

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

How to Participate in America's PrepareAthon!

FALL 2014

Working Together to Increase Preparedness



AMERICA'S
PrepareAthon!SM

- ★ The *Ready* Campaign established four universal building blocks of emergency preparedness: Be Informed, Make a Plan, Build a Kit, and Get Involved.
- ★ America's PrepareAthon!SM builds on this foundation by encouraging millions of Americans to focus on a simple, specific activity that will increase preparedness.
- ★ Citizen Corps provides grassroots infrastructure to engage the whole community.



AMERICA'S *PrepareAthon!*

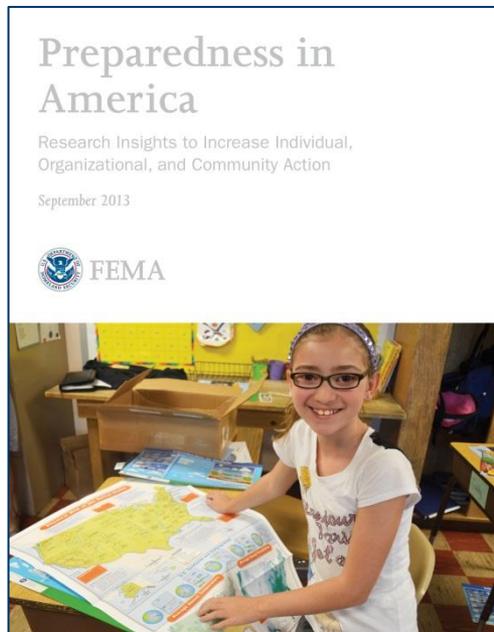
BE SMART. TAKE PART. PREPARE.

- ★ A national community-based **campaign for action**
- ★ Emphasis on increasing emergency preparedness through hazard-specific **drills, group discussions, and exercises**
- ★ National PrepareAthon! Days every spring and fall
- ★ **Free resources and tools** for different hazards:
 - Earthquake, flood, hurricane, tornado, wildfire, and winter storm

www.ready.gov/prepare

Research-Based Design

- ★ Delivers preparedness information through trusted community members;
- ★ Promotes peer-to-peer discussions within and across community networks;
- ★ Supports behavior change through experiential learning; and
- ★ Provides platform to make preparedness a social norm.

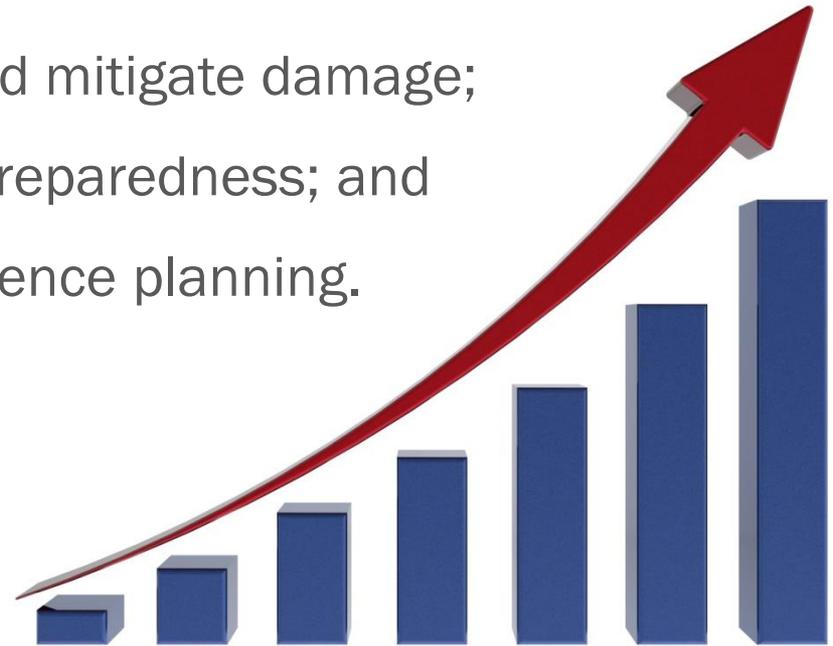


- ★ Learn more: FEMA, *Preparedness In America: Research Insights to Increase Individual, Organizational, and Community Action*, September 2013; and
- ★ Visit www.ready.gov/prepare.

Campaign Goal

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.



National PrepareAthon! Days

- ★ National PrepareAthon! Days: April 30 and September 30
- ★ The September National PrepareAthon! Day: Culmination of National Preparedness Month, which is held every September
- ★ Selection of Hazards Focus: Earthquake, flood, hurricane, tornado, wildfire, and winter storm
- ★ All Community Sectors are Called to Take Action:
 - Workplace
 - K–12 schools
 - Houses of worship
 - Community-based organizations
 - Institutions of higher education
- ★ Participant Resources Available for All Hazards

Ways to Participate

America's PrepareAthon! is designed to work within your organization's infrastructure to allow you to determine what preparedness activities are best for your employees, staff, volunteers and the people you serve.

★ Prepare Your Community:

- Work with all members of your community to host interactive and simple activities to increase preparedness throughout the year.

★ Prepare Your Organization:

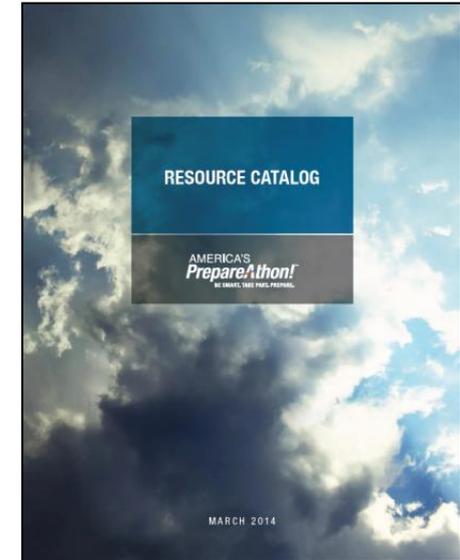
- Conduct a drill or preparedness activity that will make your employees, staff, and volunteers more prepared at home and at work.

★ Promote America's PrepareAthon!

- Use your organization's networks to highlight and promote America's PrepareAthon! and National PrepareAthon! Day

Promotional Materials

- ★ Overview handout and PowerPoint
- ★ Fact sheet, FAQs, talking points
- ★ Communications Toolkit
- ★ Media Event Planning Guide
- ★ Bifold handout for organizations
- ★ Resource Catalog
- ★ Digital invites, web badges, banners
- ★ Customizable general and hazard-specific posters



Promotional Materials—General

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Join the movement at www.ready.gov/prepare

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

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[YOUR ORGANIZATION'S]
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**JOIN THE
MOVEMENT**

[Event Date] and [Time]

PARTICIPATE ▶

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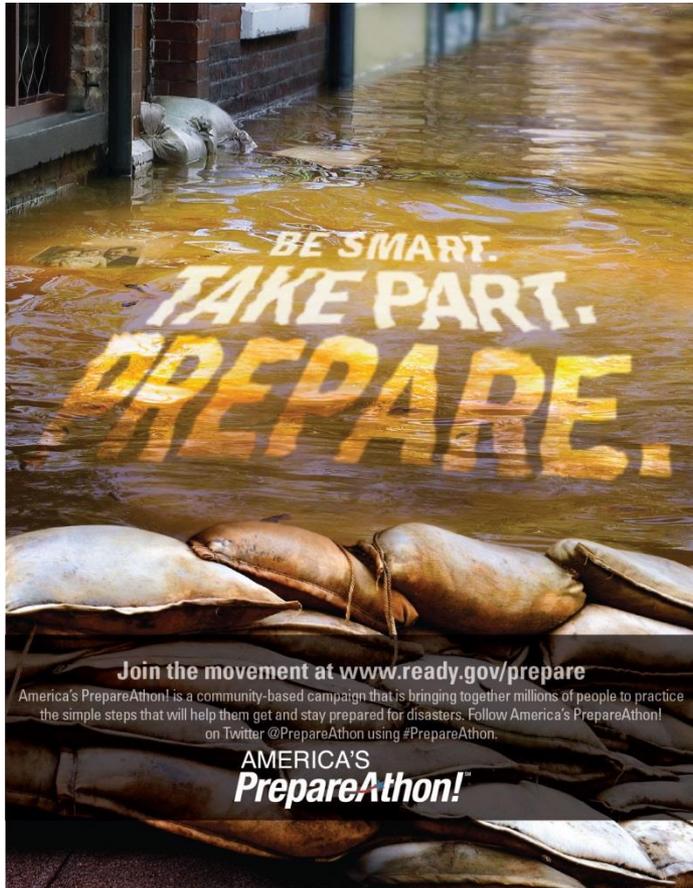
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Promotional Materials—Earthquake



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Promotional Materials—Flood



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Promotional Materials—Hurricane

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**AMERICA'S
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for Hurricane Safety

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[Event Date] and [Time]

PARTICIPATE ➔

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Promotional Materials—Tornado



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Promotional Materials—Wildfire



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Promotional Materials—Winter Storm

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for Winter Storm Safety

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[Event Date] and [Time]

PARTICIPATE ➔

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The PrepareAthon! marks are used with the permission of the U.S. Department of Homeland Security.

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America's PrepareAthon! Website

www.ready.gov/prepare

- ★ Online registration*
- ★ Events calendar*
- ★ Preparedness resources
- ★ Branding resources
- ★ Promotional resources
- ★ National research
- ★ Dedicated state pages
- ★ Online discussion boards*

The screenshot shows the homepage of the America's PrepareAthon! website. At the top, there is a navigation bar with the logo and the slogan "BE SMART. TAKE PART. PREPARE." Below the navigation bar, there is a main content area with a large banner for "NATIONAL PREPAREATHON! DAY SEPTEMBER 30". The banner includes the text "BE SMART. TAKE PART. PREPARE! AND JOIN EVERYONE'S MOVEMENT TO STAY SAFE DURING DISASTERS." Below the banner, there is a large digital counter displaying "5,124,376" participants. The website also features a grid of disaster types: Wildfire, Hurricane, Tornado, and Flood. At the bottom, there are several buttons for "About America's PrepareAthon!", "View Events", "Recognize Yourself", "Get The Facts", and "Connect with Peers". The footer contains links for "RESOURCES & POLICIES", "CONTACT US", "TECHNOLOGY", "HAZARDS", "DISASTERS", "U.S. REGIONS", "CONNECT WITH PEERS", "ACCESSIBILITY", and "FUNCTIONALIZES".

*Shared with National Preparedness Community

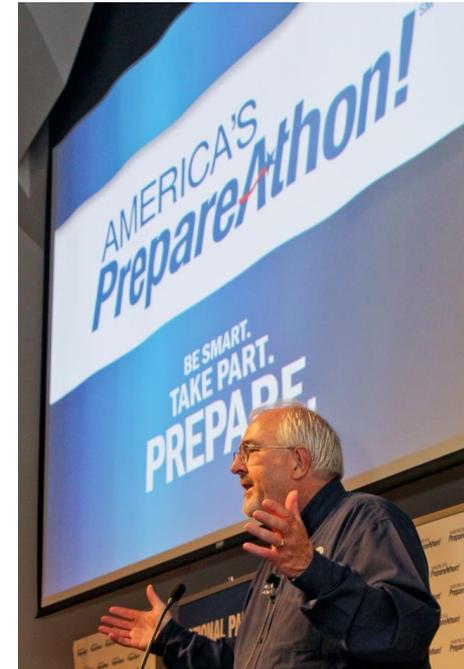
Benefits of Participation

Participating in America's PrepareAthon! will benefit your organization by helping you to:

- ★ Increase everyone's knowledge of safety policies and procedures in an emergency or disaster;
- ★ Build morale and trust by showing a commitment to safety and well-being;
- ★ Enhance organizational coordination and continuity of operations;
- ★ Reduce the impact of a disaster, including injury and loss of life, property or inventory damage, and financial loss from disruption of services; and
- ★ Strengthen relationships with local emergency responders and other community sectors to build whole community resilience.

Next Steps Recap

1. Commit your organization to participate in America's PrepareAthon!
2. Identify the hazard(s) that could happen in your community.
3. Determine your National PrepareAthon! Day activities in support of America's PrepareAthon!
4. Promote you National PrepareAthon! Day activities.
5. Register your plans on the website at www.ready.gov/prepare.
6. Send feedback to PrepareAthon@fema.dhs.gov.



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For questions about America's PrepareAthon!
please contact PrepareAthon@fema.dhs.gov.

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