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## **COMMUNITY NAME Urges Community to Prepare for Emergencies By Signing Up for** [INSERT CUSTOM ALERT NAME] **during National Preparedness Month**

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**COMMUNITY NAME, DATE –** September is National Preparedness Month, an annual opportunity for families and communities to take steps that will better prepare them for emergencies. During National Preparedness Month and throughout the year, the <agency name> encourages all <community name> residents to take a proactive approach in personal preparedness and to sign up for Smart911/ [INSERT CUSTOM ALERT NAME].

Individuals can [create a Safety Profile](https://www.smart911.com/smart911/registration/registrationLanding.action) for their household at [www.smart911.com](http://www.smart911.com/) or on the Smart911 App that includes any information they want 9-1-1 and response teams to have in the event of an emergency. This can include medical history, home health care details, emergency contacts and more. All information is optional, and the individual has the ability to choose what information they would like to include.

When an individual calls 9-1-1, their Safety Profile is automatically displayed to the call taker, allowing them to send the right response teams to the right location with the right information. With this information, fire crews can arrive at a house fire knowing how many people live in the home and the location of bedrooms, EMS can be advised of allergies or specific medical conditions and police can have the photo of a missing child in seconds rather than minutes or hours.

Individuals can also opt-in for Alerts which allows citizens to receive timely and actionable emergency alerts via email, text or voice message about potentially hazardous situations involving weather, traffic incidents and other emergencies. Individuals who sign up will receive tailored alerts based on their specific needs and geographic location, and can choose how they are alerted and communicated with before, during, and after emergencies.

“The information provided in a Smart911/ [INSERT CUSTOM ALERT NAME] Safety Profile helps us respond faster and more efficiently, saving critical time in an emergency when seconds count,” said NAME, TITLE. “By signing up for this service, residents of <community name> can take action to help better prepare themselves and their families for the next emergency and give local first responders a leg up in a crisis.”

National Preparedness Month is recognized every September as part of FEMA’s Ready Campaign aimed at educating and empowering people to prepare for, respond to and mitigate emergencies. This year’s theme, [**Disasters Don’t Wait. Make Your Plan Today**](https://www.ready.gov/september)**.**[,](https://www.co.fresno.ca.us/?splash=https%3a%2f%2fwww.ready.gov%2fseptember&____isexternal=true) offers resources for different elements of preparedness, including making an emergency plan, building an emergency kit and youth preparedness.

“We have seen the devastation of wildfires - floods - earthquakes - snow - hurricanes - thunderstorms throughout the state and in our own backyard, so it is critically important for all of us to remain vigilant and proactive when it comes to emergency preparedness,” said NAME,TITLE. "We urge the residents of <community name> to sign up for Smart911/[custom alert name] today."

Smart911 is currently available in 40 states and more than 1,500 municipalities across the country and has been credited with helping first responders save lives. Smart911 is private and secure, is only used for emergency responses, and only made available to the 9-1-1 system in the event of an emergency call.

To sign up, visit www.smart911.com or download the Smart911 App in the Apple Store or Google Play.

COMMUNITY NAME Boilerplate (if applicable)