National Preparedness Month Resources for K-12 Schools and Communities

Thursday, September 15, 2022

SchoolSafety.gov

FEMA

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

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Featured Speakers

Justin Knighten
Director
Office of External Affairs
Federal Emergency Management Agency

Aaron Levy
Director
Individual and Community Preparedness Division
Federal Emergency Management Agency

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

Ready.gov

Stay informed. Be Ready.

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

- 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.

FEMA Ready®

HBCU Partnership: Howard University

HOWARD UNIVERSITY 1867

Student Force Multipliers

- Student Media Interviews
- Digital videos featuring Howard University Students

FEMA Ready®

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.

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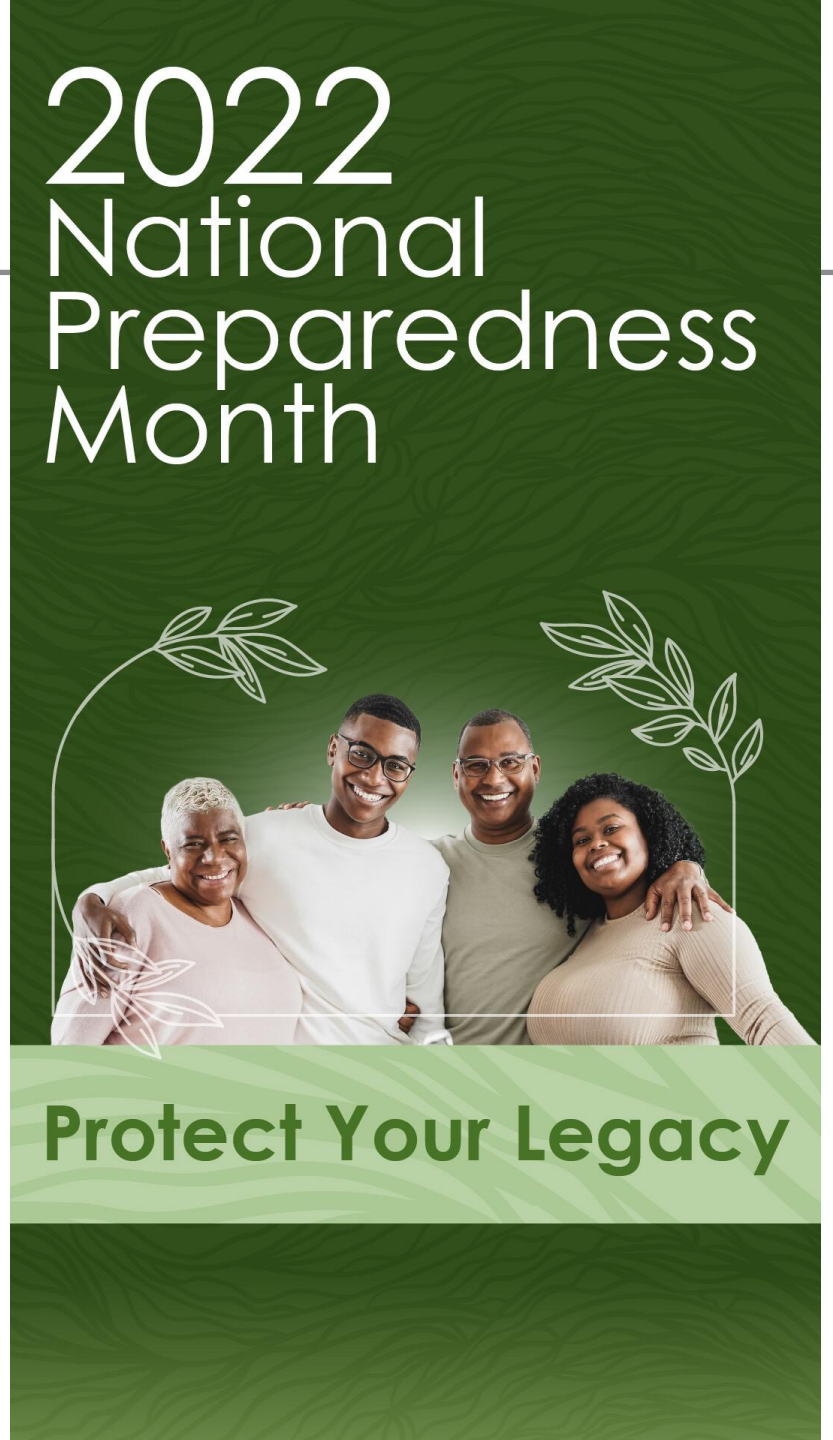
Legacy PSA

Ready.gov/September Resources

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



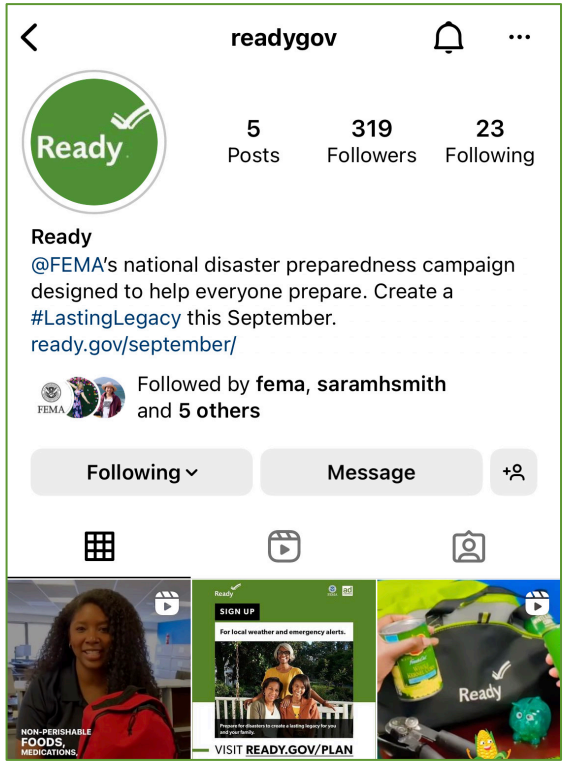
FEMA Ready®

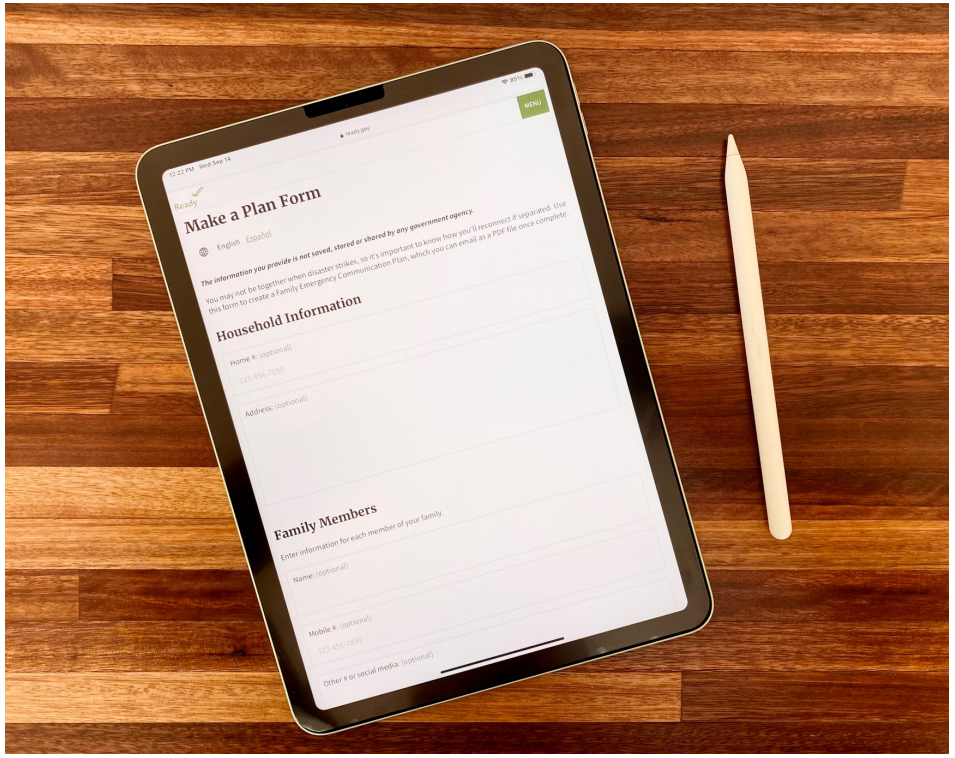
New Product Promotions: Instagram Launch & Fillable Form

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

FEMA Ready®

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

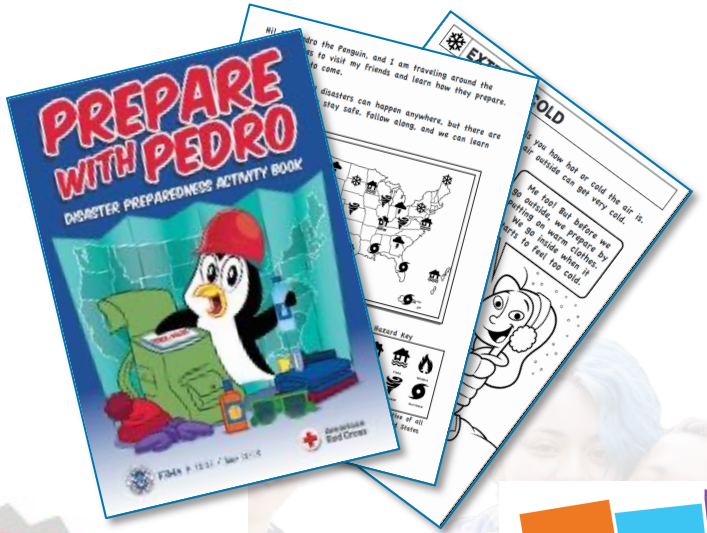
Aaron Levy| Director | Individual and Community Preparedness Division

FEMA

Why FEMA invests in youth preparedness.

- 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.

TEEN CERT
COMMUNITY EMERGENCY RESPONSE TEAM



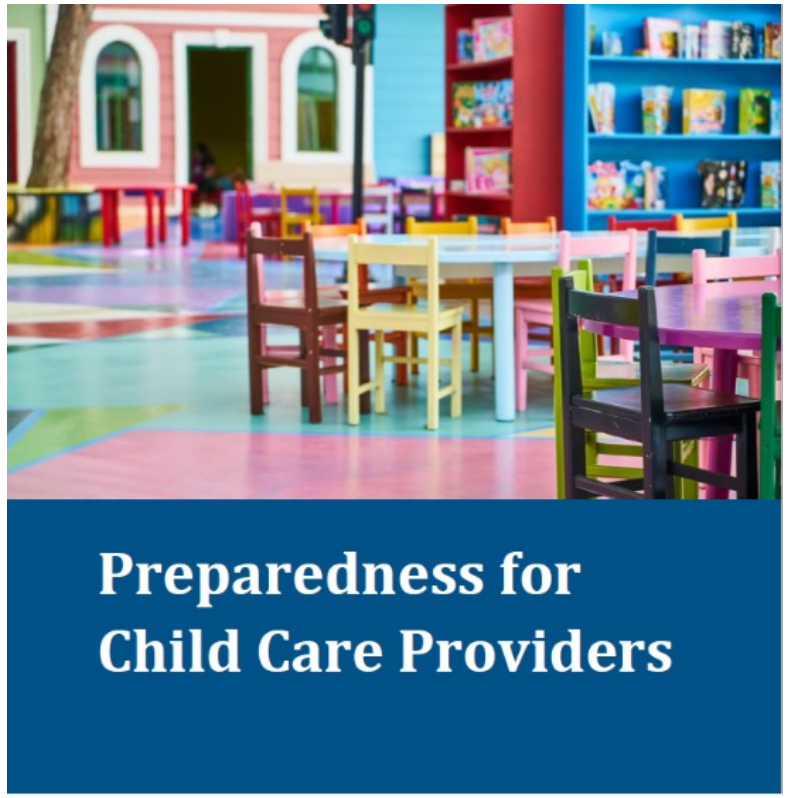
STEP
Student Tools for Emergency Planning

YOUTH PREPAREDNESS COUNCIL

Ready 2 Help

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 website to take the course online!

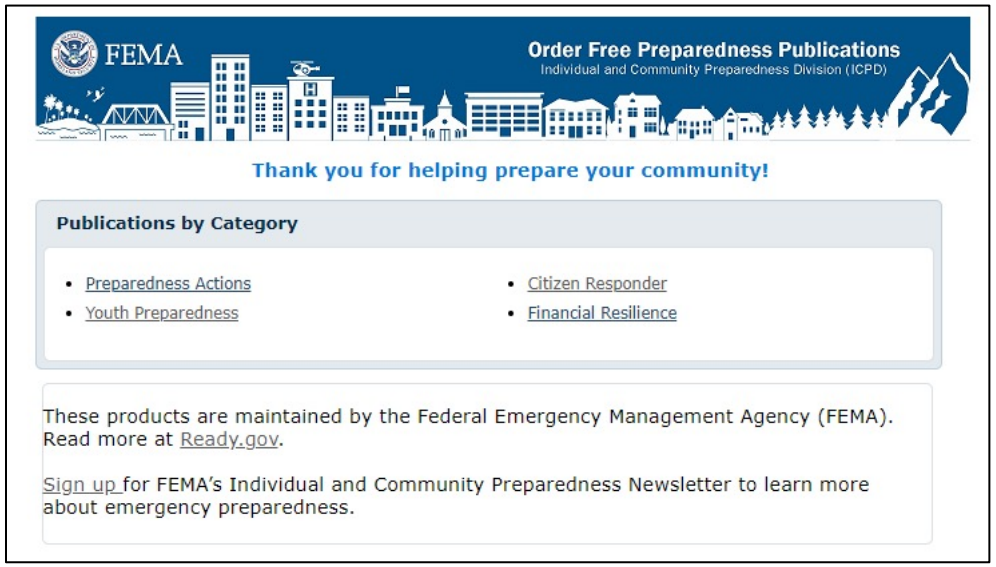
FEMA

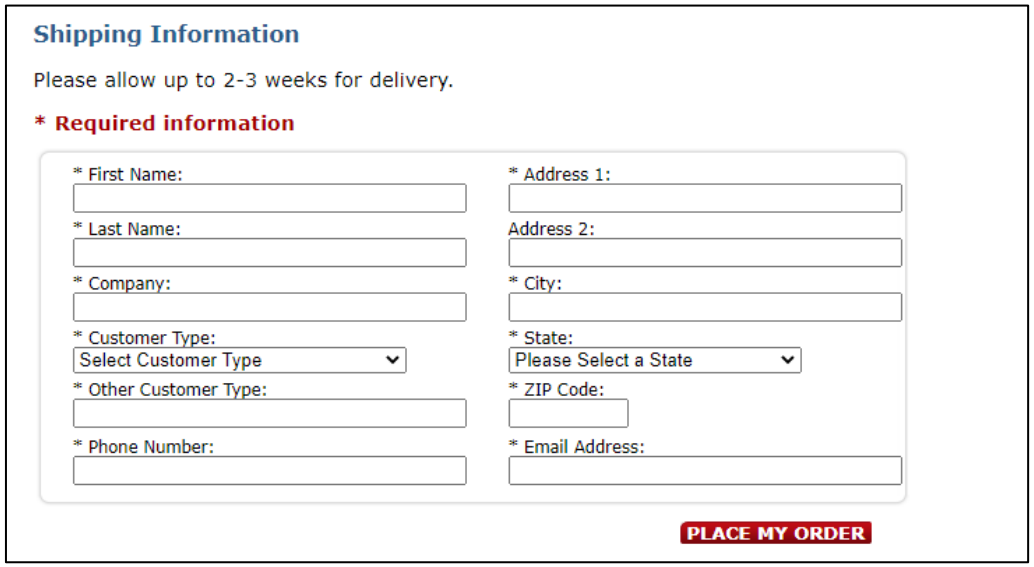
Community Preparedness: Integrating the Needs of Children

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 Ready®

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

SchoolSafety.gov Resources

SchoolSafety.gov

Topic Pages| SchoolSafety.gov

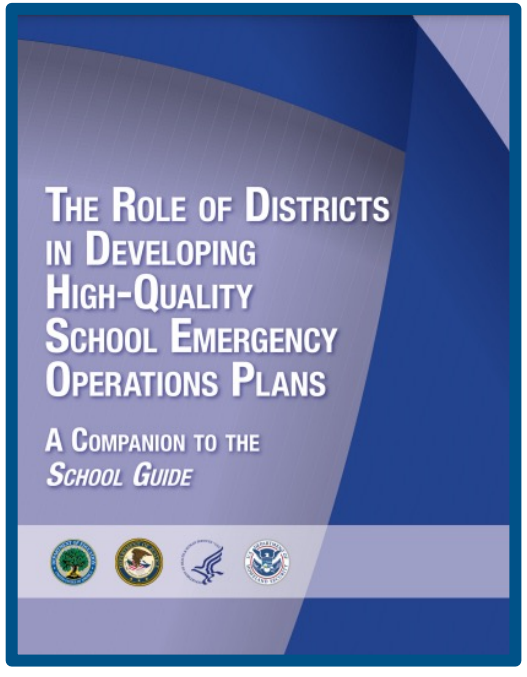
Topic pages contain a definition along with accompanying information regarding the topic, key strategies to consider, and featured resources to support schools and districts.

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

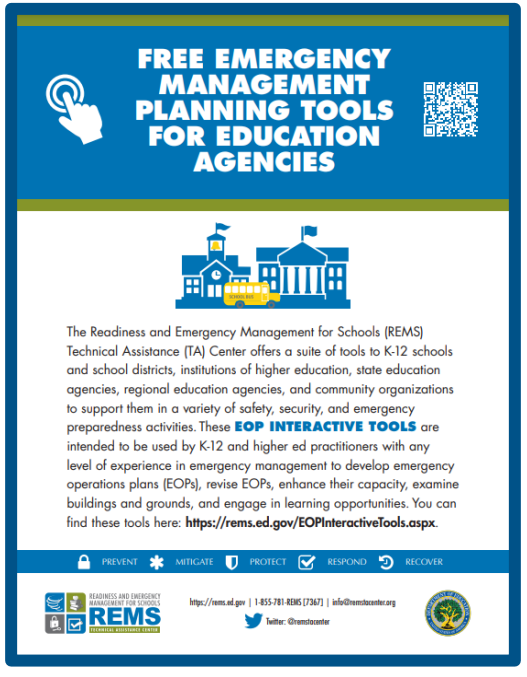
[Emergency Planning| SchoolSafety.gov]

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

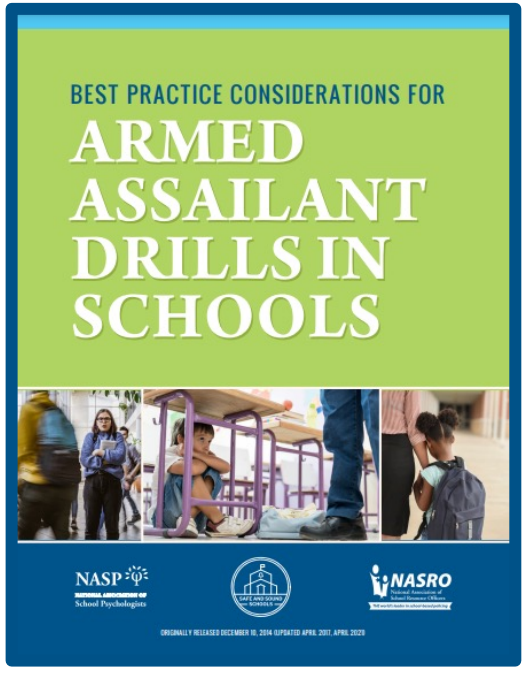
Additional Emergency Planning Resources



[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)

SchoolSafety.gov

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.

SchoolSafety.gov

National School Safety Summit | CISA

EVENT DETAILS

November 1-3, 2022

No Cost to Attend

Virtual Format

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
- @FEMA
- @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

SCAN ME

Questions, feedback, or ideas?
Please contact SchoolSafety@hq.dhs.gov

SchoolSafety.gov

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