THE WHITE HOUSE

WASHINGTON

August 8, 2015

MEMORANDUM FOR THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE ATTORNEY GENERAL
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH AND HUMAN SERVICES
THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT
THE SECRETARY OF TRANSPORTATION
THE SECRETARY OF ENERGY
THE SECRETARY OF EDUCATION
THE SECRETARY OF VETERANS AFFAIRS
THE SECRETARY OF HOMELAND SECURITY
ADMINISTRATOR OF THE ENVIRONMENTAL PROTECTION AGENCY
ADMINSTRATOR OF THE SMALL BUSINESS ADMINISTRATION
POSTMASTER GENERAL
DIRECTOR OF NATIONAL INTELLIGENCE
DIRECTOR OF THE NATIONAL COUNTERTERRORISM CENTER
DIRECTOR OF THE FEDERAL BUREAU OF INVESTIGATION
DIRECTOR OF THE CENTRAL INTELLIGENCE AGENCY
ADMINISTRATOR OF THE UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
ADMINISTRATOR OF GENERAL SERVICES
ADMINISTRATOR OF THE NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
DIRECTOR OF THE OFFICE OF PERSONNEL MANAGEMENT
ADMINISTRATOR OF THE FEDERAL AVIATION ADMINISTRATION
CHAIR OF THE NUCLEAR REGULATORY COMMISSION
DIRECTOR OF THE NATIONAL SECURITY AGENCY
DIRECTOR OF THE DEFENSE INTELLIGENCE AGENCY
CHAIR OF THE FEDERAL COMMUNICATIONS COMMISSION
ADMINISTRATOR OF DRUG ENFORCEMENT

SUBJECT: 2015 National Preparedness Month and America's PrepareAthon!

Each year, our Nation faces diverse threats and hazards that challenge our collective security and resilience, reinforcing the need to strengthen national preparedness. Presidential Policy Directive-8 calls for a "comprehensive campaign to build and sustain national preparedness, including public outreach and community-based and private-sector programs to enhance national resilience." America's PrepareAthon! is a nationwide community-based campaign created in response to this direction to practice actions through drills, group discussions, and exercises for local hazards, including earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.

September is National Preparedness Month, and this year's theme is *"Don't Wait. Communicate. Make Your Emergency Plan Today."* National Preparedness Month serves as a reminder that everyone must take action to prepare, now and throughout the year, for a wide range of emergencies.

Each week of National Preparedness Month will have a focus, primarily based on a particular hazard culminating with National PrepareAthon! Day on September 30. The hazard themes are:

Week 1 (September 1-5): **Flood**
Week 2 (September 6-12): **Wildfire**
Week 3 (September 13-19): **Hurricane**
Week 4 (September 20-26): **Power Outage**

National PrepareAthon! Day, on September 30, will be a national day of action to promote preparedness activities occurring across the country. Presidential Policy Directive-8 calls for a, "comprehensive campaign to build and sustain national preparedness, including public outreach and community-based and private-sector programs to enhance national resilience." America's PrepareAthon! is a nationwide community-based campaign created in response to this direction to practice actions through drills, group discussions, and exercises for local hazards, including earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.

Departments and agencies are requested to participate in any of several ways, including:

- Promote National Preparedness Month and America's PrepareAthon! at speaking opportunities and events leading up to the national day of action on September 30;
- Lead your department or agency efforts to promote preparedness actions (e.g., family communication planning, shelter in place drill, orderly evacuation exercise, tornado watch/warning

alert) around September 30. Use the America's PrepareAthon! *How To Prepare Your Organization Playbooks* as a resource. Additional examples include downloading the FEMA App, safeguarding important documents, or creating a financial preparedness plan;

- Register your department or agency participation and actions at Ready.gov/Prepare;
- Use your department or agency website and social media channels to promote participation in National Preparedness Month and America's PrepareAthon! throughout the month (e.g., post PrepareAthon! web banners, a video greeting, or a blog message on your website encouraging participation and participate in Twitter chats); and,
- Encourage your department and agency stakeholders and partners to participate in National Preparedness Month. Their participation can include employee preparedness drills or exercises, family preparedness planning, or other topically-focused efforts your department or agency can lead (e.g. chemical sector preparedness training, housing resilience planning, or promoting preparedness in schools). Each agency has a unique opportunity to demonstrate to their network of partners how preparedness can make a difference.

Your commitment will underscore the importance of working together to build a culture of preparedness and advance our Nation's security and resilience. For more information about how your organization can get involved, visit Ready.gov/Prepare.

FOR

Lisa O. Monaco
Assistant to the President for
Homeland Security and Counterterrorism