

## **It's never too late to tackle preparedness**

DES MOINES – As Preparedness Month draws to a close, Iowans are reminded it's never too late to tackle preparedness.

During Preparedness Month, the Iowa Homeland Security and Emergency Management Department, Safeguard Iowa Partnership and Iowa Emergency Management Association are urging Iowans to take simple steps to ensure they and their families are prepared. So far, nearly 200 individuals, along with their families, have taken a pledge to be better prepared. Businesses statewide are also being encouraged to participate in activities that will increase the preparedness of their employees and their workplaces. Forty-one businesses have signed up to participate in Preparedness Month activities.

This year's Preparedness Month theme is "Let's Tackle Preparedness." Tyler Sash, an Oskaloosa native and former Iowa Hawkeye, is helping to raise awareness of the importance of emergency preparedness.

"To tackle preparedness, each member of the team has to do their part," Sash said. "So visit [www.beready.iowa.gov](http://www.beready.iowa.gov) and learn how to put together your preparedness playbook."

Individuals who take the preparedness pledge will be eligible to win prizes signed by Sash. 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.

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

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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**Continued: It's never too late to tackle preparedness – Sept. 23, 2013**

**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](http://www.beready.iowa.gov/resources/PSAs.html). Video PSAs are also available; contact HSEMD public information officers at [HSEMDPIO@iowa.gov](mailto: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.