

Governor Branstad proclaims September “Preparedness Month” in Iowa Iowans urged to tackle preparedness

DES MOINES – Governor Terry E. Branstad has proclaimed September as Preparedness Month in Iowa.

“We know disasters can and do happen in our state and that is why I have proclaimed September as Preparedness Month in Iowa,” said Branstad. “I am asking Iowans to take steps now to prepare themselves, their families, their places of business, and their communities for any emergency.”

This year’s Preparedness Month theme is “Let’s Tackle Preparedness.” Oskaloosa native Tyler Sash, former Hawkeye and New York Giant, is helping to raise awareness of the importance of emergency preparedness.

“To be a winner in football, you have to be ready for the game. For me, that means knowing the game plan, wearing my football gear and always being aware of what’s happening on the field,” said Sash. “For you, that means making an emergency plan, building an emergency kit and being aware of the hazards that can impact you. By taking those three simple steps, you’ll be ready to tackle preparedness.”

Sash is featured in public service announcements highlighting the importance of emergency preparedness. The public service announcements, along with other Preparedness Month materials and information, is available at www.beready.iowa.gov.

Preparedness Month is sponsored by the Iowa Homeland Security and Emergency Management Department (HSEMD), the Safeguard Iowa Partnership (SIP) and the Iowa Emergency Management Association (IEMA).

During Preparedness Month, HSEMD, SIP and IEMA are urging Iowans to take simple steps to ensure they and their families are prepared. Individuals who take the Tackle Preparedness Pledge will be eligible to win prizes signed by Sash. Businesses statewide are also being encouraged to participate in activities that will increase the preparedness of their employees and their workplace.

Citizens and businesses can take the Tackle Preparedness Pledge and get preparedness information at www.beready.iowa.gov. Preparedness Month information can also be found on Facebook (www.facebook.com/letstacklepreparedness), Twitter (<http://twitter.com/tklpreparedness>) and Instagram (www.instagram.com/letstacklepreparedness), hash tags #IAPM and #tklpreparedness.

“I’m happy to help spread the word about the importance of being prepared for emergencies and disasters,” Sash said. “I urge all Iowans to take this opportunity to tackle preparedness in their homes and places of business.”

Continued: Governor Branstad proclaims September “Preparedness Month” in Iowa – Sept. 1, 2013

Iowa’s Preparedness Month is held in conjunction with National Preparedness Month, which was created by the Federal Emergency Management Agency in response to the Sept. 11, 2001, terrorist attacks in an effort to educate the public on how to prepare for emergencies.

The Iowa Homeland Security and Emergency Management Department leads, coordinates and supports homeland security and emergency management functions in order to establish sustainable communities and ensure economic opportunities for Iowa and its citizens.

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Note to media: “Let’s Tackle Preparedness” public service announcements featuring Tyler Sash are available to download for broadcast. Contact HSEMD public information officers at HSEMDPIO@iowa.gov or **515.715.3231**.

Activities for this year’s Iowa Preparedness Month are funded in part with Emergency Management Performance Grant Program dollars.