



Opinion Editorial

2013 National Hurricane Preparedness Week MIT SEA GRANT Pledges to Be a Force of Nature

History teaches that hurricane awareness and preparation are common threads that can reduce the impact of hurricane disasters. Families, individuals, and businesses that know their vulnerability and what actions to take can reduce the effects of a hurricane disaster. During [National Hurricane Preparedness Week](#), held May 26 through June 1, 2013, we are joining the “*Be a Force of Nature*” campaign because we believe that families, individuals, and businesses that know their vulnerability and what actions to take can reduce the effects of a hurricane disaster this season.

We are asking all Massachusetts residents to join us in becoming “A Force of Nature,” and follow simple steps to be better prepared for when hurricanes, severe storms, flooding or tornadoes affect our area. These simple steps include pledging to prepare at www.ready.gov/hurricanes, knowing and understanding your weather risk, taking action, and being an example for your family and friends.

Knowing your risk is to understand how hurricanes and associated weather can affect where you live and work and the direct impacts to you and your family. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and obtain a [NOAA Weather Radio](#).

Taking action can include a number of easy to take steps. For MIT SEA GRANT we are [making a pledge](#) to prepare and we have just released a special handbook we produced in conjunction with [Woods Hole Sea Grant](#) that provides basic information on coastal storms, flooding, and other hazards to help homeowners make educated decisions about steps to take to protect families and property. Free hardcopies will soon be available at the town halls throughout coastal Massachusetts, and an electronic version is available to download from our Website by clicking [here](#).

We also encourage everyone to complete your [Ready Emergency Preparedness Plan](#), update your Emergency Supply Kit, and download the [FEMA smartphone application](#) so we all can access important safety tips on what to do before, during and after a hurricane.

Being an example is a simple third step to take once we all have taken action. Be an example by telling our family, friends, employees, community and stakeholders what we have done and then inspire others to do the same. MIT SEA GRANT will post notices and helpful information about throughout Hurricane Preparedness week on our social media sites and our coastal ecologist, [Juliet Simpson](#), will be available to answer any questions or comments posted to our [Facebook](#) and [Twitter](#) sites.

Visit www.ready.gov/hurricanes for more information on how to “*Be a Force of Nature*” and pledge to prepare.