

2017

NATIONAL SEASONAL PREPAREDNESS MESSAGING CALENDAR

WINTER	 <p>DECEMBER National Influenza Vaccination Week Holiday Safety</p>	<p>JANUARY MLK Day of Service</p> 	 <p>FEBRUARY Winter Storm Extreme Cold</p>
	 <p>MARCH American Red Cross Month Severe Weather Preparedness</p>	<p>APRIL Financial Literacy Month National Volunteer Week</p> 	<p>MAY</p>  <p>Wildfire Community Preparedness Day National Small Business Week National Hurricane Preparedness Week National Police Week National EMS Week National Building Safety Month National Dam Safety Awareness Day</p>
	 <p>JUNE Pet Preparedness Month Extreme Heat National CPR/AED Awareness Month</p>	 <p>JULY Parks and Recreation Month</p>	 <p>AUGUST National Night Out Back to School</p>
FALL	<p>SEPTEMBER National Preparedness Month 9/11 Day of Service and Remembrance</p> 	<p>OCTOBER National Crime Prevention Month Cybersecurity Awareness Month Fire Prevention Week Great ShakeOut</p> 	 <p>NOVEMBER Critical Infrastructure Preparedness Month Military Family Month</p>

2017 NATIONAL SEASONAL PREPAREDNESS CALENDAR

KEY MESSAGES

ready.gov/calendar

GENERAL PREPAREDNESS

Make a family emergency communication plan and include pets.
Identify an out of town emergency contact to coordinate information with family/friends.
Check on neighbors.
Keep an emergency kit wherever you spend time: home, car, work, etc.
Download the FEMA App and set up local alerts.
Listen to local officials by radio, TV, or social media and take action.
Practice your preparedness plans with a drill or exercise.
Take a first aid class so you can help until first responders arrive.



WINTER

Winter Storm and Extreme Cold

Stay off the road during/after a storm.
Extreme cold can be deadly. Stay inside where it is warm and bring pets indoors.
Wear warm clothes in layers and change activities to stay safe.
Use heating devices (e.g., space heaters) safely.
Ensure you have a working carbon monoxide detector.

Holiday Safety

Prepare for unpredictable weather before traveling.
Water tree and turn off holiday lights overnight and when away to reduce risk of a fire.
Keep candles away from flammable items.
Shop securely online over the holidays.

Severe Weather

If ordered to evacuate, take action immediately. Know the route and plan where to go.
Identify a safe location, in case of tornado.

Flood

Never drive or walk through flooded streets; Turn Around, Don't Drown.
Check your flood insurance policies to ensure you have enough coverage.

Extreme Heat

Extreme heat can be deadly. Stay inside where it is cool.
Wear cool clothes and change activities to stay safe.
Never leave children or pets in a car.

Wildfire Safety

Report a wildfire if you see one; you may be the first to see it.
Wildfires can kill. If ordered to evacuate, know the route and plan where to go.

Children & Youth + Back to School

Ensure children are included in preparedness conversations.
Know the emergency plan for your child's school, college and child care facility.
Practice evacuation plans and other emergency procedures with children on a regular basis.
Make sure children have emergency contacts memorized or written down in a secure place.

Hurricane

If ordered to evacuate, know the route and plan where to go.
Never drive or walk through flooded streets; Turn Around, Don't Drown.

Fire Safety

Identify a meeting place for your family or anyone you live with.
Don't Wait, Check the Date – Replace Smoke Alarms Every 10 Years.

Earthquake

Practice "Drop, Cover and Hold On."
Anchor loose items to a secure wall in your home.
Text, don't call.



SPRING



SUMMER



FALL