort them in a disaster. #YouthPrep

Social Media for Back to School Safety

- BEFORE an emergency, teach your child how to dial 911 #YouthPrep
- Make sure all family members know how to send a text message in case of an emergency #YouthPrep
- #BackToSchool this fall? Remember to pack cloth face coverings and cleaning supplies in your child's backpack to help them be safe.
- @CDC has resources for keeping kids safe when they go #BackToSchool. Stay safe and learn more - www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/schools.html
- Need tips for talking to your kids about natural disasters? Visit www.ready.gov/kids/parents #YouthPrep
- Kids home today? Play #ReadyKids online emergency preparedness games: <https://www.ready.gov/kids/games> #YouthPrep
- Are your students prepared for an emergency? Download curriculum for grades 1-12 for your classroom: <https://www.ready.gov/kids/educators> #YouthPrep
- 4th and 5th Grade Teachers: STEP up and use this emergency preparedness curriculum: <https://www.ready.gov/collection/step> #YouthPrep
- Get involved in Teen CERT. Find opportunities by learning about Teen CERT online: <https://www.ready.gov/community-emergency-response-team> #YouthPrep

- Be an example for your friends by starting a #YouthPrep program. Tips & Tools: <https://www.ready.gov/youth-preparedness> #YouthPrep
- Check out the American Academy of Pediatrics Children and Disasters Web site www.aap.org/disasters
- Connect with a trained counselor after a disaster by calling: 1-800-985-5990 or text TalkWithUs to 66746. #YouthPrep
- For more information & resources about ways to help children cope during a disaster by visiting: www.fema.gov/children-and-disasters #YouthPrep
- Emergencies can leave kids feeling insecure. Help kids cope during & after emergencies: www.ready.gov/kids/parents/coping #YouthPrep

Graphics



Be Prepared

Children

additions to your basic emergency kit

Medications

Snacks/Baby Food

Wipes

Blankets

Diaper Bag

Books

Car Seat

Diapers

Toys, Games and Stuffed Animals

A Week's Worth of Clothing



Let your child help make their own emergency kit



Teach children what to do in an emergency if they are at home or away.

#NatIPrep
Ready 

BE READY DURING CORONAVIRUS

Pack face coverings and disinfectants in your emergency kit



Disasters won't wait for
Coronavirus to end.

You shouldn't either.

PLAN NOW





2021

National Preparedness Month
Prepare to Protect

Ready