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PRESS RELEASE

IAEM Launches Inaugural National Emergency Management Awareness Month, August 2025

Falls Church, Va. (May 21, 2025) — The U.S. Council of the International Association of Emergency Managers (IAEM-USA) proudly announces the inaugural National Emergency Management Awareness Month, to be observed throughout August 2025. This initiative aims to promote the field of emergency management to leaders across all sectors. By engaging and educating decision-makers and chief executives, National Emergency Management Awareness Month will help to build a deeper understanding of the profession and highlight the critical role emergency managers play in safeguarding communities and organizations.

National Emergency Management Awareness Month is an annual, coordinated, industry-wide campaign designed to promote the capabilities of emergency management and highlight the contributions of emergency managers. Throughout August, emergency management professionals are encouraged to engage with elected officials at all levels, leaders in the private sector, nonprofit organizations, and community stakeholders to educate them about emergency management programs and the profession's impact.

“Emergency managers ensure communities, organizations, and people are prepared to respond to and recover from emergencies and disasters. Emergency management is responsible for creating and managing systems that save lives, minimize damage to property and infrastructure, mitigate future risks, and help restore communities and organizations after a disaster. We are the ones who are called upon to bring order to chaos, especially when an incident requires coordination across multiple services, agencies, or disciplines, even beyond public safety,” said IAEM-USA President Carrie Speranza, CEM. “Emergency Managers help communities understand risks, build resilience, and navigate emergencies. National Emergency Management Awareness Month is dedicated to recognizing the contributions of emergency managers and to fostering greater awareness among all partners involved in emergency preparedness, response, recovery, and mitigation.”

IAEM has developed comprehensive toolkits to support outreach efforts, including social media templates, sample proclamations, email drafts, and guidance for engaging with elected officials, chief executives, and community leaders. These resources are designed to help emergency management professionals effectively communicate the value of their work and build stronger relationships with key stakeholders.

Some suggested activities for National Emergency Management Awareness Month include:

- Presenting an overview of emergency management and the role of emergency managers at community board meetings or corporate events.

- Inviting officials and chief executives to participate in trainings, exercises, or tours of Emergency Operations Centers.
- Collaborating with local media to discuss the importance of emergency management.
- Conducting educational programs in schools to raise awareness among students.

IAEM encourages emergency managers to share their stories and experiences using the hashtags #IAmEM, #EMAwarenessMonth, and #KnowYourEmergencyManager. These narratives will help illustrate the diverse and essential functions of emergency managers in various settings, from rural communities to large cities and across sectors, including businesses, healthcare, education, and public safety.

For more information about National Emergency Management Awareness Month and to access the outreach toolkit, please visit www.iaem.org/Events/National-Emergency-Management-Awareness-Month.

IAEM-USA, the nation's largest emergency management professional association, is a non-profit organization representing more than 5,800 emergency management and homeland security professionals for local communities, state and federal disaster officials, private sector, non-governmental organizations, and others involved in preparing for, responding to, and recovering from all types of disasters including acts of terrorism. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance, the Certified Emergency Manager program, annual scholarships, a comprehensive monthly newsletter, and more.

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