

# Preparedness Award 2025

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**The Preparedness Award** recognizes outstanding accomplishments in Preparedness activities and services for constituencies served.

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## Background

This award combines elements of the former Business & Industry Preparedness Award, Partners in Preparedness Award, and Public Awareness Award. It recognizes accomplishments in the Emergency Management “Preparedness” phase. There are multiple definitions of Preparedness, but for purposes of the award, this includes activities such as: training, public awareness, education and outreach to promote personal and family readiness, as well promoting physical mitigation actions that can reduce disaster damage by the public or public entities. For this award, Planning for disaster response is not part of Preparedness. This award also considers Mitigation as physical activities that will reduce damage when disaster strikes.

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## Eligibility

- A practitioner, team, or organization that is supporting emergency management. If an individual, they must be currently employed (or retired no earlier than the previous year) by local, state, tribal, military, federal government, or non-Governmental Organization (NGO), or as an employee, contractor, academic instructor, researcher, or volunteer that developed preparedness activity(ies).
  - The nominee must work (or have worked) and deliver services within the United States.
  - The nominee, if an individual, must be a member of IAEM-USA in good standing as of the nomination submission date.
  - Self-nominations are allowed for this award category.
  - The recipient does not need to be present at the IAEM Annual Conference to be selected although they are strongly encouraged to participate in the conference. The IAEM Awards Committee or judges are not informed about conference registration and do not consider it in decision-making.
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## Completing the Official Award Entry/Nomination

- **Method:** An entry **must** be submitted in English on the official IAEM awards portal available on the Membership Dashboard on the iaem.org website. Non-IAEM members who wish to submit an entry for this award must register as a Guest on the IAEM website to gain access to the awards portal. Non-members of IAEM must pay a \$75 entry fee. All entry details must be complete, or the entry will be disqualified. Please note some fields have word count limitations.
  - **Supporting Materials:** No supporting materials are required for this award.
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## Judging Criteria

Documentation of the following criteria must be submitted via the awards portal including or within the Letter of Recommendation and support documents.

| Category   | Documentation  | Weight |
|--|--|--------|
| <b>Activity</b>                                  | Describe the Preparedness activity(ies) conducted and delivered. The activity should be exemplary and a model that others may want to adopt and adapt for their own use. The activity must be more than regular work assignments. Examples include, public awareness program(s) targeting hard-to-reach audiences; training activities that go above and beyond using new methods of engagement, particularly to enhance diversity of participants; multi-channel delivery (i.e., more than passing out brochures or posting information on a website).  | 30%    |
| <b>Impact and Results</b>                        | Explain the impact on the intended audience and provide specific results achieved (for example, who and the numbers of people benefited). Provide data that confirm impact of the Preparedness activity, such as demonstrated public actions and changed behavior to improve personal and family disaster readiness and/or mitigation activities (more than visitor counts of a web page or numbers of people visiting an emergency management table at a public setting). For training – the number of people trained, <i>retained</i> , and <i>performed</i> services for which they were trained. Describe impact achieved. | 25%    |
| <b>Teamwork and Collaboration</b>                | Document how others, such as subject matter experts, representatives of target audiences, partner agency representatives, and others collaborated on developing and delivering the activity.   | 20%    |
| <b>State-of-the-art<br/>Accurate Consistency</b> | Describe how the activity was developed and is consistent with disaster research findings on how people learn, respond to information, and what motivates behavior change; more than “we have audiences that speak a language other than English, so we had our website or brochure translated.” The activity is factually accurate and does not promote disaster myths, folklore, or misinformation.  | 10%    |
| <b>Replicability:</b>                            | Illustrate how the activity can be adopted and adapted for application elsewhere at no cost. Rights of ownership will be respected, and credit given where due, but the activity can be freely released without proprietary, trademark, or copyright restrictions.   | 15%    |

## Judging Process

The award entries will be judged based on the compliance of content requirements explained above.

All award entries will be evaluated through an unbiased selection process.

Only written documentation via entries and uploads on the awards portal will be reviewed. Incomplete entries will not be considered.

Judges are assigned by the Awards & Recognition Committee Chair or designee. Judges who have a conflict-of-interest as defined in the *IAEM Code of Conduct* will be recused from judging that entry.

Judges will provide a recommendation for selection of one recipient of this award to the IAEM-USA Awards and Recognition Committee whose decisions are final. Any questions can be referred to the Awards and Recognition Committee Chair.

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### **Announcement of Award Results**

Once the USA Awards and Recognition Committee confirms the award recipient, IAEM Headquarters will notify the recipient, the nominator, and the recipient's IAEM Region President. Additionally, nominators of entries not selected will be notified.

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### **Questions**

If you have a question about this award or its criteria, please email: [awards@iaem.com](mailto:awards@iaem.com). Phone calls are not accepted. Email questions prior to the entry deadline. Late submissions will not be accepted.