

September is Family Preparedness Month in Iowa Iowans urged to “Pledge to Prepare”

DES MOINES – Governor Terry E. Branstad has proclaimed September Family Preparedness Month in Iowa. This year, Iowans are being encouraged to take a pledge to be better prepared for all emergencies and disasters.

“We encourage Iowans to ‘Pledge to Prepare,’ during Family Preparedness Month,” said HSEMD Administrator Mark Schouten. “Pledging can be as easy as setting up weather alerts on your mobile phone or vowing to pick up a few items each week at the grocery store to stock your emergency supply kit.”

The Iowa Homeland Security and Emergency Management Division (HSEMD), Safeguard Iowa Partnership (SIP) and Iowa Emergency Management Association (IEMA) are partnering to encourage Iowans to take a pledge to be more prepared for emergencies and disasters.

HSEMD, SIP and IEMA are asking Iowans to take a Pledge to Prepare by taking just one simple step to be more prepared for emergencies. The pledge can be found at www.beready.iowa.gov, www.safeguardiowa.org or www.iowaema.com.

“Preparedness Month is essential to Iowa because it reminds everyone about taking the extra steps to better prepare you, your family, your business and your community,” said SIP Executive Director Jami Haberl. “By taking the Pledge to Prepare, you are taking the necessary steps to becoming better prepared for when an emergency or disaster strikes your community.”

In addition to the evident benefits of being better prepared, those who take the pledge may be eligible to win prizes by entering the Pledge to Prepare contest. Individuals, families and groups are invited to record and submit a video showing how they are taking the pledge. Videos must be submitted by Sept. 20. HSEMD, SIP and IEMA will choose the top five videos and ask the public to select their favorite in an online vote Sept. 24-28.

Iowans who don’t submit a video may still enter their Pledge to Prepare in a random drawing. Pledges may be submitted online or via FAX through Sept. 30. Winners for the contest and drawing will be announced Oct. 1. Target has joined HSEMD, SIP and IEMA in this effort and will provide gift cards and a NOAA weather radio as prizes for the contest and drawing. SIP is also providing emergency preparedness kits to contest and drawing winners.

“The best way to reduce panic is through preparedness. We are all much more clear of mind and rational in our response if we take the time before a disaster strikes to: one, have a plan; two, put together a kit; and three, know how to keep ourselves and our families informed of changing conditions during a disaster,” said Polk County Emergency Management Director and IEMA Vice President A.J.

Continued: September is Family Preparedness Month in Iowa –Sept.4, 2012

Mumm. “Take the pledge to be better prepared today than you were yesterday and be even more prepared tomorrow than you are today.”

Family Preparedness Month was created in response to the Sept. 11, 2001, terrorist attacks in an effort to educate the public on how to prepare for emergencies.

For more information on Family Preparedness Month and the Pledge to Prepare Contest and Drawing, visit www.beready.iowa.gov, www.safeguardiowa.org or www.iowaema.com.

###