



# FEMA

U.S. Department of Homeland Security  
Federal Emergency Management Agency  
Intergovernmental Affairs Division  
Telephone 202-646-3444

## INTERGOVERNMENTAL AFFAIRS ADVISORY

### 2012 Hurricane Season “Be a Force of Nature” Campaign and Toolkit

May 23, 2012

Dear Emergency Management Partner,

The 2012 Hurricane Season begins next Friday, June 1. We look forward to working with you this season to encourage individuals, families, businesses, and communities to take action and prepare for emergencies. When it comes to this hurricane season, we encourage you to *be a force of nature*: take appropriate actions to prepare, and inspire others to do the same. An informed and motivated public will transform the way the Nation prepares for and responds to hurricanes and will ultimately save more lives and livelihoods.

#### What is the *Be a Force of Nature* Campaign?

- Pledge to Prepare: When you pledge to prepare, you will take the first step to making sure that you and your family are prepared for hurricanes at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes).
- Know Your Risk for Hurricanes: Hurricane hazards come in many forms: storm surge, high winds, tornadoes, and flooding. Know your local risks.
- Take Action: This can include developing a family emergency plan, putting an emergency kit together or updating your existing kit, keeping important papers and valuables in a safe place and getting involved.
- Be an Example: Building a nation of preparedness requires action from all of us. Sharing your own preparedness activities will encourage others to do the same.

Please visit our online toolkit, located at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes), where you can find resources and templates that can be used for preparedness outreach, such as:

- Website Content
- Press Releases
- Blog Posts
- Op-Ed Articles
- Social Media Outreach
- Talking Points

Keep us informed of any new ideas or existing successes that you have had in preparing this year at [FEMA-IGA@fema.dhs.gov](mailto:FEMA-IGA@fema.dhs.gov) or 202-646-3444, and please reach out if we can provide any further information, ideas or support as we prepare for this Hurricane Season together. Thank you for everything that you do to build more prepared communities across the country.

*FEMA’s mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.*

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