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News Release

IAEM-USA Announces the Winner of the 2018 IAEM-USA Public Awareness Award

Oct. 16, 2018 (Falls Church, Va.) - The IAEM-USA Awards & Recognition Committee of the International Association of Emergency Managers (IAEM) is pleased to announce the winner of the IAEM-USA 2018 Public Awareness Award. The award winners will be recognized at the IAEM 66th Annual Conference & EMEX, Oct. 19-24, 2018, in Grand Rapids, Michigan.

The winner of the **2018 IAEM-USA Public Awareness Award** is the **U.S. Marine Corps Emergency Management Branch** for its **Ready Marine Corps' 2017 National Preparedness Month Campaign**. For the 2017 National Preparedness Month, a full-scale campaign with graphics, articles, social media posts, and posters was developed to encourage Marines, families, and personnel to "**Join the U.S. Marines in National Preparedness Month**." The graphics were based on vintage Marine Corps recruiting imagery to tap into the ethos of duty, strength, and elite service. These designs were used across digital and traditional platforms by installations across the United States and in Japan.

Changing duty stations and deployments present unique challenges for military families. As military families relocate, they are vulnerable to new hazards that may not have been prevalent at their previous location. Additionally, deployments can disrupt family dynamics, adding stress or changing family communication plans during an emergency. Ready Marine Corps addresses these unique challenges through educational resources and Installation outreach support.

The IAEM-USA Public Awareness Awards recognize outstanding public awareness programs or public education products related to emergency management, homeland security, and/or disaster preparedness.

IAEM-USA, the nation's largest emergency management professional association, is a non-profit professional organization representing more than 4,600 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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