

**For Immediate Release**  
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## **NYC EMERGENCY MANAGEMENT HOSTS WEBINAR TO HELP BUSINESSES AND NONPROFITS PREPARE FOR EMERGENCIES**

*Webinar is part of National Preparedness Month and highlights the importance of emergency preparedness*

**September 24, 2020** – New York City Emergency Management today held a webinar to assist nonprofits and businesses prepare for emergencies. Businesses and nonprofits are subject to the impacts an unforeseen emergency can have on their operations and creating an emergency plan can ensure that they recover more quickly from a disruption. Today’s webinar, *Preparing for Multiple Emergencies*, featured Elizabeth Malone, program manager of Neighborhood Housing Services of Brooklyn as the guest speaker. You can watch the webinar [here](#).

“Businesses and nonprofits are essential pillars to families, neighborhoods, and communities through the services, programs, and employment they provide. Ensuring that they are prepared to recover from an emergency goes hand-in-hand with the survival of the community around them,” said **New York City Emergency Management Commissioner Deanne Criswell**. “With these seminars, in addition to collaborating with our partners during National Preparedness Month and throughout the year, we provide important guidance to New Yorkers about preparing for, responding to, and recovering from an emergency.”

“Neighborhood Housing Services Brooklyn serves a community with few alternatives for their time-sensitive housing issues. It is imperative that we remain nimble in any emergency—home is the most important place on earth. Building relationships with NYC Emergency Management, the Health Department and our established networks allowed us to quickly adapt to safe practices and virtual operations,” said **Elizabeth Malone, program manager for Neighborhood Housing Services of Brooklyn**.

The free seminar offered guidance on the cascading impacts of simultaneous emergencies. Participants were able to review toolkits for community preparedness, business continuity, pandemic planning and additional resources from the Federal Emergency Management Agency (FEMA). This was the first webinar that focused on businesses and nonprofits as part of the National Preparedness Month events series. NYC Emergency Management will hold a second webinar on Thursday, September 24, at 6 p.m. You can register for the event [here](#).

“Community and faith-based organizations have been an indispensable component of New York City’s COVID-19 response, so it is important that they are prepared to keep providing services if another emergency strikes,” said **Sam Lawson, community engagement specialist with NYC Emergency Management**. “Our Community Preparedness team is supporting organizations to use National Preparedness Month as an opportunity to revisit emergency plans and supplies, especially because our organizations are more dependent upon technology for communication during the pandemic. We are encouraging New Yorkers to prepare for emergencies like coastal storms, power outages and winter storms, so that they can continue their crucial work of helping communities recover from the pandemic.”

“September is recognized as preparedness month and my team and I would normally be ensuring our students, faculty, and staff off to the start of a successful academic year, ready and prepared for most on campus emergencies. However due to the impact of COVID-19, we are doing all this while also maintaining temperature stations, physical distancing, wearing of masks and face coverings, as well as compliance with the

Institute’s social contracts for all community members,” said **Dennis F. Mazone, assistant vice president of campus safety and preparedness for Pratt Institute**. “COVID-19 has been like a marathon event for most colleges and universities, the support and partnership with NYC agencies like DOHMH and NYC Emergency Management have been of great assistance.”

The webinars are part of NYC Emergency Management’s Partner in Preparedness initiative. Established in 2011, Partners in Preparedness is a nationally recognized program that supports organizations in preparing their employees, services, and facilities for emergencies. Partners come from all industries — including arts and entertainment; education; business, banking and finance; faith-based; health care; hospitality and service; community, nonprofits and government.

“Experience has shown us that businesses with plans recover more fully and more quickly than those without plans. It is more critical now than ever for businesses to consider revising their existing emergency plans in the current pandemic environment. Business owners can make the city stronger by preparing in advance to ensure their employees and businesses can withstand an unexpected interruption. NYCEM’s Strategic Partnerships unit is dedicated to providing preparedness resources and guidance to small, medium, and large businesses,” said **Erika Amaya, public private initiatives analyst with NYC Emergency Management**.

### **About National Preparedness Month**

National Preparedness Month reminds individuals to prepare themselves and families now and throughout the year. During the month, NYC Emergency Management will team up with City agencies and community partners to organize and promote a number of virtual events for the entire family, including children, older adults, and pets, as well as steps New Yorkers and their communities can take to be ready. For more information and resources about National Preparedness Month, including a calendar of events, visit [NYC.gov/emergencymanagement](https://nyc.gov/emergencymanagement) or follow the agency on [social media](#).

### **Census 2020**

The 2020 Census is ending on September 30, and it is critical that all New Yorkers are counted. New York City stands to lose billions of dollars in federal aid every single year for schools, hospitals, health clinics, affordable housing, transportation, and more, as well as our representation in Congress and in Albany if we do not achieve a complete count.

The census is easy, safe, and confidential. It can be completed online or by phone. It is just 10 simple questions that can be answered in under 10 minutes. By law, all responses are completely confidential and cannot be shared with anyone — not immigration, not the police, or your landlord. There are no questions about immigration, citizenship, criminal history, or income. Go to [my2020census.gov](https://my2020census.gov) or call 844-330-2020 to complete your census today. New York City’s future depends on it.

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