

# Opinion Editorial

## TEMPLATE OP-ED

### **2013 National Hurricane Preparedness Week, [Insert Organization] Pledges to Be Prepared**

Hurricane awareness and preparation can reduce the impact of hurricane disasters and saves lives. Families, individuals, and businesses that know their vulnerability and what actions to take lessen the effects of a hurricane disaster. [National Hurricane Preparedness Week](#) extends from May 26 through June 1. We are making a [pledge](#) to prepare because we believe that families, individuals, and businesses that know their vulnerability can take action to prepare and reduce the impacts of a hurricane by protecting their families and securing their homes and communities in advance of the upcoming hurricane season that officially begins on June 1.

<ORGANIZATION> for example, *[include a couple examples of local people, organizations, businesses, or communities that have taken steps to prepare – or have successfully executed a preparedness plan during a disaster]*.

We are asking all *[city, county, state, employees, or residents]* to join us for National Hurricane Preparedness Week by taking the [pledge](#) to prepare –and taking these simple steps: know and understand your weather risk; take action; and be an example for your family, friends and neighbors when hurricanes, tropical storms, heavy rainfall, flooding, high winds, or tornadoes affect our area.

*Knowing your risk is* to understand how hurricanes and tropical storms and associated weather events in both coastal and inland areas disrupt lives and directly impact you and your family where you live, work and go to school. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and obtain a NOAA Weather Radio.

*Taking action* includes a number of easy to take steps. <ORGANIZATION> is [making a pledge](#) to prepare and *[include an example of any activity conducted – you may want to insert here an accomplishment as well]*. We encourage everyone to complete your [Ready Emergency Preparedness Plan](#), [update your Emergency Supply Kit](#), and download the [FEMA smartphone application](#) to access important safety tips on what to do before, during and after a hurricane.

*Being an example* is the third simple step. Once you have pledged and taken action, be an example by talking to your family, friends, colleagues, and neighbors on what you have done to prepare and to inspire others by posting your story on your Facebook, LinkedIn, and Twitter account. Or you can even post the [Hurricane Widget](#) on your social media profiles. It could save a life.

The *[ORGANIZATION, please include an example of how you have inspired others i.e. social media networks, website postings, or any other appropriate action.]*

Join us today and pledge to prepare at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes) during [National Hurricane Preparedness Week](#).