

Now's the Time.

Resolve to be *Ready*

in 2012



www.ready.gov



FEMA

Dear Partners in Preparedness:

As the New Year approaches, the Federal Emergency Management Agency (FEMA) is asking Americans to make a resolution to be prepared for emergencies in 2012 and beyond.

2011 has seen more billion-dollar natural disasters than any year on record, according to the National Climatic Data Center. From storms such as Hurricane Irene, which battered the U.S. East Coast, to the southern tornadoes, which brought devastation from Missouri to Alabama, we don't know where or when emergencies or disasters will strike.

We are asking you to join FEMA's *Ready* Campaign in promoting *Resolve to be Ready 2012* and encourage members of your community to make the resolution to put together a family communications plan and take other simple steps to be prepared.

Roughly half of all Americans make New Year's resolutions and commit to improving their lifestyles or reaching a long-term goal. This year, why not make a resolution that is easy to keep – and can save lives and protect property. For 2012, *Resolve to be Ready* for emergencies by taking simple steps to prepare your family, your home, your business, and your community in the face of potential disaster.

Attached is the *Resolve to be Ready* Toolkit that contains ways that you can engage your family, friends, employees, customers and constituents to make this important New Year's resolution with their fellow Americans. We have also provided banners for your organization's Website, posters, sample e-mails, and articles that you can share.

Visit Ready.gov or call 1-800-BE-READY (TTY 1-800-462-7585) to learn more about how to prepare for emergencies and receive free materials, including family emergency plan templates and sample business continuity plans. If you have questions or would like to showcase your organization's involvement in *Resolve to be Ready 2012*, please e-mail Ready@fema.gov.

Have a safe and enjoyable holiday season.

Sincerely,

A handwritten signature in black ink, appearing to read "Darryl J. Madden", with a long horizontal line extending to the right.

Darryl J. Madden
Director, *Ready* Campaign



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SAMPLE IDEAS ORGANIZATIONS CAN USE TO ENCOURAGE EMERGENCY PREPAREDNESS AMONG MEMBERS/EMPLOYEES/CUSTOMERS/CONSTITUENTS/COMMUNITIES

- **Get involved with your community's New Year's Eve celebrations, First Nights, etc.** Many towns across the country host First Nights and other family-friendly New Year's Eve celebrations. These types of events provide a good opportunity for your organization to get emergency preparedness materials and information in the hands of your community members. There are a many ways you can get involved, including: disseminating emergency preparedness information or creating a community sign-up for those who *Resolve to be Ready*. You can even get Rex, the *Ready Kids* mascot, involved! See page 17 for more information on ordering Rex.
- **Encourage people to keep their resolution.** One way to do this is to have people sign cards to pledge to prepare for emergencies this New Year's and prominently display the card in your office or on your desk. Also you can post information on the three steps people can take to prepare for emergencies (see poster on page 8).
- **Display the contents of an emergency kit at your employer's reception desk.** This will serve as a great visual reminder of the importance of emergency preparedness for your employees or office visitors as they come into the establishment. Next to the display, provide handouts of *Ready's* emergency supply kit checklist so that people know how to assemble their own kits.
- **Distribute Family Emergency Plan templates to your neighbors at home and at work.** Emphasize the season's communal focus and encourage your neighbors to plan what they will do in different situations. Printer friendly versions of emergency plans are available on our website Ready.gov/resolve and can easily be included in a holiday card or mailer.
- **Include an Emergency Preparedness quiz in your company's newsletter.** The quiz can be included in an e-mail, on your Web site or you could give it to your members, employees or customers at local events. A sample quiz and several kids' games are included in this toolkit on pages 21.
- **Consider weaving a preparedness theme into your organization's holiday events.** If you're hosting a holiday dinner, consider giving each employee a flashlight or NOAA Weather Radio to include in their home emergency supply kit.
- **Plan preparedness programs at your local school.** After winter vacation, January is a great time to work with school officials to make emergency preparedness a part of their efforts. For example, families can be invited to hear from local officials about the school and community emergency plans. Consider having a local first responder teach parents how to assemble an Emergency Supply Kit and develop a Family Emergency Plan.
- **Check on your senior neighbors and those who may need additional assistance.** Seniors and individuals with disabilities may need a little extra help in getting prepared and during a disaster or emergency. Next time you are visiting, tell them about your own preparedness efforts and ask about their needs and how you can help.



- **Partner with organizations that work with people with access and functional needs like seniors, people with disabilities and limited English proficiency (LEP) populations.** This could include meal delivery or faith-based organizations to help communicate emergency preparedness messages. Work with your local hospital, mental health center, library, church, community center, independent living center, or nursing home to host a training or event. You can distribute the *Ready* “Preparing Makes Sense for Older Americans” brochure or any of the non-English materials available in our landing page on Ready.gov.
- **Spread the word about financial preparedness.** Your organization can help those who rely on Federal benefits learn about safer, more convenient ways to access their money. Switching from paper checks to electronic payment is a simple but significant step people can take to protect themselves before disaster strikes. The *Go Direct*® campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit. The *Direct Express*® Debit Master Card gives people without bank accounts a secure, convenient and the U.S. Department of Treasury-recommended way to receive their Social Security payments. Visit www.godirect.org/ for more information.
- **Organize a scavenger hunt.** Organize a scavenger hunt at a local community center for kids to search for items that should be included in an Emergency Supply Kit. While the kids are hunting for supply kit items, it’s a great opportunity to hand out Family Emergency Plan templates to their parents and/or caregivers.
- **Plan preparedness activities for scouts and other youth organizations.** Make preparedness a priority throughout the year for scout meetings and activities. Conduct preparedness quizzes, download and create personalized checklists, and draft family plans. Girl Scouts can work toward achieving the Preparedness Patch and Boy Scouts can work toward the Emergency Preparedness Award.
- **Emergency Preparedness Cook-Off Potluck:** Many offices host holiday potlucks during the winter season. This year, challenge your coworkers to make dishes out of items they have in their supply kits and offer emergency preparedness items for the winner. Your colleagues will have to think about what’s in their kit for menu ideas and they will also have to replace items that are expired or close to their expiration!

IDEAS FOR USING OR LEVERAGING SOCIAL MEDIA TO ENCOURAGE PREPAREDNESS

Do you or your organization use Twitter or Facebook? This Holiday Season, use your social media presence to help promote emergency preparedness and encourage people to take action. This year we will be using the hashtag “#Resolve” to help promote the *Resolve to be Ready* campaign. By including “#Resolve” with each of your messages, you can help promote preparedness among all your followers and fans. Also, use #ImPrepared to share what you’ve done to get prepared for emergencies with your own twitter followers.

We will be promoting *Resolve to be Ready* on Facebook and Twitter throughout December and January. Follow the *Ready Campaign*’s twitter account at www.twitter.com/readidotgov and retweet messages, use the tweet ideas below, or create your own preparedness messages to help make our country safer and more resilient.

FEMA also offers several widgets which can be posted to blogs, wikis, and company and personal homepages. Please consider placing a widget on your website to help share updates on emergency situations, preparedness information and safety tools with your audience. The widgets including the code your web team or webmaster needs to add it to your site and can be found at <http://www.fema.gov/help/widgets/>

33 Sample Tweets

1. Take advantage of the New Year! In 2012, #Resolve to be Prepared for emergencies. Check smoke alarms & put together an emergency kit
2. This New Year’s, #resolve to update your emergency contact numbers & emergency communications plan Ready.gov
3. Do you want to get preparedness training in the New Year? Find out how at citizencorps.gov #Resolve
4. Help your community or your office get Ready in 2012. Visit Ready.gov to get started #preparedness
5. The end of the year is a good time to back up computer files & operating systems, #Resolve to Be Ready in 2012 Ready.gov
6. It’s almost the New Year! Don’t drop the ball, #Resolve to be Ready in 2012 www.ready.gov
7. If you have a plan & get informed, you’ll be able to respond with less stress or worry during an emergency. #Resolve to Be Ready in 2012!
8. #Resolve to Be Ready! Set aside a little \$\$ each week for family emergency supplies, a little money goes a long way! Ready.gov
9. For this New Year’s resolution, make the goal of preparing you and your family for emergencies.
10. This Holiday Season, give the gift of peace of mind by getting prepared for emergencies Ready.gov
11. While winter weather threats vary across the US, everyone should have a basic emergency kit in their car Ready.gov #Resolve
12. Water emergencies can cause significant damage when water freezes in & around pipes; do you know how to shut off water valves? #Resolve
13. Have any of the items in your emergency kit expired? This New Year’s #Resolve to Be Ready by restocking any items approaching expiration
14. During cold months, keep your car’s gas tank at least half full for emergencies. This should keep the fuel line from freezing Ready.gov



15. Home fires involving holiday trees & other decorations cause an estimated 21 deaths yearly. Learn holiday fire safety <http://go.usa.gov/CvW>
16. Many families use candles during the holiday season, but remember they're never a proper substitute for a flashlight in an emergency kit
17. Have an electric garage door opener? Find where the manual release lever is located & learn how to operate it in case your power goes out
18. Does your community have an e-mail or text alert system? Visit your local emergency management Web site to find out <http://go.usa.gov/CHR>
19. Watches = severe weather is possible in upcoming days. Warnings = severe conditions have begun or will begin soon. weather.gov
20. Buy 2 or 3 cans of canned goods when they're on sale. This way you can slowly stock up your emergency kit without breaking your budget
21. Holiday trees & candles bring an increased risk of fire danger. Be smart, stay safe <http://go.usa.gov/CvW>
22. Your emergency kit should include copies of important documents (SS cards, medical cards, etc.) in a watertight bag, #Resolve to Be Ready!
23. During an extended power outage, ATMs & credit card machines may not work. Consider including extra \$\$ in your emergency kit this season
24. What items in your home use batteries? Start a list of battery powered items you own, along with the # & type of batteries required
25. The weather outside may be frightful, but being prepared is so delightful. #Resolve to be Ready in 2012 Ready.gov
26. Flashlights, extra batteries, & a hand-crank radio are great holiday gifts. Learn what else belongs in an emergency kit at <http://go.usa.gov/czw>
27. Doing some holiday shopping soon? Check your emergency kit & restock on any items approaching expiration. www.ready.gov
28. Time with family & friends is a great part of the holidays; let them know if they're part of your emergency contact list
29. This year, give the gift of preparedness. Lithium (or "long life") battery smoke alarms last up-to 10 yrs & should be tested monthly
30. Cooking is the #1 cause of winter residential building fires, help maintain a fire-safe home this season <http://go.usa.gov/Ctg>
31. Use #ImPrepared and share what you've done to get prepared for emergencies this holiday season #Resolve
32. Share how you've been getting prepared for emergencies during the holidays by using #ImPrepared
33. Tell your followers how you've been preparing for an emergency & use #ImPrepared #Resolve

RESOLVE TO BE READY IN 2012 WEB BANNERS AND POSTER

Post any of these materials on your website. Electronic versions are available for download by visiting www.Ready.gov/resolve



Horizontal Banner - 728X90



Vertical Banner - 600X150



Square Banner - 250X250



Rectangular Banner - 200X240





Now's the Time.



Resolve to be Ready.

in 2012

Keeping New Year's resolutions can be hard, but emergency preparedness is one resolution that can be easy to keep with Ready's four simple steps:

-  **Be Informed about the different types of emergencies that could occur in your area and their appropriate responses.**
-  **Make a Family Emergency Plan**
-  **Build an Emergency Supply Kit**
-  **Get Involved in preparedness in your community**



For more information on how to prepare your family, home, and business for all types of emergencies, visit www.ready.gov.



FEMA

Ready.



www.ready.gov



SAMPLE E-MAIL ANNOUNCEMENT ENCOURAGING EMERGENCY PREPAREDNESS

Dear **STAKEHOLDERS**:

Americans who make New Year's resolutions are eleven times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. **ORGANIZATION** wants to encourage our **COMMUNITY** to make a resolution that is both important and easy to keep: prepare for emergencies by making a plan, building a kit, and staying informed.

1. Be informed about the different types of emergencies that can happen in your area and their appropriate responses.

Learn about the hazards that may strike your community, the risks you face from these hazards and your community's plans for warning and evacuation. You can obtain this information by visiting <http://www.ready.gov/be-informed>.

2. Create a family emergency plan

Your family may not be together when an emergency happens, so it is important to plan in advance. Think about how you will contact one another, how you will get back together, and what you will do in different situations. You can download a family emergency plan template from by visiting <http://www.ready.gov/make-a-plan>.

3. Put together an emergency supply kit

You may need to survive on your own after an emergency. This means having your own food, water and other supplies in sufficient quantity to last for at least three days. Local officials and relief workers will be on the scene after a disaster, but they cannot reach everyone immediately. You could get help in hours, or it might take days. In addition, basic services such as electricity, gas, water, sewage treatment, and telephones may be cut off for days, or even a week or longer. To find a complete checklist of the supplies your household may need in the event of an emergency, visit <http://www.ready.gov/build-a-kit>.

4. Get involved in emergency preparedness

Visit www.CitizenCorps.gov to find local [Citizen Corps Councils](#), [USAonWatch](#) (Neighborhood Watch) groups, [Community Emergency Response Teams](#) (CERT), [Fire Corps](#) programs, [Volunteers in Police Service](#) (VIPS) programs, and [Medical Reserve Corps](#) (MRC) units. Ask them what you can do to prepare yourself and your community for disasters and how to get involved locally.

Contact local chapters of the [American Red Cross](#) and [National Voluntary Organizations Active in Disaster](#) for local disaster preparedness and response service opportunities.

ORGANIZATION encourages you to use these tools to make a New Year's resolution that will bring you and your loved ones some peace of mind.

Sincerely,

NAME

TITLE, ORGANIZATION



SAMPLE EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE

Include articles about emergency preparedness in your newsletters, local newspaper or on your website. Below is an article that you can use. Below is an article that can be used for your publications. The text can also be used as the bases for your own article.

Additionally, please feel free to use our *Ready* Public Service Announcements (PSAs) in your newsletters. They can be downloaded for free from the Ad Council at: www.adcouncil.tv.

“Now’s the time, Resolve to be Ready in 2012”

Darryl J. Madden, Director, Ready Campaign

For many, the New Year is a time for making resolutions and goals for the year to come. Spending more time with the family, losing ten pounds, exercising more and reducing debt are resolutions that appear on many of our lists, but the Federal Emergency Management Agency’s (FEMA) *Ready* Campaign is asking you to *Resolve to be Ready* by making an emergency preparedness resolution.

The *Ready* Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the four important steps: learn your risks, make a plan, build a kit, and get involved.

Flooding, winter storms, wildfires and earthquakes - preparing ahead of time can help to save lives, protect property, and can speed up the pace of recovery. By taking a few simple steps you can prepare for what potential disaster and emergencies can bring. Make a simple resolution that can help to save you all year long. You and your family can create or update your own emergency preparedness plan, build your own supply kit and be ready for winter storms, spring nor’easters or summer power outages.

Free preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at and can be found on Ready.gov or Listo.gov. The *Ready* Web site also has a special section for kids, ages 8-12, (*Ready Kids*) and for owner –operators of small- to medium-sized businesses (*Ready Business*).

Emergencies will happen, but taking action now can help us all to minimize the impact they will have on our lives. Preparedness is contagious. What starts with one family can spread throughout a neighborhood, and every prepared community frees up emergency responders to take care of those who are in dire need. Preparedness is a shared responsibility and everyone has a role. So take the time and *Resolve to be Ready* in 2012.



PREPAREDNESS TIPS TO INCLUDE IN YOUR NEWSLETTER

For Families:

- Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency.
 - Determine a neighborhood meeting place, a regional meeting place and an evacuation location.
 - Identify an out-of-town emergency contact. It may be easier to make a long-distance phone call than to call across town, so an out-of-town contact is important to help communicate among separated family members. Be sure every member of your family knows the out-of-town phone number and has coins or a prepaid phone card to call the emergency contact. You may have trouble getting through, or the telephone system may be down altogether, but be patient.
 - You may also want to inquire about emergency plans at places where your family spends time, such as a place of employment. If no plans exist, consider volunteering to help create one.
- Get an emergency supply kit. Be sure to consider additional items to accommodate family members' unique needs:
 - Prescription medications and glasses
 - Infant formula and diapers
 - Pet food, extra water for your pet, leash and collar
 - Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container
 - Books, games, puzzles or other activities for children
- Talk to your neighbors about how you can work together in the event of an emergency. You will be better prepared to safely reunite your family and loved ones during an emergency if you think ahead and communicate with others in advance.

For Parents:

If you are a parent, or guardian of an elderly individual or person with access and functional need requirements, including children and adults with disabilities, make sure schools and care providers have emergency response plans:

- Ask how they will communicate with families during a crisis.
- Ask if they store adequate food, water and other basic supplies.
- Find out if they are prepared to "shelter-in-place" if need be, and where they plan to go if they must get away.

For Workplaces:

- Think about what to do if your employees can't go home.
- Make sure you have appropriate supplies on-hand.
- Develop ways to communicate with your employees during work hours and off hours about pending emergencies and the companies operating status

For Communities:

- Find out what kinds of disasters, both natural and man-made, are most likely to occur in your area and how you will be notified. Methods of getting your attention vary from community to community. One common method is to broadcast via emergency radio and TV broadcasts. You might hear a special siren, or get a telephone call, or emergency workers may go door-to-door. Contact a nearby Citizen Corps Council for help with emergency planning, or work with your local government and emergency management office to help start a Council in your area. Visit citizencorps.gov to find local Councils in your community.

For additional tips and information, visit www.ready.gov



TALKING POINTS: RESOLVE TO BE READY 2012

- Each year, FEMA’s Ready Campaign promotes *Resolve to be Ready*, a public awareness drive that encourages individuals and community leaders to make the resolution to put together a family communications plan, and take other simple steps to be prepared.
- Roughly half of all Americans make New Year’s resolutions and commit to improving their lifestyles or reaching a long-term goal. This year, why not make a resolution that is easy to keep – and can save lives and protect property. For 2012, *Resolve to be Ready* for emergencies by taking simple steps to prepare your family, your home, your business, and your community in the face of potential disaster.
- 2011 has seen more billion-dollar natural disasters than any year on record, according to the National Climatic Data Center. Major storms from [Hurricane Irene](#), which battered the U.S. East Coast, to the spring tornadoes which brought devastation from Wisconsin to Texas, we don’t know where or when emergencies or disasters will strike. During the first 11 months of this year there have been 97 major disasters declared.
- Now is the time to think about basic needs you, your family and your pets will need in advance of an emergency; how will you communicate, what supplies you need to keep in your home, car or office. The more you know about what to do in an emergency, the more confident and secure you will feel in your abilities to manage through a disaster.
- You can start by taking these simple steps:
 - **Be informed.** Know the hazards and risks in your area. And learn what you need to do to get ready for them.
 - **Make a family emergency plan**, so you know how you would communicate with and find your loved ones if a disaster hit. For example, think about how you would reach your kids at school. Your spouse at work. If you had to evacuate, where would you go. Thinking this through in advance will make a big difference.
 - **Build an emergency supply kit** – both at home and in the car – that includes water, food and first aid supplies to help you survive if you lose power or get stranded in your car. This is especially important for dealing with icy roads and snowstorms this winter.
 - **Get Involved** - Be an advocate and educator for safety and emergency preparedness within your community. Contact your local Citizen Corps.
- Using modern-day technology can help individuals and families prepare, adapt and recover from disruptions brought on by emergencies or disasters. FEMA reminds all Americans to implement the following in advance of an emergency:
 - Learn how to send updates via text and internet from your mobile phone to your contacts and social channels in case voice communications are not available;
 - Store your important documents such as personal and financial records in the cloud or on a secure and remote area or flash or jump drive that you can keep readily available so they can be accessed from anywhere; and



- Create an Emergency Information Document at Ready.gov by using the Family Emergency Plan [template in Google Docs](#) or by downloading the [Ready Family Emergency Plan](#) to record your emergency plans.
- History has shown us that the government can't do it alone when it comes to preparing for, responding to, and recovering from disasters. FEMA is only part of our nation's emergency management team – along with our other federal partners, state and local governments, non-profit and voluntary organizations, the private sector and most importantly: the public.
- So this year, as you think about this New Year's resolutions, why not make a pledge to and *Resolve to be Ready*. Learn how at www.Ready.gov/Resolve.
- Join us in spreading the word to your loved ones and encouraging them to *Resolve to be Ready* in 2012. Anyone can learn more by visiting Ready.gov or Listo.gov.

###



MEDIA PITCH TEMPLATE

This pitch is meant to be sent with your media advisory or press release, and can be used to encourage news media to cover a story about “Resolving to be Ready” in the new year.

Subject: *Resolve to Be Ready in 2012.*

Hello **REPORTER,**

Americans who make New Year’s resolutions are 11 times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. As we enter 2012, **ORGANIZATION** is urging **TOWN/COMMUNITY/REGION** to make preparing for an emergency a New Year’s resolution that is both important and easy to keep.

- You can start by taking these simple steps:
 - **Be informed.** Know the hazards and risks in your area.
 - **Make a family emergency plan,** so you know how you would communicate with and find your loved ones if a disaster hit.
 - **Build an emergency supply kit** – both at home and in the car – that includes water, food and first aid supplies to help you survive if you lose power or get stranded in your car. This is especially important for dealing with icy roads and snowstorms this winter.
 - **Get Involved** - Be an advocate and educator for safety and emergency preparedness within your community.

To help everyone take these steps to get prepared, **ORGANIZATION** is proud to be **HOSTING/SPONSORING/ORGANIZING <EVENT>. <EVENT DESCRIPTION>.**

Additionally, **ORGANIZATION** is encouraging **TOWN/COMMUNITY/REGION** to visit Ready.gov or the Spanish-language web site Listo.gov to learn how to prepare their families, homes and businesses for all types of emergencies including natural and man-made disasters.

If you are interested, **SPOKESPERSON, TITLE** is available to speak with you about **EVENT** and provide simple ways that individuals, families, businesses and communities can get *Ready* for any emergency. If you would like to speak with **SPOKESPERSON** or need any additional information, please feel free to contact me at **E-MAIL ADDRESS AND/OR PHONE NUMBER.**

Wishing you a happy and safe New Year, and remember: *Now’s the time, Resolve to be Ready* in 2012.

Thank you,

NAME
TITLE, ORGANIZATION



MEDIA ADVISORY TEMPLATE FOR *RESOLVE TO BE READY* EVENTS

This media advisory template is designed to be tailored to your event and to be used for inviting the media to your event.

MEDIA ADVISORY

ORGANIZATION HOLDS EVENT WITH PREPAREDNESS THEME AND FAMILY ACTIVITIES

ORGANIZATION invites media to attend **EVENT**. *Give a brief description here (Three or four sentences that explains as briefly as possible what’s happening: who is hosting/attending, what the event is about, where it’s taking place, when the event is occurring, and why the event is important.)*

- WHO: Includes the organization name, executive directors, sponsors, and other key people at the event.
- WHAT: The name of the event, what the event is about.
- WHERE: Place/Address where media should arrive.
- WHEN: Day and time that media should arrive.
- WHY: Importance of the event and why it may be of interest to media audiences.
- URL: (If available)
- CONTACT: Your name, organizer, phone number, e-mail address



RESOLVE TO BE READY PRESS RELEASE TEMPLATE

FEMA and the Ready Campaign will be distributing a national press release to promote Resolve to be Ready. However, this press release template is designed to be tailored so you can send it to your own local media announcing your organization’s efforts.

Press Release

Month/ Day/ Year

Contact: Contact Name, Phone

ORGANIZATION Encourages COMMUNITY/CUSTOMERS/MEMBERS to Resolve to Be Ready in 2012

CITY, STATE – The New Year is a perfect time to Resolve to be Ready and ORGANIZATION is proud to be promoting emergency preparedness for 2012. To help spread the message and make its employees and members of the community better prepared, ORGANIZATION is <INSERT EVENT INFORMATION HERE>. Sponsored by the Federal Emergency Management Agency’s (FEMA) Ready Campaign, Resolve to be Ready is a nationwide effort designed to increase awareness as well as encourage individuals, families, businesses and communities to take action and prepare for emergencies in the New Year.

- The Ready Campaign would like to encourage making an emergency preparedness resolution to take three important steps: **Be informed.** Know the hazards and risks in your area.
- **Make a family emergency plan,** so you know how you would communicate with and find your loved ones if a disaster hit.
- **Build an emergency supply kit** – both at home and in the car – that includes water, food and first aid supplies to help you survive if you lose power or get stranded in your car. This is especially important for dealing with icy roads and snowstorms this winter.
- **Get Involved – Find out how you can promote preparedness in your community.**

<INSERT QUOTE FROM YOUR ORGANIZATION HERE>

<INSERT EVENT DETAILS HERE>

Emergencies can range from inconvenience to devastation, but you can resolve not to be a victim of an emergency or disaster and take steps to minimize the impact on you, your family and your businesses. More information is available at Ready.gov. The Website includes free information, checklists and guidelines about how to be informed, develop a family emergency plan, build an emergency kit, and get involved.

For more information, visit Ready.gov or the Spanish-language website Listo.gov or call 1-800-BE-Ready or 1-888-SE-LISTO (TTY 1-800-462-7585).



Ordering "Rex" the Ready Kids Mascot

Brought to you by the Federal Emergency Management Agency and The Advertising Council

IMPORTANT:

All reservations must be made two weeks in advance, a rush fee may be applied if the request is received with less than 14 days notice). Requests will be taken on a first come, first serve basis. Approximately six request can be accommodated per month available. A confirmation e-mail will be sent upon receipt of the request to inform you of the availability. This contract must be filled out with all the correct information.

Rental fee is \$200.00 plus shipping costs.

Date Needed: _____ Date Returning: _____

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Information - Name: _____

Expiration Date: _____ CVS: _____



IMPORTANT INFORMATION:

I have read and fully understand the following financial and maintenance responsibilities invoiced in the use of this costume:

- ✓ I agree to pay for any damage that occurs to the costume while it is in my possession.
- ✓ I acknowledge the rental agreement stating that I may only keep the costume for three days upon receipt. (i.e. Friday – Monday) or I will be charged for \$50 per day.
- ✓ I will arrange and pay for the costume to be returned by the date indicated.
- ✓ I agree to pay \$200 + shipping for its three-day use and comply with all instructions including maintenance, repacking and return of the costume.
- ✓ If the costume can't be returned by set date, I will contact M&C to reschedule.



2841 Oakland Avenue, Minneapolis, MN 55407-1301 • (612) 874-8176 • Fax (612) 874-6003
www.mascotsandcostumes.com E-mail Address: contract.service@mascotsandcostumes.com

READY Public Service Advertising (PSAs) and Additional Material

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, and stakeholders. Include *Ready* print ads in your organization's publications or community newsletters, post them in your break room, or include them in any existing stakeholder communications. You can also encourage your local newspapers, television and radio stations to run the PSAs during National Preparedness Month (NPM) in September. Remember to reach out to your local media outlets as soon as possible this summer to ensure the spots can be played during NPM.



Ready offers a number of PSA campaigns divided into the following categories:

“World Upside Down”

- Television, radio, web, and outdoor PSAs utilizing the metaphor that a disaster can turn your world and your family's life “upside down”
- Encourages Americans to prepare and directs audiences to visit Ready.gov where they can find tools and resources to prepare

“Consequences”

- These PSAs available in Spanish and English utilizing television, radio, web, and outdoor mediums to promote the idea that preparing today will help reduce the consequences of a disaster tomorrow.
- Released in September 2010 as part of National Preparedness Month, “Consequences” PSAs direct Spanish speaking audiences to Listo.gov where they can find tools and resources to help their communities prepare for disasters, and English speaking audiences to Ready.gov.

The Weather Channel® Partnership

- The Weather Channel® (TWC) joined *Ready* with a series of PSAs featuring TWC's on-camera meteorologist Jim Cantore and a real family who lost their home to a natural disaster.
- In these television advertisements Cantore encourages all Americans to follow the *Ready* Campaign's three simple steps to be prepared for emergencies.

Ready Business PSAs

- Developed in partnership with the Red Cross, these Business PSAs were released to coincide with the start of Hurricane Season 2011.
- The campaign promotes the idea that by taking steps ahead of time, many small- to medium-sized businesses can be better prepared to survive and recover after an emergency and directs audiences to Ready.gov/Business.

To download or order copies of the radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Website at <http://psacentral.adcouncil.org/psacentral>, register for free, and then view campaigns under Emergency Preparedness.

To download broadcast television PSAs, visit www.adcouncil.tv and click Emergency Preparedness <http://www.adcouncil.tv/view/#/campaign/emergency-preparedness/>.

Ready brochures and pamphlets are also available free of charge in limited supply. There are materials for *Ready America*, *Ready Business*, *Ready Kids*, and also brochures for pet owners, older Americans and Americans with Access and Functional Needs, including people with disabilities. To order *Ready* materials, please see the order form on page 52.

In the event that you need a quantity of materials that exceeds what can be ordered for free, *Ready* provides a couple of options. All the brochures can be downloaded from the *Ready* website at <http://www.ready.gov/research-publications>. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files.



Having brochures professionally printed at your own expense will allow you the option to localize the brochures by placing your local emergency contact information on the back cover.

*** **Important Note:** Please allow **four to six weeks** for the shipping of these materials. To receive materials more quickly, you can select express mail at your own expense, and will need to provide your UPS or FedEx number on the order form. ***

All available materials are provided free of charge.



Ready Materials Order Form

Voice: 1 (800) 480-2520 / 1 (540) 535-4071 Fax: (240) 699-0525

To place an order

- **email:** fema-publications-warehouse@fema.gov
- **call:** 1 (800) 480-2520 or 1 (540) 535-4071, 8:00 am to 5:00 pm, Eastern Standard Time (EST)
Monday – Friday, or fax to (240) 699-0525
- **mail:** FEMA Distribution Center, 4440 Buckeystown Pike, Frederick, MD 21704

Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	500	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Booklet (English)	125	Booklet
	9-0659	Ready Emergency Supply List	500	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	500	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Booklet (Spanish)	125	Booklet
	9-0654	Ready Kids Poster and Teacher's Guide	50	Poster
	9-0655	Ready Kids Activity Booklet	100	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	250	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	250	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs	250	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	500	Quad-Fold
	9-0635	Every Business Should Have a Plan - Booklet	125	Booklet
	9-0636	Every Business Should Have a Plan - Poster	50	Poster

Available Materials continue on next page

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () Fax: ()

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Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	RI-0001	Indian Country - Tribal Leaders Brochure	200	Quad-Fold
	RI-0002	Indian Country - Alaska Brochure	200	Quad-Fold
	RI-0004	Indian Country - Northeast Brochure	200	Quad-Fold
	RI-0003	Indian Country - Northern Plains Brochure	200	Quad-Fold
	RI-0006	Indian Country - Northwest Brochure	200	Quad-Fold
	RI-0007	Indian Country - Southeast Brochure	200	Quad-Fold
	RI-0008	Indian Country - Southern Plains Brochure	200	Quad-Fold
	RI-0005	Indian Country - Southwest Brochure	200	Quad-Fold

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () Fax: ()

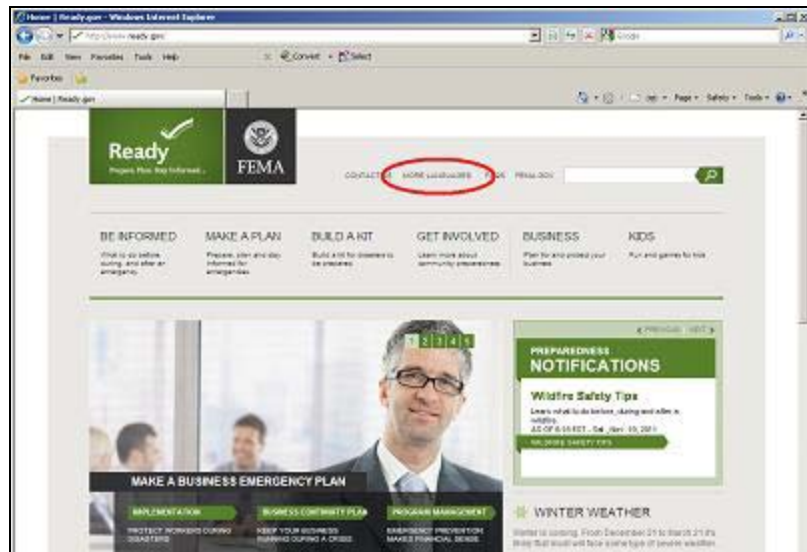
Limited English Proficiency and Additional Communications Needs

Populations who have difficulty speaking, reading, writing or comprehending the English language are referred to as Limited English Proficiency (LEP) populations. Additional Communications Needs (ACN) communities are, defined as, individuals with sensory disabilities including people who are deaf or hard of hearing, people who are blind or have low vision and people with speech disabilities. In order to better integrate the preparedness needs of entire communities, *Ready* has created customized preparedness materials to include people with communication needs in all aspects of preparedness.

Non-English resources are available on Ready.gov. Translated regions offer information on *Ready's* three key steps, information for kids, and seven translated publications, including emergency kit and family communication plan materials.

Languages include:

- Arabic
- Chinese
- French
- Haitian-Creole
- Hindi
- Japanese
- Korean
- Russian
- Spanish
- Tagalog
- Urdu
- Vietnamese



Publications Available:

- [General Emergency Preparedness Brochure](#)
- [Emergency Supply List](#)
- [Family Emergency Plan](#)
- ["Information for Pet Owners" Brochure](#)
- ["Preparing Makes Sense For People With Disabilities, Others with Access and Functional Needs, and the Whole Community"](#)
- ["Preparing Makes Sense for Older Americans" Brochure](#)



Ready also offers the brochure “Preparing Makes Sense For People With Disabilities, Others with Access and Functional Needs, and the Whole Community” in Braille format for people who are blind. All non-English brochures can be downloaded from Ready.gov in their respective region. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files. For additional information on LEP and ACN preparedness materials, please email Ready@fema.gov.



EMERGENCY PREPAREDNESS QUIZ

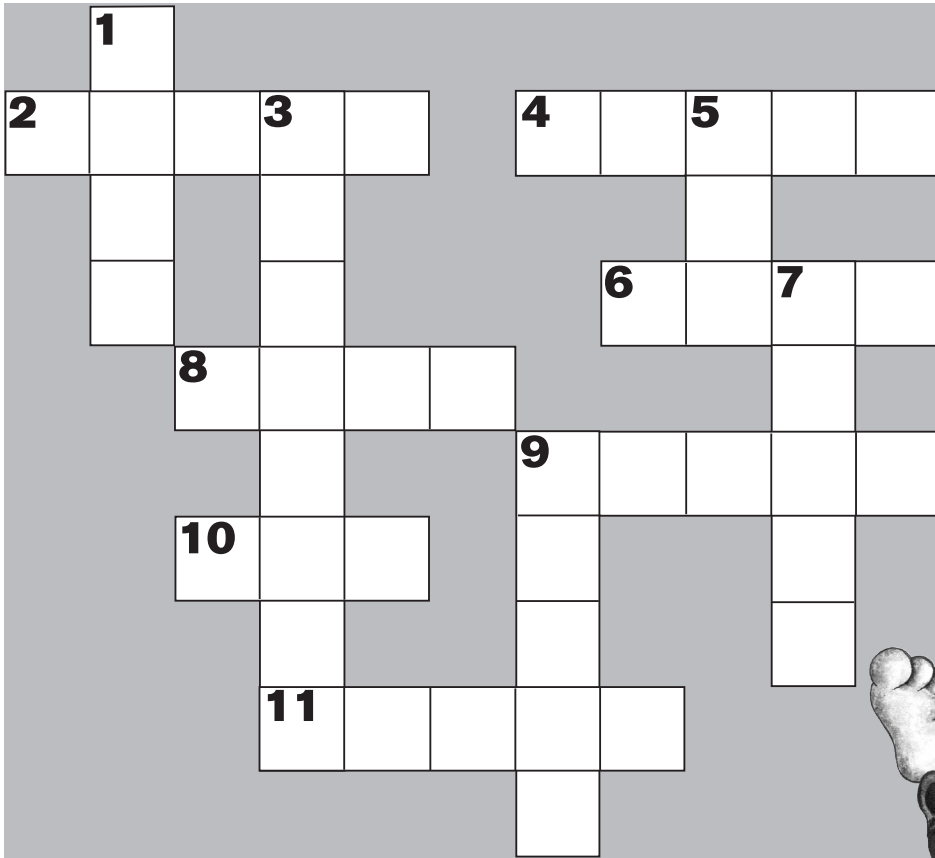
Include this Emergency Preparedness Quiz in your newsletter, on your website or on your blog. Give the quiz to your members, employees or customers at local events, and then offer suggestions for readiness activities and direct them to ready.gov for additional information.

WHAT ARE YOU DOING TO PREPARE?

Are you prepared for an emergency? Quiz yourself on the questions below to see just how prepared you are. If you don't know the answer to some of the questions, visit Ready.gov or your local Office of Emergency Management for tips and resources that can help make sure you, your family, and your community are *Ready*.

- Does your local government have an emergency or disaster plan for your community? If so, do you know what it is?
- Do you know how to find the emergency broadcasting channel on the radio?
- Does your city/county have an emergency alert system? If so, are you signed up to get alerts?
- Do you know your local evacuation routes? How would you get out of town from work? How about from home?
- Does your city/county have a Citizen Corps Council? (If you don't know, visit www.citizencorps.com)
- In the last year, have you prepared or updated your Emergency Supply Kit with emergency supplies like water, food and medicine that is kept in a designated place in your home? Visit Ready.gov for an Emergency Supply Kit checklist.
- In the last year, have you prepared a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly?
- In the last year, have you made a specific plan for how you and your family would communicate in an emergency situation if you were separated?
- Are you prepared to help your neighbor? In most emergencies, the best way to get help quickly is by working with your neighbors. Do you know anyone in your neighborhood who might need a little extra help preparing for or responding to an emergency?
- Have you established a specific meeting place for your family to reunite in the event you and your family cannot return home or are evacuated?
- In the last year, have you practiced or drilled on what to do in an emergency at home?
- In the last year, have you volunteered to help prepare for or respond to a major emergency?
- Have you taken first aid training such as CPR **in the past five years?**

EMERGENCY PREPAREDNESS CROSSWORD PUZZLE



ACROSS

2. _____ light: A handy tool to have if the lights go out!
4. Every person needs one gallon of this per day!
6. This comfortable piece of furniture should not be part of a family's supply kit.
8. Furry family members that should be part of your preparedness plan.
9. Some people have a _____ between meals if they are hungry.
10. You might find water, a flashlight, or a whistle in an emergency supply _____.
11. Fun items that families can play together.

DOWN

1. Families can create a communication _____ so that they know where to meet and whom to call during an emergency.
3. _____ bag: Great for napping or keeping warm.
5. Every family member should carry a contact list with at least _____ different phone numbers that will allow you to keep in touch during an emergency.
7. It's important to get the _____ about different kinds of emergencies, so that you know what to expect.
9. Keep an extra pair of these in your supply kit to keep your feet dry!

EMERGENCY PREPAREDNESS WORD SEARCH

L E A F B E H S C Y L C D Q O
C A R D A O C U Q F T I P I Q
T S E J Q M G P I R N K D N F
U F N P X F I P Q P L A H K J
A B O W Z J W L E N R D Z U B
M G H R W W G Y Y J E A B A C
A V P O G A U K B P O T C N W
F K L A H W H I H N L K S J L
Y I P U Z E M T K U P A E I N
M E E T I N G P L A C E N N L
B M J Y D O S L C Y T E F A S
G U J C A L M K M L O L K J C
E N O D L S W K E H F N L T L
H C H P V Q E J M I Q S L J S
A F Q S Z Q K N L V M O T X N

WORDS TO FIND:

- BACKPACK**
- CALM**
- FAMILY PLAN**
- LISTEN**
- MEETING PLACE**
- PHONE**
- RADIO**
- SAFETY**
- SUPPLY KIT**



PREPAREDNESS TAKES PLACE ALL YEAR LONG

New Year's is a great time to promote emergency preparedness and get your family's and business' plan together, but emergencies can happen at any time, so it is important to be prepared and involved throughout the year. We've included several other times of the year you can raise awareness around emergency preparedness. A larger list of weekly and monthly themes can be found at: www.citizencorps.gov/news/themes.shtm.

Event: National Blood Donor Month

Date(s): January

Description: Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather, and illness. January, in particular, is a difficult month for blood centers to collect blood donations. The America Association of Blood Banks, in conjunction with America's Blood Centers and the American Red Cross, celebrates National Blood Donor Month (NBDM) to encourage donors to give or pledge to give blood. More information is available at www.aabb.org

Event: Go Direct Month

Date(s): February

Description: Each year, the U.S. Department of the Treasury and the Federal Reserve Banks sponsor Go Direct Month, a campaign to motivate federal benefit checks recipients to sign up for direct deposit. For those who depend on the mail for their Social Security benefits, a difficult situation can become worse if they are evacuated or lose their mail service – as 85,000 check recipients learned after Hurricane Katrina, and thousands more learned in 2008 during Hurricanes Gustav, Hanna and Ike. Switching to electronic payment is a significant way people can protect themselves before disaster strikes. More information is available at www.godirect.org/partners/Disaster_Preparedness.cfm.

Event: American Red Cross Month

Date(s): March

Description: March is American Red Cross Month, a month long celebration of Red Cross accomplishments and a look forward to future goals. The month-long commemoration was created in the 1940s when the Red Cross started a "Roll Call" drive to increase public support during wartime. After discussions with President Franklin Roosevelt, the honorary chairman of the Red Cross, an official call for support was issued, and he declared the whole month of March Red Cross Month. Each President since has issued a proclamation for the month. More information is available at www.redcross.org.

Event: Flood Safety Awareness Week

Date(s): March 12-16, 2012 (usually the third week of March)

Description: Flooding is a coast-to-coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods can occur, the hazards associated with floods, and what you can do to save life and property. More information is available at www.floodsafety.noaa.gov.

Event: National Hurricane Preparedness Week

Date(s): May 21-25, 2012 (usually the last week in May)

Description: Hurricane hazards come in many forms: [storm surge](#), [high winds](#), [tornadoes](#) and [flooding](#). This means it is important for your family to [have a plan](#) that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions



you should take, you can reduce the effects of a hurricane disaster. More information is available at www.hurricanes.gov/prepare.

Event: National Safety Month

Date(s): June

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation's only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation's safety issues in the home and community, on our roads and highways, and in our workplaces. More information is available at www.nsc.org.

Event: National Cyber Security Awareness Month

Date(s): October

Description: The U.S. Department of Homeland Security's National Cyber Security Division sponsors National Cyber Security Awareness Month in October, designed to educate the public on the shared responsibility of protecting cyberspace. DHS employs numerous strategies to increase the security, resiliency, and reliability of the nation's information technology and communications infrastructure. More information is available at www.dhs.gov/cyber.

Event: National Fire Prevention Month

Date(s): October 7-13, 2012 (annually the week that includes October 9th)

Description: The National Fire Protection Association (NFPA) sponsors this week annually. Contact your local newspaper, radio, and television outlets to let reporters know that this week is National Fire Prevention Week. Provide local statistics and information about the damage fires have done and can do, as well as information on preventing fires. Organize door-to-door campaigns to check smoke detectors and carbon monoxide monitors. Contact local NFPA groups to work with them to help spread the fire safety message. More information is available at www.nfpa.org.

Event: National Animal Safety and Protection Month

Date(s): October

Description: National Animal Safety and Protection Month promotes appropriate ways to protect and care for domestic and wild animals and helps individuals stay safe around animals. More information is available at www.PALS.R8.org.

Event: Winter Storm Awareness

Date(s): December

Description: Inclement weather is a danger to many regions during winter months. In December, reach out to citizens to provide information for local storm preparation. Encourage retailers to mark shelves with emergency preparedness stickers highlighting what people need to buy for emergencies. Recruit volunteers to help shovel snow for elderly residents and to make sure they have adequate supplies.