

National Preparedness Month: FEMA Urges Americans to “Make a Plan Today”

FEMA and the Ad Council began National Preparedness Month with new public service announcements informing Americans how they and their families can best prepare for disasters while accounting for the coronavirus (COVID-19) pandemic.

The theme of this year’s National Preparedness Month is “Disasters Don’t Wait. Make Your Plan Today.” It encourages people from all communities to prepare for the possibility of natural disasters, which could range from wildfires to hurricanes and tornadoes.



“This year, we've seen that preparedness actions save lives," said FEMA Administrator Pete Gaynor. "Hurricanes and wildfires aren't waiting for COVID-19 to end, and neither should your preparedness activities. I encourage you to make the most of this time you have with your families and have those discussions about your emergency plans, specifically how they may look different this year in a COVID-19 environment.”

The campaign encourages parents and caregivers to visit [Ready.gov/plan](https://www.ready.gov/plan) to find tools and tips for making an emergency plan with their family. Ad agency Newfangled Studios created pro bono TV, radio spots, print, digital and out-of-home ads. The TV component of the campaign will feature a family preparing for disasters, to run on broadcast TV. Additional resources for the entire month can be found at [Ready.gov/September](https://www.ready.gov/September).

Congressional Co-Chairs

Please visit [Ready.gov](https://www.ready.gov) to see the list of 13 congressional co-chairs who are helping promote National Preparedness Month throughout the country. You too can help share preparedness messaging by using the social media safety graphics and various public service announcements during September.

Please follow the Ready Campaign’s Twitter and Facebook accounts, where you will find ready-to-use and important content. You can also follow the social accounts from all the congressional co-chairs will who also be sharing this information.



FEMA

Weekly Themes

Each week of National Preparedness Month, the Ready Campaign will emphasize a unique aspect of preparedness:

- September 1–5: [Make a Plan](#)
- September 6–12: [Build a Kit](#)
- September 13–19: [Prepare for Disasters](#)
- September 20–26: [Teach Youth about Preparedness](#)

Contact Us

If you have any questions, please contact FEMA Office of External Affairs:

- Congressional Affairs at (202) 646-4500 or at FEMA-Congressional-Affairs@fema.dhs.gov
- Intergovernmental Affairs at (202) 646-3444 or at FEMA-IGA@fema.dhs.gov
- Tribal Affairs at (202) 646-3444 or at FEMA-Tribal@fema.dhs.gov
- Private Sector Engagement at (202) 646-3444 or at nbeoc@max.gov

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Also, follow Administrator Pete Gaynor on Twitter [@FEMA_Pete](#).

FEMA Mission

Helping people before, during, and after disasters.