



DEPUTY SECRETARY OF DEFENSE
1010 DEFENSE PENTAGON
WASHINGTON, DC 20301-1010

JUN 18 2018

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
CHIEFS OF THE MILITARY SERVICES
CHIEF OF THE NATIONAL GUARD BUREAU
COMMANDANT OF THE COAST GUARD
COMMANDERS OF THE COMBATANT COMMANDS
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: DoD Participation in the 2018 National Preparedness Campaign

Preparedness is essential at all levels within the Department to support the U. S. Government's preparations for, and responses to, a wide range of security threats and hazards at home and abroad. A well-prepared and resilient workforce enhances the Department's ability to carry out its mission and stay ahead of threats, and well-prepared families are an important part of military readiness. I am pleased with the continued level of commitment within the Department to ensure Service members and their families, DoD civilians, and contractors have access to essential preparedness information, in order to become more aware of the threats and hazards they may face. I am also impressed with the extent of participation displayed by leadership of the components and their commitment to encouraging their workforce to take action to become more resilient.

The 2018 National Preparedness Campaign, led by the Federal Emergency Management Agency, is an opportunity to build and sustain DoD's culture of preparedness and resilience. I encourage all components to promote and participate in this campaign by: disseminating preparedness information; taking action to make yourself, your family, your organization, and your installation more resilient and prepared for disasters and emergencies; and collaborating with partners and stakeholders in your community.

Please see the attached 2018 DoD National Preparedness Campaign Planning Guidance for additional information.

Attachment:
As stated



2018 DEPARTMENT OF DEFENSE NATIONAL PREPAREDNESS CAMPAIGN Planning Guidance

This document provides resource information to synchronize DoD participation and planning efforts with the Federal Emergency Management Agency's (FEMA) National Preparedness campaign (including the National Preparedness Month in September). This campaign is an opportunity to ensure that our Service members, civilians, families, installations, and organizations take action to prepare and plan ahead for emergencies.

BACKGROUND:

The National Preparedness Campaign, directed by Presidential Policy Directive-8 (PPD-8), National Preparedness, is a "campaign to build and sustain national preparedness, including public outreach and community-based and private-sector programs to enhance national resilience, the provision of Federal financial assistance, preparedness efforts by the Federal government, and national research and development efforts."

OBJECTIVES:

1. Promote the campaign and amplify the key messages through senior leader engagements, sharing resources, utilization of social media, and internal and public communications channels;
2. Tailor and emphasize preparedness topics and activities to your local area and associated hazards/threats;
3. Participate in the campaign by taking action to make DoD Components and the DoD workforce more resilient to emergencies and disasters; and,
4. Work with partners and stakeholders to participate in preparedness activities, exercises, drills, training events, and other initiatives; complete DoD's after-action questionnaire online by December 15, 2018; and register National Preparedness Campaign participation.

2018 NATIONAL PREPAREDNESS MONTH: Schedule of Weekly Themes

Check for updates at: <https://www.ready.gov/september> for FEMA's 2018 National Preparedness Month's weekly themes.

WAYS TO PARTICIPATE IN NATIONAL PREPAREDNESS CAMPAIGN

All DoD Components are requested to participate in campaign to strengthen the preparedness of organizations, employees, families, and individuals:

- Learn about local hazards and conduct drills to practice emergency response actions.
- Participate in preparedness discussions, training, classes, and seminars.
- Conduct organization-level, scenario-based continuity of operations tabletop exercises.
- Assemble or update emergency supplies, plans, kits.
- Sign up for local alerts and warnings, and download emergency alert apps.
- Develop and test emergency communication plans.
- Collect and safeguard critical documents (e.g., insurance policies, birth records).
- Document property and obtain appropriate insurance for relevant hazards.
- Make property improvements to reduce potential injury and property damage.
- Plan with neighbors to help each other prepare for emergencies and share resources.

Suggested Actions:

- **Leadership Engagement and Public Service Announcements:** Engage military and civilian leaders to promote the National Preparedness Campaign activities through internal correspondence, memorandums, video, webinars, conferences, and speaking engagements.
- **Social Media and Communications Channels:** Use social media and communications channels to promote the National Preparedness Campaign through websites, newsletters, and social media to reach internal audiences, partners, and stakeholders.
- **Conduct Drills, Events, or Preparedness Activities:** Host preparedness discussions, training, classes, and seminars; conduct scenario-based continuity drills; learn about local hazards specific to your geographic location; and, conduct drills to exercise plans and practice emergency response actions.

Be Counted:

- Complete the 2018 DoD National Preparedness Campaign After-Action Questionnaire to have your participation reported in a final report to the Secretary of Defense.
 - To access the After Action Questionnaire, please perform one of two methods below:
 1. **For users who are internal to the Office of the Secretary of Defense (OSD), but external to OSD Policy, please visit:**
<https://policy.sp.pentagon.mil/mission/hdgs/hdidsca/internal/CBRN/feedback/Pages/DoD-NPM-After-Action-Questionnaire.aspx>, and request access; or you can email this alias, (osd.pentagon.ousd-policy.list.eis-analysts@mail.mil) if requesting multiple users.
 2. **For users who are external to OSD (e.g. Services, Combatant Commands (COCOMs), U.S. Pacific Command (USPACOM), etc), please email osd.pentagon.ousd-policy.list.eis-analysts@mail.mil with your full name, NIPR**

DoD email address, and EPIDI (DoD ID number on back of CAC). An external account request will be made, taking 24-36 hours to create. Access to the 2018 DoD National Preparedness Campaign After-Action Questionnaire will be granted shortly thereafter. You will receive an email notification granting your access. Once your access has been approved, visit:
<https://policy.sp.pentagon.mil/mission/hdgs/hdidsca/internal/CBRN/feedback/Pages/DoD-NPM-After-Action-Questionnaire.aspx>.

- **For all DoD National Preparedness Campaign After-Action Questionnaire Survey Users:** Fill out the survey and click 'next' to proceed to the next page (click 'previous' if you need to go back a page). On the last page, press 'Submit' when you're ready to save your entry, and you'll receive a pop-up notification informing you that your survey has been saved successfully (*NOTE: By clicking 'submit,' you are saving your inputs, allowing you to visit the page in the future to update, as necessary*). If you have any questions or concerns, please reach out to us (osd.pentagon.ousd-policy.list.eis-analysts@mail.mil).
- Register for the National Preparedness Campaign on FEMA's website to be counted as part of the growing community of people who view preparedness as a shared responsibility at: www.ready.gov/prepare.

Guidance for Social Media:

- Use of public and internal websites to promote participation in the National Preparedness Campaign.
- Use National Preparedness Campaign communications toolkits. These toolkits have messages to share with social networking communities (e.g., Twitter, Facebook, Instagram) and customizable promotional materials: <https://www.ready.gov/september>.
- Showcase your Component's participation through social media or other communications channels to set an example for other stakeholders to foster collaboration.
- Use hashtags (#NatlPrep and #PlanAhead) when sharing preparedness tips, actions, events, and National Preparedness Campaign resources with stakeholders.
- Identify and encourage supporters (e.g., Federal Departments and Agencies, organizations, private sector partners) who will help share the message through Twitter, Facebook, Tumblr, and Instagram.

Resources available at www.defense.gov/prepare, www.ready.gov/prepare, and <https://www.ready.gov/calendar> for:

- Defense and Service-related preparedness information and tools.
- Hazard-specific preparedness guides, playbooks, and informational material.
- Tips and information about National Preparedness Month themes, calendar, and links including the digital engagement toolkit with social media content.
- National Preparedness Campaign factsheet, talking points, graphics, videos, links, webinars.
- Registering organizations/individuals for participation in National Preparedness Campaign.