



NEW YORK CITY

Office of Emergency Management

## NYContinuity

Emergency Management Newsletter for Businesses

NYC OEM  
September 2010

Welcome to **NYContinuity**, a monthly publication to help you prepare for emergencies, strengthen your continuity plans, update you on emergency management news, and inform you about events and resources available to businesses in New York City.

September is National Preparedness Month. Find out about upcoming events and how your organization can get involved. Stay tuned for more e-mails about special activities and resources to help you prepare.

This issue's final feature discusses the NYC Citizen Corps Council (CCC), the organization behind National Preparedness Month in New York City.

**NYContinuity** is a newsletter for small business owners and continuity professionals brought to you by OEM.

## September is National Preparedness Month



### Help Kick Off National Preparedness Month

On September 2, volunteers will distribute free preparedness materials at five sites across the city to kick off National Preparedness Month. If you are in the area, encourage your employees to stop by and learn about how they can prepare. The sites are:

- The Bronx - The Hub
- Brooklyn - Borough Hall
- Manhattan - Columbus Circle
- Queens - Queens Borough Public Library - Flushing
- Staten Island - Ferry Terminal

### Prepare by the Week

To celebrate National Preparedness Month, OEM has planned events and activities for each week of September to correspond

with the steps of preparing for an emergency. For each of the coming four weeks, **NYC**Continuity will inform you of new events and resources to help you increase your preparedness and the preparedness of your organization.

## Bring National Preparedness Month to Your Business



NYC OEM encourages you to promote National Preparedness Month to your staff. In addition to the benefits that preparedness provides to your employees and their families, a prepared staff benefits your business. An employee prepared at home can devote more attention to helping your organization recover.

Here are several ways to get your business and your employees involved:

- Download the image above ("save picture as..."), link it to [www.nyc.gov/readyny](http://www.nyc.gov/readyny), and place it on your organization's intranet page as a preparedness button.
- Print out National Preparedness Month Posters (below) with your logo and display them in common spaces of your work location. E-mail [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov) for an editable, high-resolution version, or [print a version without your logo now](#).

A large poster with a blue background. At the top, there are two rows of black diagonal hatched lines. Below this, the text "SEPTEMBER IS NATIONAL PREPAREDNESS MONTH." is written in large, bold, black, sans-serif font. Below the text is another row of black diagonal hatched lines. At the bottom, the text "GET PREPARED. GET INVOLVED." is written in bold, black, sans-serif font. To the right of this text is the OEM logo, which consists of the letters "OEM" in a bold, sans-serif font with a curved line underneath, and the text "New York City Office of Emergency Management" in a smaller font below it. The poster is divided into four horizontal sections, each with a date range and a list of activities.

**SEPTEMBER IS  
NATIONAL  
PREPAREDNESS  
MONTH.**

**GET PREPARED. GET INVOLVED.**

**OEM**  
New York City Office of Emergency Management

<b>September 2</b> National Preparedness Month Kick-off	<ul style="list-style-type: none"><li>- Join the Office of Emergency Management and NYC Citizen Corps Council for events in all five boroughs.</li><li>- See the Empire State Building lit up in Ready New York yellow.</li></ul>
<b>September 5 - 11</b> Gather Emergency Supplies	<ul style="list-style-type: none"><li>- Enter the Ready New Yorker of the Month Contest to win a Go Bag.</li><li>- Get discounted supplies at the American Red Cross in Greater New York online store at <a href="http://www.nyredcross.org">www.nyredcross.org</a>.</li></ul>
<b>September 12 - 18</b> Pick a Meeting Place	<ul style="list-style-type: none"><li>- Prepare your pets in Union Square on Sept. 16.</li><li>- Meet at participating museums with your emergency reference card for discounted admission.</li><li>- Use OEM's new meeting place app on Facebook.</li></ul>
<b>September 19 - 25</b> Stay Informed	<ul style="list-style-type: none"><li>- Sign up for Notify NYC and enter to win a Go Bag.</li></ul>

**September 26 - 30**

- Cheer for the NY Mets at Citi Field at National

September 19 - 25  
Stay Informed

- Sign up for Notify NYC and enter to win a Go Bag.

September 26 - 30

Get Involved

- Cheer for the NY Mets at Citi Field at National Preparedness Night on Sept. 27.
- Learn where to volunteer in NYC on Sept. 28.

For more information about National Preparedness Month events, call 311 or visit [www.NYC.gov/oem](http://www.NYC.gov/oem)



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logo here



## The Empire State Building Celebrates National Preparedness Month



**EMPIRE  
STATE  
BUILDING**  
LIGHTING PARTNER

On September 2, be sure to look up. The Empire State Building will be lit in yellow, Ready New York's color, to encourage New Yorkers to prepare for emergencies.

For more information, visit the [Empire State Building's lighting schedule](#) page (please note that this link will take you outside of the [www.nyc.gov](http://www.nyc.gov) domain).

The Empire State Building image ® is a registered trademark of ESBC and is used with permission. NYC OEM thanks ESBC for the special lighting of the licensed image and for its support of National Preparedness Month.

## NYC Citizen Corps Council

The NYC Citizen Corps Council (CCC) brings together community organizations, government agencies, and the private sector to promote community preparedness. NYC CCC is the driving force behind National Preparedness Month in New York City.



NYC CCC's preparedness activities are managed by an executive committee and four task forces, each of which focuses on a different demographic group: immigrants and individuals with limited English proficiency, people with special needs, youth, and volunteers. The task forces also engage the city in preparedness efforts through presentations, information sharing, and events.

For more information about NYC CCC, visit: [www.nyc.gov/citizencorps](http://www.nyc.gov/citizencorps).

If you have any topics or themes that you would like to see covered or any suggestions for how we may improve this newsletter, please send an e-mail to [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov). To see if your topic has been covered in a past issue, please visit the [NYContinuity Archive](#).

Sincerely,  
The **NY**Continuity Team

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