



AMERICA'S
PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

Based in Science and Driving Action for
Resilient Communities

March 2014

Goals of America's PrepareAthon!

Hundred Year Events

Research-Based Design:

- ★ Preparedness In America Report, Sept 2013
Ready.gov/Prepare
- ★ More Americans want to prepare than are preparing

Increase 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.

Preparedness in America

Research Insights to Increase Individual, Organizational, and Community Action

September 2013



Spring 2014 AP! Goals

- ★ Proof of Concept testing: Action Based Campaign
- ★ Participant resources and promotional materials in all 50 states, DC, Territories, and Indian Country: all combinations of sector and hazard
- ★ Engage Stakeholders to build awareness: promotional materials used by at least 50 national organizations
- ★ 4 large market media events and at least one media event in each Region
- ★ Live website on March 31:
 - All AP! materials available for download
 - On-line registration process
- ★ 250,000 registered participants before first National Day of Action on April 30
- ★ Evaluate process/needed improvements

Spring 2014 Participant Resources



QUANTITIES

America's PrepareAthon! Sector Playbook
5: Playbook x 5 Sectors

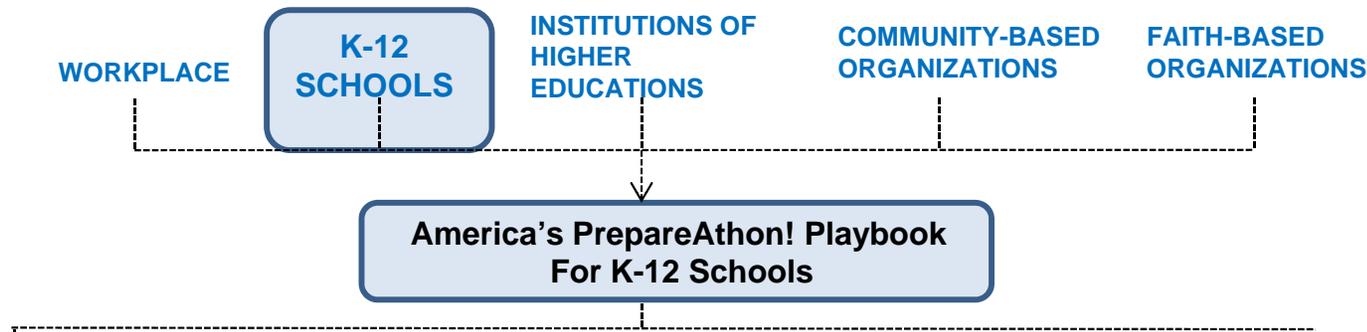
How to Prepare Guide
4: Prepare Guide x 4 Hazards

Individual and Family Playbooks
4: Playbook x 4 Hazards

Day of Action: Preparing Your People
20: Day of Action Guide x 4 Hazards x 5 Sectors

Day of Action: Preparing Your Organization
20: Day of Action Guide x 4 Hazards x 5 Sectors

Spring 2014 Participant Resources



TORNADO

How to Prepare Guide



Individual Level Preparedness Action: How To Prepare: Tornado

Day of Action For K-12 Schools: Prepare your People



Individual Level Preparedness Action:

- Discussions on tornado preparedness using How To Prepare Guide
- Practice a school-wide drill to safely move students/employees to protective location.

Day of Action For K-12 Schools: Prepare Your Organization



Organizational Level Preparedness Action:

- TTX with tornado scenario tailored for schools . This scenario guide and PPT walks managers through their plans to prepare for, respond to and recover from a tornado.



AP! Website

- ★ What's New
- ★ Search
- ★ Get The Facts
- ★ Recognize Yourself
- ★ Join the Movement
- ★ Know Your Hazards
- ★ Connect with Peers
- ★ Download Resources
- ★ Explore Partners



Be Smart. Take Part. Prepare!

 AP! Home Page

 Tools & Resources

 Connect With Peers

Sign In

Home

What's New

Search

Get The Facts

Recognize Yourself

Join The Movement

Know Your Hazards

Connect With Peers

Download Resources

Explore Partners



America's PrepareAthon is a community-based campaign that is bringing people together to practice simple steps that will help them get away from, and be prepared for disasters.

Register Now



Get The Facts



Calendar of Evets

Members as of 2pm Jan 26, 2014

400,023

+12 new members today



Flood



Hurricane



Tornado



Wildfire



Know Your Hazards

View All

National Partners



















Terms of Service Agreement

 FOLLOW

 LIKE

Consectetur	Vestibulum	Egestas	Hendrerit
Pellentesque	Malesuada	Netus	Vestibulum
Habitant	Netus	Malesuada	Quisque
Morbi	Tristique	Egestas	Pellentesque
Tristique	Quisque	Vestibulum	Habitant
Senectus	Morbi	Quisque	Morbi
Netus	Habitant	Pellentesque	Netus
Malesuada	Pellentesque	Habitant	Malesuada
Egestas		Morbi	Egestas
Vestibulum		Tristique	
		Senectus	

www.ready.gov/prepare

- ★ National research, plans, and policies
- ★ Take advantage of existing web traffic
- ★ Dedicated State pages
- ★ All resources and promotional materials
- ★ On-line registration
- ★ Events calendar
- ★ Coordination with The Great ShakeOut website

Promotional Materials

- ★ Overview Powerpoint
- ★ Bi-fold Overview
- ★ Promotional Booklet
- ★ Talking Points
- ★ Fact Sheet
- ★ FAQ
- ★ Digital Invites, Web Badges, Banners
- ★ Customizable general and hazard specific posters

Overview

America's PrepareAthon! is a nationwide, community-based campaign for action to increase emergency preparedness and resilience. This year, in the spring and fall, America's PrepareAthon! will provide national focus for schools, organizations and communities to participate through drills, group discussions and exercises to practice for local hazards.

Goals

- Increase the number of people who understand what to do
- Show what to do to be
- Take action to increase
- Participate in activities

Resources available:

- Participation guides for local organizations and
- Risk data, geographic
- Spring/Summer, Fall/Spring, and
- Fast shares, background materials on the preparedness

Research and development

- Measuring impact and
- Supporting learning and
- Financial opportunities
- Builds on existing campaigns

Objectives

- September 2012-January 2014: The 2012-2014 America's PrepareAthon!
- Spring 2014: Critical role
- Fall 2014: The critical role
- October 14, 2014: Goal

Measuring our Progress

- Number of participants
- Increased knowledge of
- Learned and practiced
- Increased awareness

Real Solutions

Where do you stand? disaster if they?

- Are you aware of com
- Talk about their or
- Attend trainings or
- Participate in the of

Increase Your Family's Preparedness

Based on the 2012-2014 population does not to the risk of disaster, you're not using it in a disaster, you're not using it in a disaster, you're not using it in a disaster.

Measuring our Progress

- Number of participants
- Increased knowledge of
- Learned and practiced
- Increased awareness

Fact Sheet

Get the Facts

At times like this, one of the things that Americans do is we pull together and we help out one another. And so there may be elderly populations in your area. Check on your neighbor, check on your friend. Make sure that they are prepared. If you can, these vulnerable populations are the most at risk. But you can help them.

- Between 1980 and 2010, the U.S. population has increased by 100 million people.
- In 2011, nearly 60 million in property
- In 2012, there were 100 million in property
- and Atmosphere**

Frequently Asked Questions

Q1: What is America's PrepareAthon!?
A1: America's PrepareAthon! is a nationwide, community-based campaign for action to increase emergency preparedness and resilience through hazard-specific drills, group discussions and exercises. Conducted every spring and fall, America's PrepareAthon! provides a national platform on the importance for an area to practice preparedness actions before a disaster or emergency strikes.

Q2: What is the goal?
A2: To build a more resilient community that can better increase a their preparedness.

Q3: When will America's PrepareAthon! be held?
A3: America's PrepareAthon! is held twice a year, in the spring and fall.

Q4: Which disaster is the focus?
A4: In the spring, the focus is on natural disasters, such as hurricanes, tornadoes, earthquakes, and wildfires. In the fall, the focus is on man-made disasters, such as terrorism, active shooter incidents, and hazardous materials incidents.

Q5: Who will be involved?
A5: America's PrepareAthon! involves individuals, families, organizations, and communities.

Q6: Who will participate?
A6: Everyone! Participate in a variety of ways, from individual to group activities.

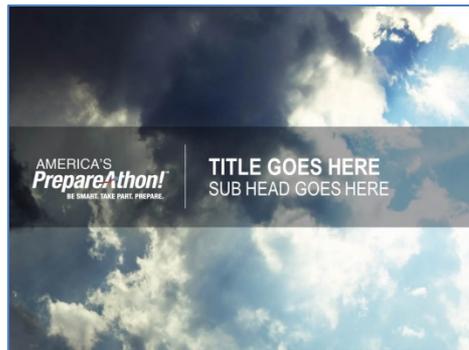
Q7: How can individuals participate?
A7: Participation in activities is encouraged, allowing participants to practice their preparedness.

Q8: Can we practice together?
A8: Yes, America's PrepareAthon! materials can be used in a variety of ways, from individual to group activities.

Talking Points

Key messages to communicate consistently with various audiences about America's PrepareAthon!

- Being prepared for disasters is a shared responsibility. It takes the whole community working together to effectively prepare for, respond to, and recover from the destructive forces of natural and other emergencies and disasters.
- America's PrepareAthon! is a nationwide, community-based, action campaign to increase emergency preparedness and resilience.
- The Ready Campaign established for universal building blocks of preparedness - Be Informed, Make a Plan, Build a Kit and Get Involved. America's PrepareAthon! builds on the foundation by encouraging millions of Americans to focus on simple, specific activities that will increase preparedness for local disasters.
- America's PrepareAthon! provides preparedness guides and resources to help schools, businesses, faith-based and community-based organizations and the whole community practice specific preparedness activities necessary to stay safe at home, during and after an emergency or disaster.
- Preparing and practicing now makes a real difference in our ability to take immediate action and recover more quickly. Participation in drills, exercises and trainings will help to establish team patterns that support our ability to overcome shock associated with emergencies and disasters.
- America's PrepareAthon! provides instructions on easy drills and exercises for a range of disasters that will help people:
 - 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 learning.
- America's PrepareAthon! is more action 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!



Promotional Materials – General

**BE SMART.
TAKE PART.
PREPARE.**

Join the movement at www.fema.gov/PrepareAthon

**AMERICA'S
PrepareAthon!**

America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Follow America's PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

**COUNT
US IN**

AMERICA'S
PrepareAthon!

**WE'RE IN.
ARE YOU?**

AMERICA'S
PrepareAthon!

[YOUR ORGANIZATION'S]
PrepareAthon!
BE SMART. TAKE PART. PREPARE.

**JOIN THE
MOVEMENT**

[Event Date] and [Time]

PARTICIPATE ➔

Proud to be part of America's PrepareAthon!
a nationwide, community-based campaign
to increase emergency preparedness.

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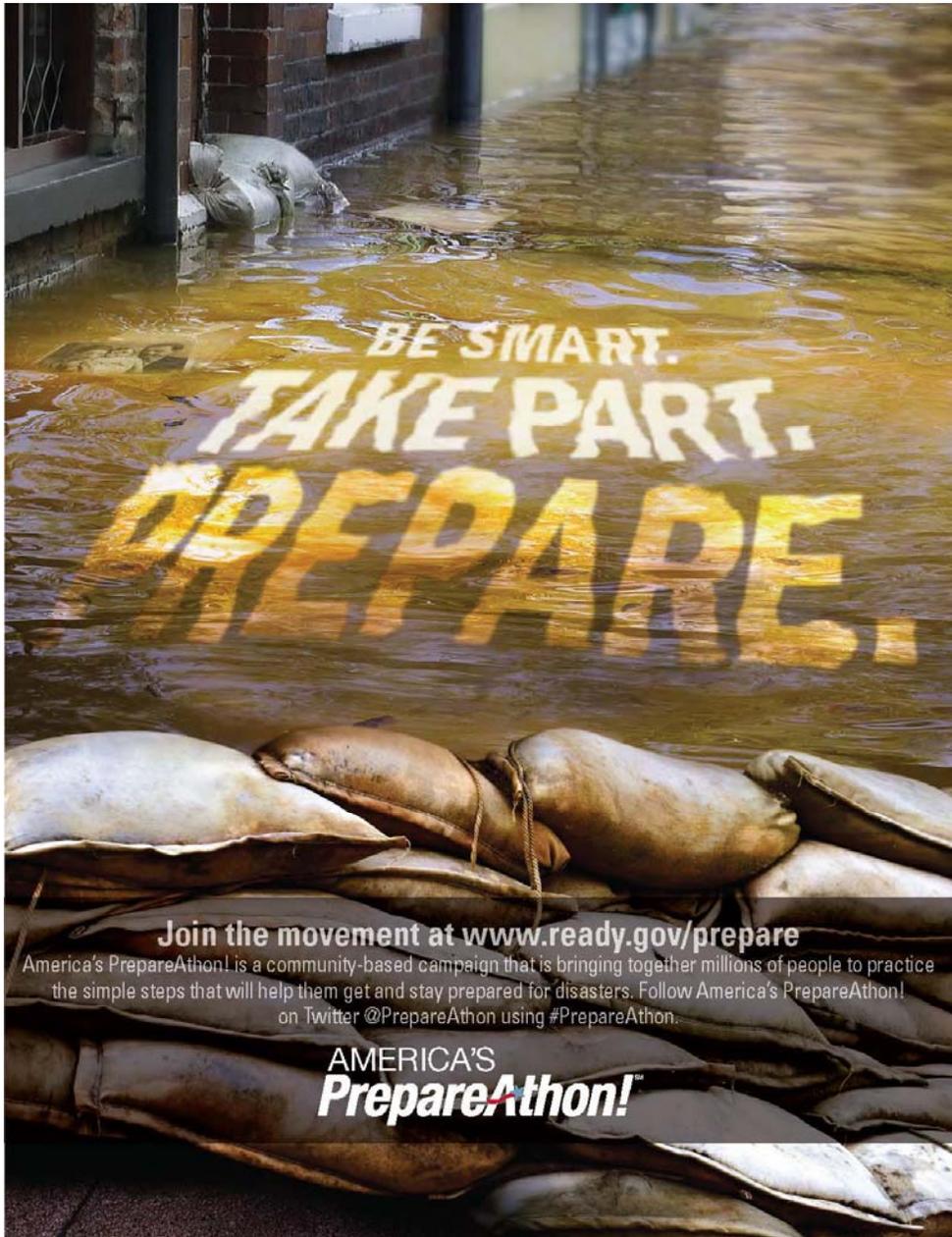
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**AMERICA'S
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Promotional Materials - Tornado



Promotional Materials – Flood



Promotional Materials – Hurricane



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**AMERICA'S
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**WE'RE IN.
ARE YOU?**

**AMERICA'S
PrepareAthon!**
for Hurricane Safety



**COUNT
US IN**

**AMERICA'S
PrepareAthon!**
for Hurricane Safety



[YOUR ORGANIZATION'S]
PrepareAthon!
for Hurricane Safety

**JOIN THE
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[Event Date] and [Time]

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Promotional Materials –Wildfire



AP! Stakeholders' Existing Commitments



American Red Cross

Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



International
Association of
Emergency Managers



NATIONAL
VOLUNTARY ORGANIZATIONS
ACTIVE IN DISASTER



RESILIENT
COMMUNITIES
FOR AMERICA



SC/EC
an NSF+USGS center
Southern
California
Earthquake
Center



★ National Supporters

- The American Red Cross
 - Corporation for National & Community Service
 - International Association of Emergency Managers
 - National Voluntary Organizations Active in Disaster
-
- The Target Corporation
 - U.S. Office of Personnel Management

Campaign Structure

- ★ Hazard specific
 - Protective actions, preparedness actions, mitigation measures
- ★ Sector specific
 - K-12 schools, institutions of higher education, workplaces, faith-based organizations, community organizations, individuals and families
- ★ Semi-Annual National Days of Action: Spring and Fall
 - April 30, 2014 Launch
 - September 30, 2014 to end National Preparedness Month
 - October 16, 2014: Great Shakeout Day of Action
- ★ National resources for local action
 - Customize local events using the “PrepareAthon!” sub-brand.
- ★ Action at Three Levels:
 - Individual: A preparedness action that everyone can do that will make a difference for a specific disaster; is no-cost, and can be done in many venues.
 - Organizational: A scenario-based discussion to walk managers through their organization’s plans for disaster response.
 - Community: HSEEP-based TTXs

Contact Information

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#PrepareAthon