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MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
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UNDER SECRETARIES OF DEFENSE
DEPUTY CHIEF MANAGEMENT OFFICER
CHIEF OF THE NATIONAL GUARD BUREAU
COMMANDERS OF THE COMBATANT COMMANDS
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE
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ASSISTANT SECRETARY OF DEFENSE FOR LEGISLATIVE
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DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: DoD Participation in the September 2015 National Preparedness Month

Preparedness is the shared responsibility of our entire Nation. Preparing individuals, families, Components, and installations for disasters and emergencies – from flooding to an active shooter – ensures the strength of our workforce and our ability to continue to safeguard U.S. security. President Obama will proclaim September 2015 as National Preparedness Month (NPM), a focused national call of action to encourage the people of the U.S. to take steps to enhance our readiness to respond to disasters and emergencies. NPM will culminate with National *PrepareAthon!* Day on September 30th as a capstone to the Federal Emergency Management Agency's *America's PrepareAthon!* (AP!) campaign.

Preparedness is important to the Department to ensure the well-being and safety of members of our workforce and their families. National preparedness campaigns provide a recurring opportunity to take action before a crisis, which contributes to fostering a culture of preparedness and to strengthening our resilience.

To help ensure that we are prepared for the types of disasters and emergencies we may encounter, all DoD Components are requested to participate in the September 2015 National Preparedness Month and AP! campaign. Participation is encouraged in any of several ways: leadership engagement and preparedness outreach activities; partnership and collaboration with stakeholders; and promotion of NPM and AP! through social media and communications channels. Find more information in the attached planning guide, and ensure that your participation is counted by submitting information about your activity at: www.defense.gov/prepare. Your commitment underscores our collective responsibility to ensure that the U.S. remains the most resilient Nation on Earth.



Attachment:
As stated



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DoD National Preparedness Month Planning Guide September 2015

This document provides resource information to align the Federal Emergency Management Agency's (FEMA's) National Preparedness Month (NPM) and the *America's PrepareAthon!* (AP!) campaign with DoD participation and planning efforts in September 2015. AP! is an opportunity to ensure that our workforce Components and installations take action to prepare and plan before disasters and emergencies. A well-prepared workforce is essential to the Department's ability to carry out its mission, and well-prepared family members are an important part of military readiness. DoD's commitment to AP! underscores the importance of working together across the whole community to foster a culture of preparedness and advances our Nation's security and resilience.

BACKGROUND:

AP! is a national campaign of action to increase preparedness and resilience through awareness of the hazards that threaten our communities and to increase the practice of preparedness actions to minimize our vulnerabilities to disasters and emergencies. AP! culminates with National *PrepareAthon!* Day on September 30, 2015, as a capstone event that promotes preparedness activities across the country.

THEMES AND STRATEGIES

Overarching Theme: "Don't Wait. Communicate. Make Your Emergency Plan Today." Throughout the month, the emphasis is on emergency communication planning, including planning for evacuation or staying in place and developing a family emergency communication plan.

Weekly Hazard-Specific Themes: Continued focus on emergency planning messaging.

- **Week 1** (September 1-5): **Flood**
- **Week 2** (September 6-12): **Wildfire**
- **Week 3** (September 13-19): **Hurricane**
- **Week 4** (September 20-26): **Power Outage**
- **Week 5** (September 27-30): **Lead up to National PrepareAthon! Day**

DoD Components are encouraged to emphasize and promote actions associated with NPM and AP! weekly themes. For regions not affected by particular themed hazards, Components are encouraged to focus on local man-made or natural hazards.

Strategies:

- **Leadership Engagement and Preparedness Outreach Activities:** Engage your principals to promote NPM and AP! activities such as internal correspondence, speaking opportunities, or public service announcements. Hold a preparedness discussion, drill, or exercise; host a preparedness fair or booth to promote action-oriented activities; or write an article in a newsletter. Choose actions and activities to promote preparedness among individuals and organizationally, such as:

- Develop and test emergency communications plans.
- Sign up for local alerts and warnings, or download emergency-oriented applications.
- Assemble or update emergency supplies.
- Learn about local hazards and conduct a drill to practice emergency response actions.
- Hold a scenario-based continuity of operations tabletop exercise for your organization.
- Participate in a preparedness discussion, training, or class.
- Collect and safeguard critical documents.
- Document property and obtain appropriate insurance for relevant hazards.
- Make property improvements to reduce potential injury and mitigate property damage.
- Plan with neighbors to help each other and share resources.
- **Partner and Collaborate with Stakeholders:** Reach out to internal and external stakeholders to collaborate or partner on preparedness activities to strengthen your campaign.
- **Promote NPM and AP! Through Social Media and Communications Channels:** Use your social media and communications channels such as websites, newsletters, Facebook, or Twitter to reach your workforce, their family, and community to promote preparedness activities and resources.
- **Be Counted:** Complete the online DoD NPM and AP! After Action Questionnaire at www.defense.gov/prepare to have your participation be part of a final DoD activities report and register your events and participation with FEMA at www.ready.gov/prepare.

RESOURCES

- Defense and Service-related preparedness information and tools are available at www.defense.gov/prepare.
- Promote your activities on social media by tweeting or posting using #PrepareAthon and reference @PrepareAthon when sharing preparedness actions, events, tips, and resources.
- Invite @PrepareAthon to promote your preparedness social media event and to participate in it.
- Hazard-specific preparedness how-to guides, videos, playbooks, communication plan templates, and informational resources, as well as customizable AP! promotional materials are available at www.ready.gov/prepare.