National Preparedness Month Resources for K-12 Schools and Communities
Thursday, September 15, 2022
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
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

Justin Knighten
Director
Office of External Affairs
Federal Emergency Management Agency

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

Aaron Levy
Director
Individual and Community Preparedness Division
Federal Emergency Management Agency
FEMA’s Strategy for Children and Disasters

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

- Launched in 2003
- Make a Plan, Build a Kit, Stay Informed & Get involved
- National Preparedness Month
2021 National Preparedness Month Campaign Results

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

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

- Student Media Interviews
- Digital videos featuring Howard University Students
Our Theme: A Lasting Legacy

*The life you’ve built is worth protecting. Prepare for disasters to create a lasting legacy for you and your family.*
Legacy PSA
Ready.gov/September Resources

- Social Media Toolkit
  - Graphics
  - Hashtags
  - Pre-drafted, copy and paste messages
  - PSAs
New Product Promotions: Instagram Launch & Fillable Form

We’re on Instagram!

Follow us @ReadyGov

www.ready.gov/plan-form
Top Ready Resources - Year-round

- Make a Plan Fillable Form
- Social Media Toolkits & Graphics
- Preparedness Videos
- 2022 Preparedness Calendar
- Ready.gov/Kids
The Importance of Young People in Promoting and Sustaining a Ready FEMA and Prepared Nation

Aaron Levy | Director | Individual and Community Preparedness Division
Why FEMA invests in youth preparedness.

- 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.
IS-36 Preparedness for Child Care Providers

- 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](https://www.fema.gov) website to take the course online!
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)
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. Orders may be delayed due to high demand, but products can be downloaded for free.
Thank You!

Follow us on social media: @FEMA and @ReadyGov

FEMA’s mission is helping people before, during and after disasters.
SCHOOLSAFETY.GOV
RESOURCES
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
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)
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.
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
- Physical Security
- Emergency Planning
- Targeted Violence
- Capacity Building
- Training, Exercise & Drills
- Targeted Violence
- Reporting Systems
- 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
Registration opened on Wednesday **August 24, 2022**.

For the most updated information, please visit [https://www.cisa.gov/national-school-safety-summit](https://www.cisa.gov/national-school-safety-summit) or scan the QR code below to sign up for our email list.
Follow Us on Twitter for Upcoming Events and School Safety News! • @SchoolSafetyGov • @FEMA • @Readygov

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

Key Resource Links
• [https://www.schoolsafety.gov/](https://www.schoolsafety.gov/)
• [https://fema.gov](https://fema.gov)
• [https://ready.gov](https://ready.gov)
• [https://fema.gov/ypc](https://fema.gov/ypc)

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