

# National Preparedness Month Resources for K-12 Schools and Communities

Thursday, September 15, 2022

SchoolSafety.gov



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# Webinar Agenda

- Webinar Objectives
- Speaker Introductions
- FEMA
  - 2022 National Preparedness Month
  - Ready.gov Campaign
  - Youth Preparedness Council
- SchoolSafety.gov
  - Additional Emergency Planning Resources
  - Communications Center
  - National Summit
- Q & A



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# Webinar Objectives

1. Discuss programs, tools, and resources to **empower youth** to learn the hazards that affect their community; understand how to stay safe in an emergency; practice critical emergency response skills; and lead preparedness-building activities in their communities
2. Cover the **‘whole community’ approach to emergency preparedness**, as well as ways K-12 school communities can build capacity and capabilities to prepare for the range of disasters and emergencies they may face



# Featured Speakers



FEMA

**Justin Knighten**

Director  
Office of External Affairs  
Federal Emergency Management Agency



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**Aaron Levy**

Director  
Individual and Community Preparedness Division  
Federal Emergency Management Agency

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**Ryan Streeter**

Product & Training Program Manager  
School Safety Task Force  
Cybersecurity and Infrastructure Security Agency

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# Ready.gov

Stay informed. Be Ready.



# The Office of External Affairs Presents: **National Preparedness Month**

Justin Knighten | September 15, 2022



# FEMA



# FEMA's Strategy for Children and Disasters

- National Children's Advisor
- Intergovernmental Partnerships
- The Ready Campaign



**FEMA** Ready®

# The Ready Campaign

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- Launched in 2003
- Make a Plan, Build a Kit, Stay Informed & Get involved
- National Preparedness Month



# 2021 National Preparedness Month Campaign Results

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*Last year, we produced “Prepare to Protect,” the first-ever national preparedness campaign focusing on the Latino community.*

PSA Performance in the Last Year:

- **\$36.6 million** in donated media, resulting in 2.8 billion views of all PSAs.
- **Listo.gov/plan**
  - All 9 states with highest Latino populations drove traffic.
  - Over 1000% increase in page visits and product downloads.



## 2022 Strategic Approach

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- **Establish cultural competence** among the Black and African American communities.
- Develop people-centered graphics.
- Leverage trusted messengers.
- Leverage media engagements.



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# HBCU Partnership: Howard University



HOWARD  
UNIVERSITY

## Student Force Multipliers

- Student Media Interviews
- Digital videos featuring Howard University Students



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## Our Theme: A Lasting Legacy

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***The life you've built is worth protecting. Prepare for disasters to create **a lasting legacy** for you and your family.***



**FEMA** **Ready** 

Federal Emergency Management Agency

# Legacy PSA

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**FEMA** Ready<sup>®</sup>

## Ready.gov/September Resources

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- Social Media Toolkit
  - Graphics
  - Hashtags
  - Pre-drafted, copy and paste messages
  - PSAs

# 2022 National Preparedness Month



Protect Your Legacy



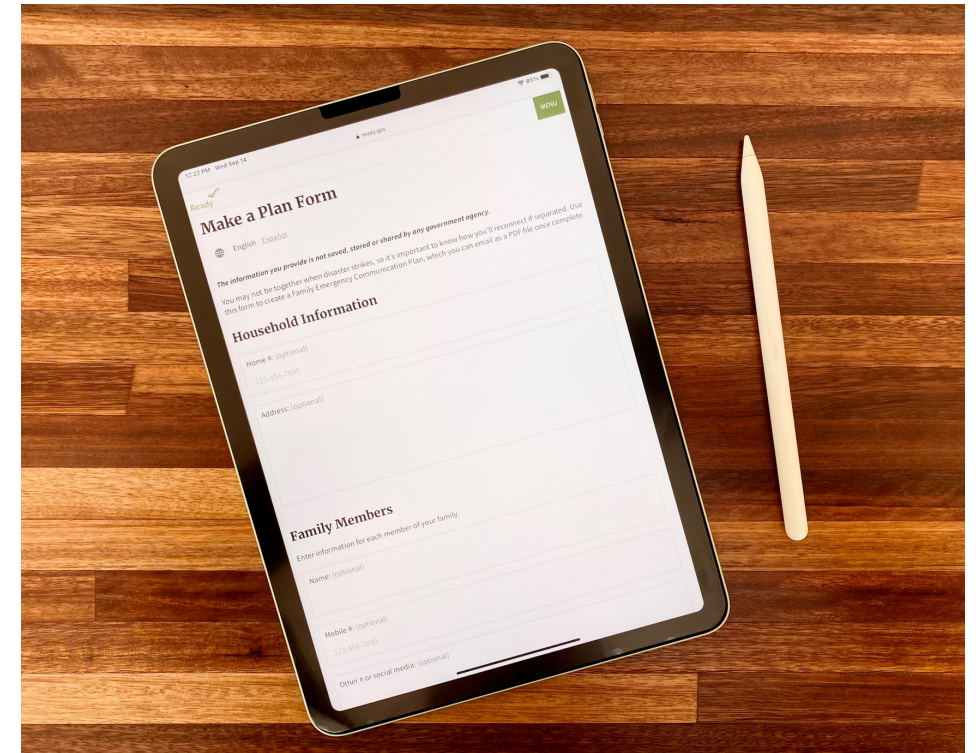
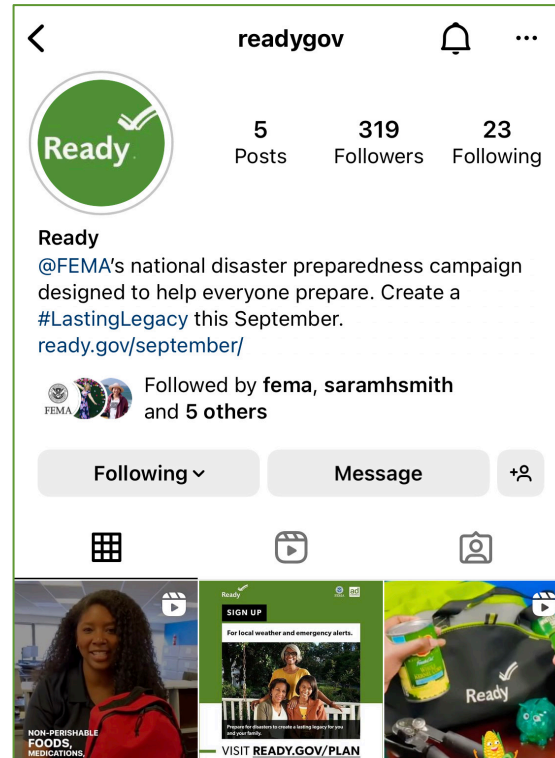
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# New Product Promotions: Instagram Launch & Fillable Form

We're on Instagram!

Follow us @ReadyGov

[www.ready.gov/plan-form](http://www.ready.gov/plan-form)



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# Top Ready Resources - Year-round

- Make a Plan Fillable Form
- Social Media Toolkits & Graphics
- Preparedness Videos
- 2022 Preparedness Calendar
- Ready.gov/Kids



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[ready.gov/calendar](https://www.ready.gov/calendar)

## 2022 CALENDAR

**JAN**



Resolve To Be Ready  
Winter Safety  
National Slavery and Human Trafficking Prevention Month

**FEB**



Winter Safety  
Central U.S. Earthquake Awareness Month

**MAR**



"It's Not Luck" Campaign  
Spring and Flood Safety  
National Tsunami Awareness Week

**APR**



National Financial Capability Month  
#SafePlaceSelfie Day

**MAY**



National Wildfire Awareness Month  
National Building Safety Month  
National Hurricane Preparedness Week  
Don't Fry Day  
National Dam Safety Day

**JUN**



Pet Preparedness Month  
Summer and Extreme Heat Safety  
National Lightning Safety Awareness Week

**JUL**



Fireworks Safety  
Extreme Heat Safety

**AUG**



Back to School - Children & Youth Preparedness  
Extreme Heat Safety

**SEP**



National Preparedness Month  
Fall Safety

**OCT**



Cybersecurity Awareness Month  
National Fire Prevention Week  
Global Handwashing Day  
Great ShakeOut Earthquake Drills

**NOV**



Holiday Thanksgiving Cooking Safety  
Holiday Online Shopping Safety  
Winter Weather Safety

**DEC**



Resolve To Be Ready  
National Influenza Vaccination Week  
Winter Safety  
Holiday Fire Safety  
Holiday Online Shopping Safety

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

# The Importance of Young People in Promoting and Sustaining a Ready FEMA and Prepared Nation

Aaron Levy | Director | Individual and Community Preparedness Division



# FEMA

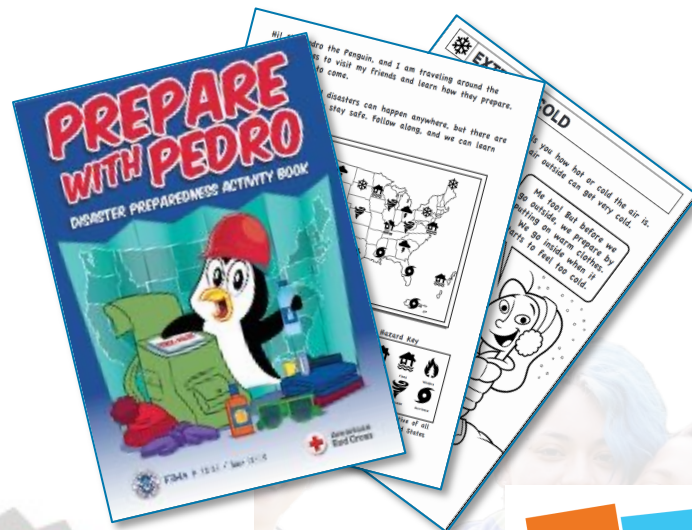
# Why FEMA invests in youth preparedness.

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- Preparing our nation's youth protects the future.
- When trained, children are capable actors in an emergency.
- Gamification improves retention and can increase adoption of preparedness and emergency response behaviors.
- Youth are a prime channel to reach households with preparedness messaging.



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# IS-36 Preparedness for Child Care Providers

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- Designed for childcare providers of all sizes and for all age children
- Provide childcare providers with the information they need to identify, assess, and plan for hazards at their childcare site

Visit [FEMA's Emergency Management Institute](#) website to take the course online!



**Preparedness for  
Child Care Providers**



**FEMA**

# Community Preparedness: Integrating the Needs of Children

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The workshop builds on the idea that “it takes a village” to meet the needs of a child and seeks to engage with a broad range of community representatives that contribute directly and indirectly to child welfare during emergencies. [Community Preparedness: Integrating the Needs of Children \(fema.gov\)](https://www.fema.gov/community-preparedness-integrating-the-needs-of-children)



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# Order Free Preparedness Publications

Visit Ready.gov for more preparedness information, and download or order free preparedness publications from FEMA online at [orders.gpo.gov/icpd/ICPD](https://orders.gpo.gov/icpd/ICPD). Orders may be delayed due to high demand, but products can be downloaded for free.



## Order Free Preparedness Publications

Individual and Community Preparedness Division (ICPD)

Thank you for helping prepare your community!

### Publications by Category

- [Preparedness Actions](#)
- [Youth Preparedness](#)
- [Citizen Responder](#)
- [Financial Resilience](#)

These products are maintained by the Federal Emergency Management Agency (FEMA).  
Read more at [Ready.gov](https://ready.gov).

[Sign up](#) for FEMA's Individual and Community Preparedness Newsletter to learn more about emergency preparedness.

### Shipping Information

Please allow up to 2-3 weeks for delivery.

**\* Required information**

* First Name:	* Address 1:
<input type="text"/>	<input type="text"/>
* Last Name:	Address 2:
<input type="text"/>	<input type="text"/>
* Company:	* City:
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Select Customer Type ▼	Please Select a State ▼
* Other Customer Type:	* ZIP Code:
<input type="text"/>	<input type="text"/>
* Phone Number:	* Email Address:
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**PLACE MY ORDER**



# FEMA

# Thank You !

Follow us on social media:  
**@FEMA and @ReadyGov**



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*FEMA's mission is helping people before, during and after disasters.*

# SCHOOLSAFETY.GOV RESOURCES



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# Topic Pages | SchoolSafety.gov

Topic pages contain a definition along with accompanying information regarding the topic, **key strategies to consider, and featured resources to support schools and districts.**

Resources tend to be **how-to or action-oriented guides** that inform users on how to implement strategies to address the topics.

## [Emergency Planning | SchoolSafety.gov](#)

- [Recovery | SchoolSafety.gov](#)
- [Training, Exercises, and Drills | SchoolSafety.gov](#)

SchoolSafety.gov

About Topics Tools and Resources Search

Home > Emergency Planning

## Emergency Planning

Plan for emergencies and know how to respond.

Families and communities expect schools to keep their children safe from a range of emergency events, like crime, natural disasters, and accidents. Emergencies can happen at any time, and planning for different emergencies can be challenging for schools. A key component of emergency planning is creating an Emergency Operations Plan (EOP), a document that outlines how a school will respond to an emergency.

Every district or school has a comprehensive school safety plan that includes students, teachers, and staff. This plan should be updated regularly and after emergency events to ensure a common understanding of the plan and reduction of time between the event and the response.

Filter Resources

Action

- ☐ Prevent
- ☐ Protect and Mitigate
- ☐ Respond and Recover

Subtopic

- ☐ Recovery
- ☐ Training, Exercises, and Drills

### All Emergency Planning Resources

The federal government identified additional resources that highlight strategies for school safety. Use these resources to learn more about emergency planning.

**GUIDANCE**

**Best Practice Considerations for Armed Assailant Drills in Schools**

**Third Party**

This document from the National Association of School Psychologists, the National Association of School Resource Officers, and Safe and Sound Schools provides guidance on factors schools must take into account when conducting armed assailant drills.

**WEBINAR**

**Planning to Recover from Emergencies at Districts and Schools**

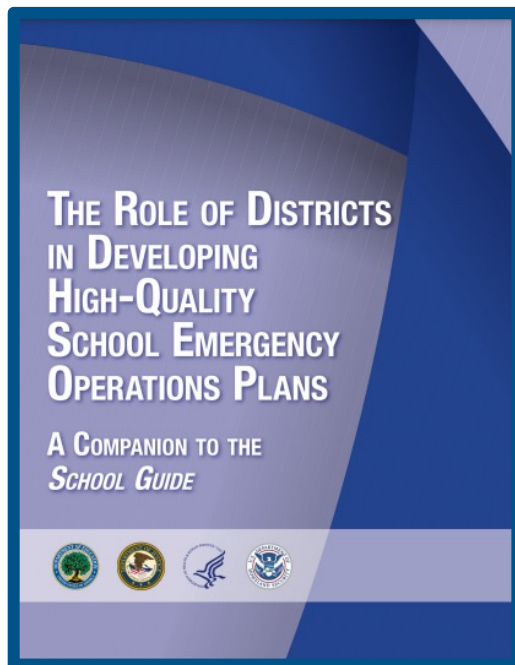
**Department of Education**

This webinar explains how K-12 schools and districts can better plan to recover from emergency events and be ready for a range of threats and hazards.

SchoolSafety.gov



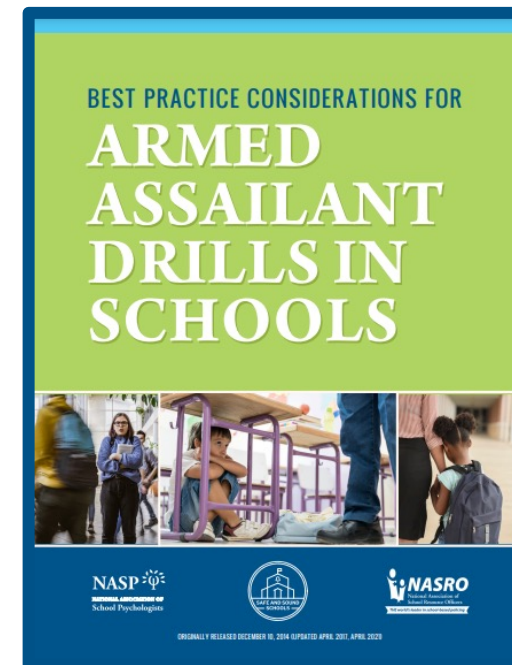
# Additional Emergency Planning Resources



The Role of Districts in Developing High-Quality School Emergency Operations Plans  
(Dept. of Education, DOJ, HHS, DHS)



EOP Interactive Tools  
(Dept. of Education)



Best Practice Considerations for Armed Assailant Drills in Schools  
(Third Party)

# Communications Center | SchoolSafety.gov

Access the latest news and resources for the K-12 community using the SchoolSafety.gov Communications Center.

The Communications Center includes a comprehensive collection of one-pagers, infographics, webinar presentations, newsletter bulletins, and other materials available from SchoolSafety.gov.

You can find the new center on SchoolSafety.gov under the 'Tools and Resources' section.



## School Safety Communications Center

Explore and share helpful materials from SchoolSafety.gov.

Learn more about school safety topics and threats and access the latest news and resources for the K-12 community using the SchoolSafety.gov Communications Center. Explore the center to download and share a variety of documents and materials to help support your school's or district's safety efforts.

The Communications Center is available from SchoolSafety.gov. Visit the [list](#) and following us on [Twitter](#).

School Safety One-Pagers



School Safety Community Bulletins



School Safety Webinar Series Materials



SchoolSafety.gov



# National School Safety Summit | CISA



## NATIONAL SUMMIT ON K-12 SCHOOL SAFETY AND SECURITY

### EVENT DETAILS



November 1-3, 2022



No Cost to Attend



Virtual Format

[SchoolSafety.gov](https://SchoolSafety.gov)



# National School Safety Summit | CISA

## MISSION

The Summit supports the safety and security of schools by:



**Fostering a nationwide dialogue** by bringing together stakeholders for exchange, discussion, and connection.



**Facilitating action** by coordinating and disseminating resources, products, and tools to support schools in implementing and strengthening their security postures.



**Equipping stakeholders** with training and expertise to apply recognized best practices and research in the context of their specific communities, venues, and schools.

## ISSUE AREAS

The Summit program focuses on the safety and security topics of:

- » Cybersecurity
- » Emergency Planning
- » Training, Exercise & Drills
- » Reporting Systems
- » Physical Security
- » Capacity Building
- » Targeted Violence
- » Threat Assessment

## WHO SHOULD ATTEND?

Designed for school safety leaders:

- » K-12 Educators
- » School and District Administrators
- » Principals and Superintendents
- » School-Based Law Enforcement
- » First Responders

# National School Safety Summit | CISA

- » Registration opened on Wednesday **August 24, 2022**.
- » For the most updated information, please visit <https://www.cisa.gov/national-school-safety-summit> or scan the QR code below to sign up for our email list.



# Contact Information and Questions

Follow Us on Twitter for Upcoming Events and School Safety News! 

- [@SchoolSafetyGov](https://twitter.com/SchoolSafetyGov)
- [@FEMA](https://twitter.com/FEMA)
- [@Readygov](https://twitter.com/Readygov)

Click [here to sign up](#) for regular updates or scan QR code.

## Key Resource Links

- <https://www.schoolsafety.gov/>
- <https://fema.gov>
- <https://ready.gov>
- <https://fema.gov/ypc>



Questions, feedback, or ideas?  
Please contact [SchoolSafety@hq.dhs.gov](mailto:SchoolSafety@hq.dhs.gov)