



## **OEM, FEMA AND AD COUNCIL KICK OFF 11<sup>TH</sup> ANNUAL NATIONAL PREPAREDNESS MONTH**

### **Events in all Five Boroughs Encourage New Yorkers to 'Be Disaster Aware, Make a Plan to Prepare'**

*New Ready Campaign PSAs Encourage Families to Make an Emergency Plan*

**September 5, 2014**—Thirty five percent of New Yorkers do not feel prepared for an emergency, such as a natural disaster, fire, power outage or act of terrorism according to a 2013 survey conducted by the New York City Office of Emergency Management (OEM). September is National Preparedness Month (NPM) and a new public service advertising (PSA) campaign is launching today to encourage New York families to create an emergency plan. The PSAs were distributed to media outlets throughout the New York City area and will be running in donated time and space.

OEM Commissioner Joseph J. Esposito and Federal Emergency Management Agency (FEMA) Administrator Craig Fugate kicked off NPM today at an event in Manhattan's Herald Square. They were joined by FEMA Region 2 Administrator Jerome Hatfield, Manhattan Borough President Gale A. Brewer, and American Red Cross Greater NY Region CEO Josh Lockwood.

Throughout the month of September, the New York City Citizen Corps has planned activities including fairs, demonstrations, and preparedness presentations at locations across the city. OEM is also hosting a collection drive through September 30<sup>th</sup> to help NYC residents prepare for emergencies with donated Go Bags (a collection of supplies that may be needed during an evacuation packed in an easy-to-carry container). New Yorkers can donate items including LED flashlights, first-aid kits, plastic rain ponchos, hand sanitizer, whistles, and small battery-operated radios. The items will be added to donated bags, and the completed Go Bags be distributed to NYC families in need during the month of October. For more information about National Preparedness Month events in NYC, visit [NYC.gov/NPM](http://NYC.gov/NPM).

"New York City is home to more than 8 million people, and it's important for everyone to know what they should do in case a disaster strikes," said Mayor Bill de Blasio. "We have seen with recent events like Hurricane Sandy and the East Harlem building explosion and collapse that New York City is vulnerable to emergencies, and it's important that we protect ourselves and our loved ones from the unexpected by being prepared. I am committed to keeping New York City safe, and I encourage all New Yorkers to make an emergency plan with their families."

"It is the mission of the New York City Office of Emergency Management to ensure we are equipping the city's residents and their families with the information and the tools they need to prepare themselves before an emergency occurs," said Commissioner Esposito. "Families need to discuss their emergency plans together, and to think through the necessary steps to take during and after an emergency."

"The first step to preparing for disasters is simple and it's free – talk to your family and make a plan," said Craig Fugate, FEMA administrator. "Do you know how you'll reunite and communicate with your family during an emergency? Through our continued partnership with the Ad Council, this year's campaign illustrates how making a plan can keep families together and safe during a disaster."

"If there's one thing New Yorkers should have learned from the disasters that have hit us over the years, it's this: you need to have a plan and be ready," said Manhattan Borough President Gale A. Brewer "That's why I'm glad that OEM and the New York City

Citizen Corps Council is getting the word out, starting here in Manhattan and at sessions across the city.”

“Providing humanitarian relief following anywhere between five and 25 disasters every day here in Greater NY, we at the Red Cross know all too well the impact local disasters can have on our communities,” said Josh Lockwood, CEO, American Red Cross Greater NY Region. “We are proud to team up with partners like NYC OEM, FEMA and local elected officials to provide more New Yorkers with the necessary tools to minimize the effects of these emergencies. Whether we are teaching these skills in-person, sharing preparedness resources via social media, or promoting one of our free digital apps; we strive to empower as many New Yorkers as possible to prepare for future disasters.”

In addition to today’s Herald Square kick-off event, volunteers from the New York City Citizen Corps are stationed at four other sites around the city today to distribute literature and remind their fellow New Yorkers of the importance of preparing for emergencies. Volunteers will hand out literature from 6 AM to 6 PM. Additional locations include:

- **Bronx:** Fordham Plaza
- **Brooklyn:** Borough Hall
- **Queens:** Jamaica Center
- **Staten Island:** Staten Island Ferry Terminal

The new Ready campaign, created *pro bono* by New York-based advertising agency Deutsch Inc., includes English and Spanish-language localized TV and radio PSAs. The new ads take a more serious approach to illustrate the importance of knowing where to meet your family in the event of an emergency. The TV spots depict the aftermath of a disaster and show two families: one family who have all found each other safely at a shelter they earlier designated as their meeting place, and one set of parents who are frantically searching for their son. Through these PSAs, families are faced with the harsh reality of what can happen when you don’t have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to call 311 or visit [NYC.gov/readyny](http://NYC.gov/readyny), where New Yorkers can find a host of preparedness resources, including 11 Ready New York guides in 13 languages and audio format.

“The survey from NYC OEM shows that New Yorkers need to prioritize discussions about potential emergencies, both natural and man-made, including anything from fires, floods and building collapses to hurricanes or terrorist attacks. These conversations are critical and can have a significant impact on your family’s safety in the event of a disaster,” said Peggy Conlon, President and CEO of the Ad Council. “The Ready New York campaign continues to raise awareness among New Yorkers about the importance of preparedness and gives families the tools need to prepare for and respond to emergency situations.”

### **The Office of Emergency Management**

The New York City Office of Emergency Management (OEM) plans and prepares for emergencies, educates the public about preparedness, coordinates emergency response and recovery, and collects and disseminates emergency information. To accomplish this mission, OEM maintains a disciplined unit of emergency management personnel, including responders, planners, watch commanders, and administrative and support staff, to identify and respond to various hazards. Residents can stay in touch with OEM via Facebook, Twitter, Instagram, and the agency’s website, [NYC.gov/oem](http://NYC.gov/oem). They can also follow Commissioner Esposito on Twitter: @joesponyc. New Yorkers can also sign up for Notify NYC, the City’s free source for emergency information, by calling 311 or visiting [NYC.gov/notifynyc](http://NYC.gov/notifynyc).

### **The Ad Council**

The Ad Council (<http://www.adcouncil.org/>) is a private, non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies. The Ad Council addresses issue areas such as improving the

quality of life for children, preventive health, education, community well-being, environmental preservation and strengthening families.

**Deutsch Inc.**

Deutsch Inc. ([www.deutschinc.com](http://www.deutschinc.com)) is a group of hardworking, independent-minded, passionate problem solvers with an insatiable culture that like to build brands and make businesses grow through creativity. A full-service, integrated advertising and digital agency headquartered in New York City, Deutsch crafts a best-in-class array of marketing programs and works with clients, including Johnson & Johnson, PNC Bank, Jagermeister, Microsoft, DIRECTV and Novartis Worldwide.

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