



Ready.



FEMA

What is *Ready?*

- ✓ FEMA's national public service campaign created in partnership with The Advertising Council
- ✓ Educates and empowers Americans to prepare for and respond to potential emergencies
- ✓ Goal is to get the public involved and ultimately increase our nation's level of preparedness

Stop at gas station, fill extra gas container, pick up Mls at school, drive home.

Email relatives, pull out emergency kit, listen to the news for official instructions, wait at home for everyone to arrive.

Walk home from school.

Wait for Dad to pick me up at school.

Wait for Mls near the toy chest in her bedroom.

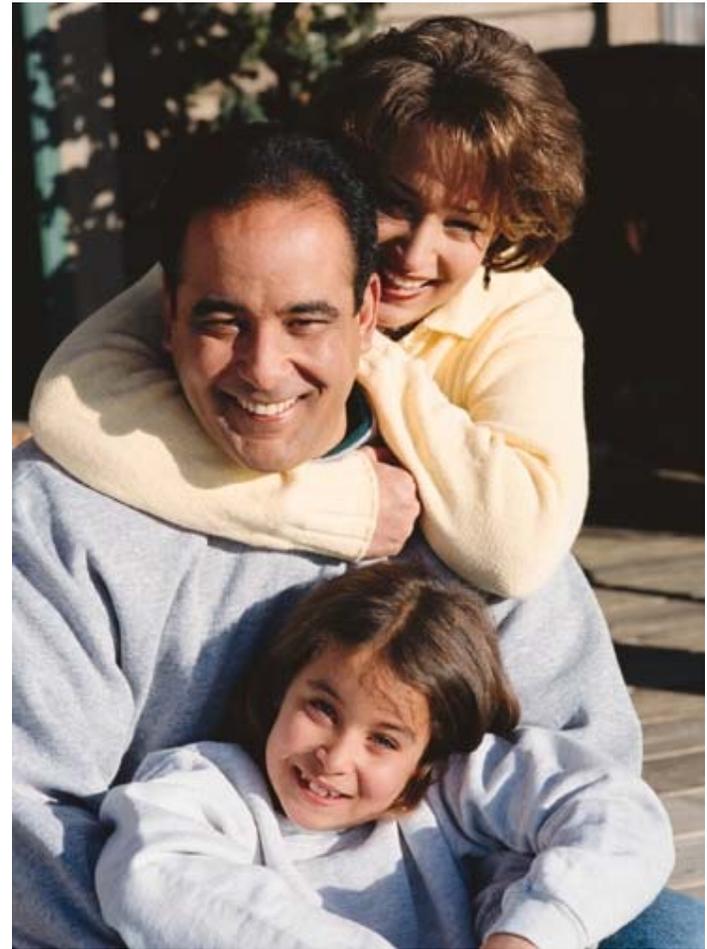
Everyone should have a plan.

Take the first step. Talk to your family about what you would do in case of a terrorist attack or other emergency. There's no reason not to. To find out other things you can do to be prepared, visit www.ready.gov.



Ready asks Individuals to do Three Key Things

- ✓ Get an Emergency Supply Kit
- ✓ Make a Family Emergency Plan
- ✓ Be informed about different types of emergencies and the appropriate responses



Ready Programs

- ✓ *Ready* America – *Listo* America
- ✓ *Ready* Business – *Listo* Negocios
- ✓ *Ready* Kids – *Listo* Niños

Ready Accomplishments

- ✓ *Ready* America has successfully expanded into different campaigns that reach specific audiences including:
 - ✓ Pet Owners
 - ✓ Older Americans
 - ✓ Individuals with Disabilities and Other Special Needs
 - ✓ Military Families

Ready Distribution

- ✓ Spreading the message through:
 - * Public Service Advertisements
 - * www.ready.gov & www.listo.gov
 - * 1-800-BE-READY & 1-888-SE-LISTO
 - * Public relations and media outreach
 - * Collateral materials
 - * Public and private sector partnerships
 - * Citizen Corps partnership
 - * State and city localization

How Can You Get Involved?

- ✓ Minor League Baseball
- ✓ National Preparedness Month
- ✓ Resolve to be *Ready*

Resolve to be *Ready*

- ✓ Resolve to be *Ready* is a nationwide effort designed to encourage individuals, families, businesses and communities to make a New Years resolution to prepare for emergencies in the new year.
- ✓ Created toolkit
- ✓ Conduct media outreach
- ✓ Conduct social media outreach

Resolve to be *Ready*

- ✓ Toolkit materials
 - ✓ Ideas for utilizing new media
 - ✓ Web banners and posters
 - ✓ Sample emails and articles
 - ✓ Preparedness tips for newsletters and Twitter
 - ✓ Talking points
 - ✓ Media outreach materials
 - ✓ Rex and materials order forms
 - ✓ Quizzes
 - ✓ Preparedness all year long



FEMA

Resolve to be *Ready*

What kind of creative outreach are you doing for Resolve to be Ready and throughout the year?

Resolve to be *Ready*

Questions?

Contact the Ready Campaign at ready@dhs.gov
or 202-212-1660

Ready.gov