

Army Commander's Guide for National Preparedness Month

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH
A TIME TO PREPARE FOR ALL HAZARDS





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Context

A. Purpose:

Provide Army leaders with resources for planning, preparing, and executing National Preparedness Month (NPM).

B. Mission:

Army Commanders promote NPM during the month of September throughout their installations to instill Army-wide awareness and preparedness for all-hazards events, natural or man-made.

C. Overview:

Since its inception in 2004, NPM is observed each September in the United States. Sponsored by the Federal Emergency Management Agency (FEMA) within the Department of Homeland Security, NPM encourages Americans to take simple steps to prepare for emergencies in their homes, businesses, schools, and communities.

Army Overview:

NPM is an Army commemorative event aimed at fostering a culture of preparedness to strengthen the Army and Nation's ability to prevent, protect, mitigate, respond and recover from any emergency. By encouraging Soldiers, their Families, and Civilians to turn awareness into action, we make significant action towards individual and Family preparedness. The Army participates in NPM through the Army Emergency Management Program and the Ready Army Campaign. Through outreach and education, Ready Army calls our Army community to action and aims to create a culture of preparedness that will save lives and strengthen the Nation. Ready Army is the Army's proactive campaign to increase the resilience of the Army community and enhance the readiness of the force by informing Soldiers, their Families, and Civilians of relevant hazards and encouraging them to be informed, make a plan, build a kit, and get involved.

D. Objective:

To improve Army-wide resilience through individual and Family preparedness for all-hazard events, natural and man-made. Awareness and preparedness for all-hazards risk is a shared responsibility. Soldiers, their Families, and Civilians have both an individual and collective responsibility to be prepared. Army Commanders and leaders at all levels are responsible for implementing NPM

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activities to improve Soldier and Family preparedness, support unit readiness, and build resilient Army communities.

Commander's Role and Responsibilities to Promote NPM

All Commanders and leaders are to annually engage in efforts to promote NPM during the month of September. Use created NPM marketing materials, such as the Commander's brief, vinyl banners, themed posters and other available print materials. Resources will be either shipped to your EM POC or will be available for download on the EM AKO website at: <https://www.us.army.mil/suite/page/560246>. Incorporate NPM direction, guidance, and messaging, in all available forums to improve Army-wide resilience through individual and family preparedness for all events, natural and man-made. Commanders and leaders are accountable for how well the unit performs the missions set out for NPM. Ensure tenant units on installations comply with and contribute to the development of Emergency Management (EM) program requirements.

- **ACOM, ASCC, and DRU Commanders:** Army policy (AR 525-27, HQDA EXORD 050-11, and HQDA EXORD 202-09) directs all Soldiers, Civilians, Family members, and contractors to be aware of community preparedness and Ready Army guidelines. ACOM, ASCC, and DRU leverage the Installation Emergency Managers (IEM), EM Program Coordinator and staff to communicate the preparedness message. Requisite materials and guidance are provided to assist the IEM and EM Program Coordinator to achieve event success.
- **Garrison Commanders:** The Garrison Commander is encouraged to engage the entire garrison staff through established forums and working groups (e.g., EM Working Group (EMWG), family support events or Family Readiness Groups (FRGs), staff meetings, etc.), including staff representation from tenant organizations on the installation.
Note: A NPM guidebook for Emergency Management personnel has been prepared and issued to your Installation's EM POC. This guide provides expanded guidance on program execution. Suggested Installation and Command outreach options are provided for consideration. Delegate the EM POC to brief at the earliest possible time to coordinate NPM activities.
- **Senior Commanders:** Engage the Garrison Commander and staff as well as the staff of the mission command to ensure program success. Support participation in NPM activities.

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- **Tenant Commanders:** Support NPM events and ensure staff and Family members are afforded the opportunity to participate in the NPM events. Ensure the materials provided for NPM are appropriately disseminated to all personnel including Family members. Support the installation host command through your command's participation in the EM Working Group. Comply with and contribute to the development of EM requirements, participate in the host NPM planning and events, and provide personnel support as specified in host installation EM Plans.

Key Leader Talking Points

A. Key Message:

Every member of the Army community plays in an important role in preparing for unexpected threats to the community. By embedding National Preparedness principles and concepts throughout our plans and programs we promote and inform communities on how to protect itself from unexpected events. By understanding the indicators of potential dangerous events and how to be ready we can enhance and extend the Army's protection posture.

B. Key Talking Points:

- Unexpected dangers and events can happen anywhere, anytime; we must be prepared.
- Persistent vigilance can prepare us to be ready and respond to unforeseen events.
- Units must provide the best preparedness training and education possible.
- Individuals should know to "Be informed, make a plan, build a kit, and get involved."
- Leaders must get the entire Army community involved in preparedness efforts.

Commander's Tool Kit for NPM

A. PowerPoint Presentation Briefing:

The NPM brief should be presented at each installation by the Commander (or representative) to educate all personnel of all upcoming campaign efforts.

The PowerPoint briefing can be found on the Ready Army AKO website at:
<https://www.us.army.mil/suite/page/560246>.



B. Family Readiness Groups:

The Army FRG website provides Commanders and Family Readiness Group (FRG) Leaders with a secure way to communicate information to their unit's Soldiers and their Family Members from anywhere in the world. By establishing a unit virtual FRG (vFRG) site, Commanders and FRG Leaders can provide information, photos, videos, downloadable files, and more to the geographically dispersed Soldiers of the unit and their Family Members. In cooperation with the unit's Commander, FRG Leaders are responsible for maintaining the unit's site as well as updating the sponsor (Soldier) database, approving site subscriptions, and responding to questions.

An organization vFRG promotes a community feeling amongst personnel by providing a place that is customized to the unit and contains content that is controlled by the unit. The creation of a unit's vFRG site involves no cost to the unit or FRG, and includes training and support using a variety of methods.

C. The Army Family Covenant:

In the words of our former Chief of Staff of the Army, GEN (ret.) George W. Casey, Jr., "Never before in the history of our Army have we asked so much of our Families. They are serving side-by-side with our Soldiers, enduring their hardships and providing the unconditional love and support that truly make our Army strong." The Army Family Covenant pledges our commitment to support Soldiers and their Families and resource programs to provide them a quality of life commensurate with their service.

In 2007, the Army unveiled the Army Family Covenant, which institutionalizes the Army's commitment to provide Soldiers and Families - Active, Guard, and Reserve - a quality of life commensurate with their level of service and sacrifice to the Nation. It commits the Army to improve Family readiness by:

- Standardizing Family programs and services
- Increasing accessibility to healthcare
- Improving Soldier and Family housing
- Ensuring excellence child, youth and school services
- Expanding education and employment opportunities for Family members



Additional Key Leader Resources

A. Installation Strategic Communications:

Installation Management Community (IMC) strategic communication is a focused effort at all levels of the organization to understand, engage and enhance credibility with key audiences to promote awareness, understanding, commitment and positive action in support of the Commander's vision and intent.

Strategic communication is planned at the enterprise level, but achieving effective strategic communication is a shared responsibility that exists every day at every level. Every action, word, and image sends a message, and every member of the command is a messenger, from senior leaders to the most junior employees. Communication resources, including senior leader updates, key messages, talking points, fact sheets, articles, and videos, are available at www.garrisoncommander.net.

B. EM Working Groups (EMWG): The most effective method for ensuring NPM success is to use the installation EMWG to the maximum extent possible. Per DoDI 6055.17 and Army Policy, all installations are required to form an EMWG. The EMWG includes members from the Garrison Staff as well as all tenant commands residing on the installation and adjacent communities. All members of the EMWG should be assigned supporting tasks to support NPM. Among the multiple functions associated with the EMWG, those that can better inform activities associated with NPM are the development of a community profile, implementation of preparedness phased activities according to the installation EM Plan, support to the Ready Army Community Preparedness Campaign, and coordination with local community EM activities, including the local emergency planning committee (LEPC).

C. Local Partners: Coordinate with off post civilian communities including local business to ensure a fully coordinated message for the entire community is being established for everyone. Consider options to coordinate events with local (civil) Emergency Managers.

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D. Online Sources:

For more information, ideas, and guidance visit the following sites:

Website Name	Description	Link
Ready Army	Public Site: Provides information on how to prepare for an emergency before, during and after an event.	http://www.acsim.army.mil/readyarmy/
Army Hurricane Relief Efforts	Provides facts, stories, and news updates to educate communities on preparedness techniques.	http://www.army.mil/humanitarian/hurricanes.php
Army Disaster Personnel Accountability and Assessment System (ADPAAS)	A way for Army personnel and their Families in a disaster-affected area to report their status and how they were affected by the event. Commanders can assess the impact of the disaster to provide assistance where needed.	https://adpaas.army.mil
Army Knowledge Online Emergency Management Home Page	This site is to assist in the collaboration of issues and exchange of documents for Army Emergency Management and Installation Preparedness. It is also for Installations dealing with the fielding and sustainment of Emergency Management equipment (under development), Installation Protection Program (IPP) equipment and Army Emergency First Responder Program (AEFRP) equipment.	https://www.us.army.mil/suite/page/560246
FEMA's National Hurricane Program	Conducts assessments and provides tools and technical assistance to State and local agencies in developing hurricane evacuation plans.	http://www.fema.gov/plan/prevent/nhp/index.shtm
FEMA's Ready Campaign	Public service campaign that provides information on how to be prepared.	http://www.ready.gov/

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National Hurricane Center	Provides daily updates on tropical weather patterns, warnings, and forecasts all over the country.	http://www.nhc.noaa.gov/
National Oceanographic and Atmospheric Administration	Daily weather forecasts, severe storm warnings and climate monitoring to fisheries management, coastal restoration and supporting marine commerce.	http://www.noaa.gov/

E. After Action:

For additional campaign materials and to provide feedback, please visit the G-34 Army Emergency Management AKO site at:

<https://www.us.army.mil/suite/page/560246>.

Appendix

A. Acronyms:

ACOM	Army Command
ADPAAS	Army Disaster Personnel Accountability and Assessment System
AEFRP	Army Emergency First Responder Program
AKO	Army Knowledge Online
APP	Army Protection Program
ASCC	Army Service Component Command
DRU	Direct Reporting Unit
EM	Emergency Management
EMWG	Emergency Management Working Group
FEMA	Federal Emergency Management Agency
FRG	Family Readiness Group
HQDA	Headquarters Department of the Army
G-34	Protection
IEM	Installation Emergency Manager
IPP	Installation Protection Program
NOAA	National Oceanographic and Atmospheric Administration

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B. Strategic Communication Plan:

Organizational Goal

Instill Army-wide EM awareness to target audiences to ensure that everyone has the knowledge and understanding of our plans and programs we can stay resilient and prepared for any emergency.

Target Audience

1. Soldiers
2. DA Civilians
3. Family members
4. Leaders at all levels
5. Contractors

Communication Goal

Instill Army-wide heightened awareness and vigilance to prevent and protect people, information, and critical resources from all unforeseen events that can disrupt well-being.

Strategy Statement

We must instill Army-wide EM awareness to our target audiences using various communication outreach strategies: branding, media campaigns, conference opportunities, leadership messages, and finally we must be able to evaluate the effectiveness of all these outreach efforts. Ensuring that each member of the Army community has the knowledge and understanding of our plans and programs we can stay resilient and prepared for any emergency.

Key Message

Every member of the Army community plays in an important role in preparing for unexpected threats to the community. By embedding National Preparedness principles and concepts throughout our plans and programs we promote and inform communities how to protect itself from unexpected events. By understanding the indicators of potential dangerous events and how to be ready we can enhance and extend the Army's protection posture.

Key Talking Points

1. Unexpected dangers and events can happen anywhere, anytime; we must be prepared.
2. Persistent vigilance can prepare us to be ready and respond to unforeseen events.
3. Units must provide the best preparedness training and education possible.
4. Individuals should know to "Be informed, make a plan, build a kit, and get involved."
5. Leaders must get the entire Army community involved in preparedness efforts.

Key Messengers

1. Senior Army Leaders
2. Garrison Commanders
3. Emergency Managers
4. Operational Unit Leaders
5. Assistance Providers & Counselors
6. Emergency Responders

Elements for Consideration

1. **Target Audience-** conduct an analysis to determine who to communicate to
2. **Themes-** understand the most important relevant topics and which topics relate to specific audiences
3. **Messages-** develop clear and concise messages to support the themes based on specific audience needs
4. **Products-** determine which products will communicate most effectively
5. **Communication Venues-** select times and locations to circulate information
6. **Feedback-** establish a desired mechanism to obtain feedback (surveys, or face to face feedback)



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