

September is National Preparedness Month, when the Federal Emergency Management Agency (FEMA) encourages people to take action to prepare for disaster. It's an ideal time to share information with your customers about preparation and safety. Here are a few great ideas to share in a newsletter or on your website, blog post or social media.

For the tech savvy

The Insurance Information Institute offers free apps for mobile phones that help people prepare for disasters. [Share the link](#) on social media, on your website or blog.

Customers who use an iPhone, iPad, or iTouch can develop a plan for emergency situations with the [Know Your Plan app](#), which features Insurance Institute for Business & Home Safety (IIBHS) disaster preparedness guidelines for hurricanes, wildfires, tornadoes, earthquakes, and severe winter weather.

For families

Help customers get started on a plan for their family by directing them to [ready.gov](#) and FEMA's downloadable [Family Communication Plan template](#). Your customers can fill in the pages online and then print the plan and keep a copy in an accessible location.

FEMA's [Ready Kids program](#) uses cartoon characters and kid-friendly content to get the whole family involved in preparation.

For everyone

The [IBHS ZIP code tool](#) makes it easy for customers to determine the severe weather risks they face in their community and get instant access to disaster planning resources.

Encourage customers to put together a basic supply kit for earthquakes, hurricanes and other natural disasters. FEMA has a [list of recommended items](#) on its website, plus tips on maintaining the kit, where to store it and more.

Remind customers that having a full inventory of personal belongings will help the claims process go smoother if possessions are damaged in a disaster. Share information about the Insurance Information Institute's [free home inventory software](#) or download a [pre-written article](#) from the Marketing Solutions Center that offer tips for completing and storing a home inventory.