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MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
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UNDER SECRETARIES OF DEFENSE
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DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: DoD Participation in the Spring 2016 *America's PrepareAthon!* Campaign

At the direction of President Obama, the Federal Emergency Management Agency launched the *America's PrepareAthon!* (AP!) campaign that provides a recurring opportunity for government employees and their families to learn more about the hazards that threaten our communities, installations, facilities, and commands and to take action to plan ahead for emergencies. National preparedness is a whole community responsibility.

To help ensure that our Service members, dependents, civilians, and installations continue to prepare for the types of disasters they may encounter, all DoD Components are requested to participate in the spring 2016 AP! Campaign from April 10 - May 28, 2016, and take focused action on April 30 - *National PrepareAthon! Day*. I encourage you to use your respective websites and social media channels to promote participation in AP!, disseminate preparedness information and take action to make your organization and workforce more disaster resilient, and collaborate with partners and stakeholders.

More information is available in the attached planning guide. Register your AP! participation at www.defense.gov/prepare by clicking on the "Be Counted!" button. Your commitment underscores the importance of working together to foster a culture of preparedness and advances our Nation's security and military readiness.

Robert O. Spivey



Attachment:
As stated



DoD America's PrepareAthon! Planning Guide Spring 2016

This document provides resource information to align the Federal Emergency Management Agency's (FEMA's) Spring 2016 *America's PrepareAthon!* (AP!) national campaign with DoD participation and planning efforts in Spring 2016. AP! is an opportunity to ensure that our Service members, civilians, and installations take action to prepare and plan ahead of disasters and emergencies, with an emphasis on hazard themes specific to geographic locations. A well-prepared workforce is essential to the Department's ability to carry out its mission, and well-prepared family members are an important part of military readiness. DoD's commitment to AP! underscores the importance of working together across the whole community to foster a culture of preparedness and advances our Nation's security and resilience.

BACKGROUND:

AP! is a national campaign of action to increase preparedness and resilience through awareness of hazards that threaten our communities, and to increase the practice of preparedness actions to minimize our vulnerabilities to disasters and emergencies. AP! leads up to a National PrepareAthon! Day on April 30, 2016, an event that promotes preparedness activities across the country.

OBJECTIVES:

1. Promote the AP! campaign and amplify the key message through utilization of social media and internal and public communications channels;
2. Participate in AP! by taking action to make DoD Components and the DoD workforce more resilient to disasters; and
3. Work with partners and stakeholders to participate in preparedness activities of common interest and register participation at www.defense.gov/prepare by clicking on the "Be Counted!" button.

THEMES:

Weekly Hazard-Specific Themes:

- Week 1 (April 10-16): **Flood**
- Week 2 (April 17-23): **Tornado**
- Week 3 (April 24-30): **Lead-up to National PrepareAthon! Day on April 30**
- Week 4 (May 1-7): **Wildfire (Lead-up to National Wildfire Community Preparedness Day on May 7)**
- Week 5 (May 15-21): **Hurricane Awareness Week**
- Week 6 (May 22-28): **Extreme Heat**

DoD Components are encouraged to emphasize and promote actions associated with *AP!* weekly themes. For regions not affected by particular themed hazards, Components are encouraged to focus on local man-made or natural hazards.

WAYS TO PARTICIPATE IN *AP!*

All DoD Components are requested to participate in *AP!* to strengthen the preparedness of organizations, employees, families, and individuals in any of several ways:

- Learn about local hazards and conduct a drill to practice emergency response actions.
- Participate in a preparedness discussion, training, or class.
- Hold an organization-level, scenario-based continuity of operations tabletop exercise.
- Assemble or update emergency supplies or kits.
- Sign up for local alerts and warnings, and download relevant apps.
- Develop and test emergency communication plans.
- Collect and safeguard critical documents (e.g. insurance policies and birth records).
- Document property and obtain appropriate insurance for relevant hazards.
- Make property improvements to reduce potential injury and property damage.
- Plan with neighbors to help each other out and share resources.

Encouraged Actions:

- **Leadership Engagement and Public Service Announcements:** Engage your principals to promote *AP!* activities through internal correspondence, memorandums, videos, or speaking engagements.
- **Social Media and Communications Channels:** Use your social media and communications channels to promote *AP!* through websites, newsletters, Facebook, or Twitter to reach your internal audiences and partners and stakeholders.
- **Conduct a Drill, Event, or Preparedness Activity:** Host a preparedness discussion, training, or class; conduct a scenario-based continuity drill; or learn about local hazards and conduct a drill to practice emergency response actions.
- **Be Counted:** Complete the DoD *AP!* After Action Questionnaire found at www.defense.gov/prepare by clicking on the “Be Counted!” button and have your participation be part of a final report to the White House; and register for *AP!* and be counted at www.ready.gov/prepare as part of the growing community of people who view preparedness as a shared responsibility.

Guidance for Social Media:

- Use of your public and internal website to promote participation in *AP!*
- Use the *AP!* communications toolkit. The toolkit has messages to share with your social networks (e.g. Twitter, Facebook, Instagram) and customizable *AP!* promotional materials.
- Showcase your Component’s participation through social media or other communications channels and foster momentum by setting an example for other stakeholders.

- Use #PrepareAthon and reference @PrepareAthon when sharing preparedness tips, actions, events and *AP!* resources with your stakeholders.
- Encourage your followers to follow @PrepareAthon and use #PrepareAthon in their preparedness discussions.
- If you plan a preparedness social media engagement, invite @PrepareAthon to promote your event and/or participate in it.
- Identify supporters (e.g. Federal partners, organizations, private sector partners) who will help us share the message through Twitter, Facebook, Tumblr or Instagram.

Resources are available at www.defense.gov/prepare and www.ready.gov/prepare for:

- Defense and Service-related preparedness information and tools.
- Hazard-specific preparedness guides, playbooks, and informational material.
- Tips and information about *America's PrepareAthon!*, including the digital engagement toolkit.
- *America's PrepareAthon!* factsheet, talking points, and additional informational documents.
- Registering organizations or individuals for *America's PrepareAthon!*.