Proclamations

itself into a hospital. Local businesses contributed by using trucks to ship
donations, or by rushing food to those in need. Disability community leaders
worked side-by-side with emergency managers to ensure that survivors
with disabilities were fully included in relief and recovery efforts. These
stories reveal what we can accomplish through readiness and collaboration,
and underscore that in America, no problem is too hard and no challenge
is too great.

Preparedness is a shared responsibility, and my Administration is dedi-
cated to implementing a “whole community” approach to disaster re-
response. This requires collaboration at all levels of government, and with
America’s private and nonprofit sectors. Individuals also play a vital role
in securing our country. The National Preparedness Month Coalition gives
everyone the chance to join together and share information across the
United States. Americans can also support volunteer programs through
www.Serve.gov, or find tools to prepare for any emergency by visiting the
Federal Emergency Management Agency’s Ready Campaign website at

In the last few days, we have been tested once again by Hurricane Irene.
While affected communities in many States rebuild, we remember that pre-
paredness is essential. Although we cannot always know when and where
a disaster will hit, we can ensure we are ready to respond. Together, we
can equip our families and communities to be resilient through times of
hardship and to respond to adversity in the same way America always has—by picking ourselves up and continuing the task of keeping our coun-
try strong and safe.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of
America, by virtue of the authority vested in me by the Constitution and
the laws of the United States, do hereby proclaim September 2011 as Na-
tional Preparedness Month. I encourage all Americans to recognize the im-
portance of preparedness and observe this month by working together to
enhance our national security, resilience, and readiness.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day
of August, in the year of our Lord two thousand eleven, and of the Inde-
pendence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA

Proclamation 8701 of August 31, 2011

National Alcohol and Drug Addiction Recovery Month, 2011

By the President of the United States of America

A Proclamation

Recovering from addiction to alcohol and other drugs takes strength, faith,
and commitment. Men and women in recovery showcase the power each
of us holds to transform ourselves, our families, and our communities. As
people share their stories and celebrate the transformative power of recov-
ery, they also help dispel myths and stigmas surrounding substance abuse
and offer hope for lifestyles free from alcohol and other drugs.
This month and throughout the year, we must promote recovery and support the growth of healthy, resilient individuals and families in the United States. Today, alcohol and other drugs threaten the future of millions of Americans. Abuse of prescription medication has reached epidemic levels, drunk and drugged driving pose significant threats to public safety, and individuals in recovery continue to confront barriers to full participation in our society. My Administration is committed to reducing substance abuse, and this year we released our 2011 National Drug Control Strategy, which supports successful, long-term recoveries through research, education, increased access to treatment, and community-based recovery support.

As a Nation, we must strive to promote second chances and recognize each individual's ability to overcome adversity. We laud and support the millions of Americans in recovery from substance abuse, their loved ones, and the communities that help them sustain recovery, while encouraging those in need to seek help. As we celebrate National Alcohol and Drug Addiction Recovery Month, we pay tribute to the transforming power of recovery, which will continue to heal individuals and communities across our country.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority invested in me by the Constitution and the laws of the United States, do hereby proclaim September 2011 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of August, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA

Proclamation 8702 of August 31, 2011

National Childhood Obesity Awareness Month, 2011

By the President of the United States of America
A Proclamation

Since the 1970s, the rate of childhood obesity in our country has tripled, and today a third of American children are overweight or obese. This dramatic rise threatens to have far-reaching, long-term effects on our children's health, livelihoods, and futures. Without major changes, a third of children born in the year 2000 will develop Type 2 diabetes during their lifetimes, and many others will face obesity-related problems like heart disease, high blood pressure, cancer, and asthma. As a Nation, our greatest responsibility is to ensure the well-being of our children. By taking action to address the issue of childhood obesity, we can help America's next generation reach their full potential.

Together, we can stop this epidemic in its tracks. Over the last year and a half, the First Lady's Let's Move! initiative has brought together Federal agencies and some of the biggest corporations and nonprofits from across