

Frequently Asked Questions

Q1: What is America's PrepareAthon!?

A1: America's PrepareAthon! is a national community-based campaign for action to increase emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. Held every spring and fall, America's PrepareAthon! encourages Americans across the country to practice preparedness actions before a disaster or emergency strikes.

Q2: What is the goal of America's PrepareAthon!?

A2: The goal of America's PrepareAthon! is simple: Build a more resilient nation by increasing the number of individuals who understand which disasters could happen in their community, know what to do to be safe and mitigate damage, take action to increase their preparedness, and participate in community resilience planning.

Q3: When will America's PrepareAthon! take place?

A3: America's PrepareAthon! occurs twice a year, once in the spring and once in the fall. The first official America's PrepareAthon! national day of action will be April 30, 2014. The 2014 fall national day of action will take place on September 30.

Q4: Why is America's PrepareAthon! scheduled for the spring and the fall?

A4: The spring and fall were selected because these periods tie in with a number of existing hazards awareness campaigns, allowing for clear overlap and ease of participation and integration. Additionally, these times work well for the public, schools, and workplaces.

Q5: Can I participate in America's PrepareAthon! at a different time?

A5: Yes! The spring and fall are when the national call to action will occur, but communities, organizations, and families are welcome to use America's PrepareAthon! resources and tools at any time throughout the year.

Q6: For what kinds of disasters will America's PrepareAthon! help me prepare?

A6: In the spring of 2014, the focus will be on learning protective actions, mitigation measures, and community plans for tornadoes, hurricanes, floods, and wildfires. In the fall of 2014, the emphasis will be on earthquakes, hazardous materials, pandemic flu, and severe winter weather. Resources to prepare for additional hazards will be added to the America's PrepareAthon! campaign in the future.

Q7: Where will it occur?

A7: America's PrepareAthon! is a nationwide movement, which will take place in jurisdictions and homes from coast to coast. Through the national call to action, individuals, families, organizations, and

communities are encouraged to take part in a range of preparedness activities to help them be safer for the disaster that might happen in their community.

Q8: Who can participate?

A8: Everyone! Participation guides for individuals and families, workplaces, K-12 schools, institutions of higher education, houses of worship, and community-based organizations will be available online at www.ready.gov/prepare.

Q9: How do individuals and organizations participate?

A9: Participation in America's PrepareAthon! is simple. To join, participants must commit to taking at least one concrete step to prepare for a hazard they might face. The America's PrepareAthon! website, live in Spring 2014, www.ready.gov/prepare, will provide Day of Action guides, How to Prepare guides, and customizable promotional materials designed to help Americans take action and join the growing number of individuals who recognize that preparing for disasters is a shared responsibility.

Q10: Is there any recognition for participating?

A10: Yes. Please take a few minutes to register your participation at www.ready.gov/prepare so you can join. You can also choose to have your organization listed as a participant on the national website and download a certificate of participation.

Q11: Can we practice for a different disaster?

A11: Yes. Your participation in America's PrepareAthon! should relate to the hazards you and your community are most likely to confront. The most important thing is to start discussing how you would protect yourself if a disaster strikes and to make any necessary changes to better prepare yourself and your organization.

Q12: How does America's PrepareAthon! work with the Ready campaign and other campaigns for disaster preparedness?

A12: The Ready Campaign promotes four universal building blocks of preparedness – Be Informed, Make a Plan, Build a Kit and Get Involved – and numerous campaigns around the country have raised awareness about the importance of preparing. America's PrepareAthon! builds on this foundation and provides a focused national call to action for individuals and organizations to take simple, specific actions to increase their preparedness for a potential local disaster. America's PrepareAthon! provides action-oriented guidance for individuals and organizations to practice the necessary steps to stay safe during a disaster or emergency, to learn about mitigation measures, and to understand community plans, including alerts and warnings, evacuation, and sheltering.

Q13: What is the National Preparedness Community?

A13: The National Preparedness Community is where we, the whole community, connect, collaborate and empower ourselves and each other to fulfill our shared responsibility to prepare for disasters and

emergencies. Members strive to prepare each other, our families, neighbors, co-workers and those with whom we may study or worship. We seek to connect with each other to build long-term mutually beneficial relationships. Members believe when we are connected and collaborate, we are more effective and efficient at educating and empowering ourselves to prepare for disasters and emergencies. The National Preparedness Community is where you can connect with like-minded peers and learn about disaster preparedness; America's PrepareAthon! is where you can actually plan your activities and participation in taking those specific actions to become better prepared and more resilient. The community is open and free to anyone who wishes to join.

Q14: How does an existing National Preparedness Community member participate in the America's PrepareAthon! campaign?

A14: Existing community members can use their password to login and complete the America's PrepareAthon! registration questions.

Q15: How can I join the National Preparedness Community as a new member?

A15: You have two options. You can simply register at www.ready.gov and click the Pledge to Prepare box or you can opt to join the community when you register to participate in America's PrepareAthon! at www.ready.gov/prepare. Being a member of the National Preparedness Community and registering to participate in America's PrepareAthon! is a great way to connect with your peers, learn about local hazards, and take action to be prepared.

Q16: How does America's PrepareAthon! tie in with National Preparedness Month?

A16: The America's PrepareAthon! fall national day of action will take place in September to complement and support National Preparedness Month.

Q17: How is America's PrepareAthon! different than the Great ShakeOut Earthquake Drill?

A17: America's PrepareAthon! is modeled on the success of The Great ShakeOut Earthquake Drills which have moved millions of people to practice what to do during an earthquake and improve preparedness. The Great ShakeOut will continue to be the day of action for earthquake preparedness associated with America's PrepareAthon!

Q18: I already promote preparedness in my organization or community. Can those activities be a part of America's PrepareAthon!?

A18: America's PrepareAthon! is specifically about taking action. To register and be counted as a part of the America's PrepareAthon! movement, we are asking you or your organization to go beyond raising awareness and to transfer that awareness to action. As long as your activity includes active learning, practicing, and evaluating your preparedness, you are a part of America's PrepareAthon!

Q19: How will America's PrepareAthon! be promoted?

A19: Promotional efforts for America's PrepareAthon! will include working with national and local organizations that support this active approach to preparedness. The campaign will also implement a multi-media outreach strategy that includes television, radio, print, and social media. Visit www.ready.gov/prepare to download customizable promotional materials and fill-in-the-blank media templates, which you can tailor for your own promotional efforts. We encourage you to use the web banners, web badges, and digital invites, and to join the online Twitter conversation through @PrepareAthon and #PrepareAthon.

Q20: Can I use the name America's PrepareAthon!?

A20: Yes! Organizations and communities can customize the national brand to build their own campaign and to promote participation (e.g., Acme's PrepareAthon! or Coastal County's PrepareAthon! for Hurricane Safety). Guidelines for using the logo and promotional materials are available at www.ready.gov/prepare.

Do you have a question we have not answered? Please send us an email at PrepareAthon@fema.dhs.gov . We will update these frequently asked questions as needed.