

Local emergency management promotes preparedness in September

DES MOINES – As September's Preparedness Month continues, Iowa's local emergency managers are reaching out to citizens and businesses to spread the message on the importance of emergency preparedness.

"Disasters begin and end with individuals, families and businesses in our neighborhoods and home towns. Individuals, families, and businesses also have the greatest direct influence on minimizing the impact of a disaster on the community," said A.J. Mumm, president of the Iowa Emergency Management Association. "We want to do everything we can to help empower Iowans to take responsibility for their own preparedness."

This year's Preparedness Month theme is "Let's Tackle Preparedness." Tyler Sash, Oskaloosa native and former Iowa Hawkeye, is helping to raise awareness of the need to be prepared for emergencies and disasters.

"Preparedness Month is the perfect time for everyone to think about what they would do in an emergency," said Sash. "We're all an important member of the preparedness team."

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. Businesses that pledge to tackle preparedness will have a chance to be recognized by Gov. Terry Branstad for being a team player and taking actions to make their employees and places of business more prepared for emergencies. Businesses that pledge to tackle preparedness will have a chance to be recognized by Gov. Terry Branstad. Ten businesses that have pledged to tackle preparedness will be chosen in a random drawing to be recognized in October by the Governor for being a team player and taking actions to make their employees and places of business more prepared for emergencies.

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.

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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. Audio versions of the PSAs can be downloaded at www.beready.iowa.gov/resources/PSAs.html. Video PSAs are also available; contact HSEMD public information officers at HSEMDPIO@iowa.gov or **515.715.3231** for instructions.

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