

Q1: What is America's PrepareAthon?

A1: America's PrepareAthon! is a grassroots campaign for action to increase community emergency preparedness and resilience through hazard-specific group discussions, drills, and exercises. The campaign offers 10 actions that can help communities and individuals across the country to practice preparedness 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: For which kinds of disasters will America's PrepareAthon! help me prepare?

A3: America's PrepareAthon! has materials that will help you prepare for earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms. Resources about preparing for additional hazards will be added in the future.

Q4: Can we practice for any type of hazard?

A4: Yes. While America's PrepareAthon! currently has materials for six hazards, your local emergency management agency may have additional resources for the other hazards your community may face. The most important things are to start discussing how you will protect yourself if a disaster strikes and to take action to better prepare yourself and those you care about.

Q5: What resources are available and how do I find them?

A5: The campaign provides participation guides that contain information on how to prepare for earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms. In addition, the campaign provides customizable promotional materials and easy-to-use outreach materials to drive participation and promote involvement. Everything can be found at ready.gov/prepare.

Q6: Who can participate?

A6: Everyone! America's PrepareAthon! calls on the whole community to take action. Organizations such as workplaces, schools, houses of worship, community-based organizations, institutions of higher education, and individuals and families need to take action to get and stay prepared.

Q7: How can individuals and organizations participate?

A7: Participation in America's PrepareAthon! is simple:

Take Action: Visit ready.gov/prepare to learn which hazards can affect your community. Review the list of 10 actions and choose a preparedness activity that fits your hazard.

Be Counted: Create your account and register your action. Go to ready.gov/prepare and join the growing number of individuals who recognize that preparing for disasters is a shared responsibility.

Spread the Word: Download materials such as how-to-prepare guides, implementation guides, and promotional materials to publicize your day of action.

Q8: How can communities participate?

A8: Community leaders, emergency managers, and Citizen Corps Councils and other civic leaders are bringing together key stakeholders in their communities to participate in community-wide drills and exercises to improve their residents' disaster preparedness and overall resilience. Schools, local businesses, houses of worship, hospitals, and civic organizations can join forces to conduct a community-wide drill or activity so that everyone across the community is better prepared.

Q9: How does my participation count?

A9: America's PrepareAthon! activities must be registered in order to be counted. The number of participants in preparedness activities is the total number of participants from approved activities submitted to the America's PrepareAthon! website between January 1, 2015, and the present date.

Q10: I already promote preparedness in my organization or community. Can those activities be a part of America's PrepareAthon?

A10: Absolutely! America's PrepareAthon! is about taking action, so all preparedness actions count.

Q11: Can I customize America's PrepareAthon! materials for my own campaign?

A11: Yes! Organizations and communities can either use the America's PrepareAthon! brand or customize the logo to build their own campaign and to promote greater participation (e.g., Acme's PrepareAthon!, Coastal County's PrepareAthon! for Hurricane Safety). When you create your account, we will ask you to review and agree to the guidelines for using the logo and promotional materials.

Q12: When can I participate in America's PrepareAthon?

A12: Participation in America's PrepareAthon! can take place anytime throughout the year, whenever it is most convenient or practical for the communities, organizations, and families taking part.

Q13: What is National PrepareAthon! Day?

A13: National PrepareAthon! Days take place every April 30 and September 30, and are the two days every year when the national campaign focuses on increasing registrations and expanding media coverage to celebrate the preparedness drills and activities happening around the country. The fall National PrepareAthon! Day culminates National Preparedness Month, held every September.

Q14: What is the connection between America's PrepareAthon! and the Great ShakeOut earthquake drill?

A14: America's PrepareAthon! promotes earthquake safety in coordination with the Great ShakeOut. Participants who register for the Great ShakeOut will automatically be counted as part of America's PrepareAthon! Please visit shakeout.org for more information.

Q15: Is there recognition for participating?

A15: Yes. First, please take a few minutes to register your participation at ready.gov/prepare. Once registered, you can download a certificate of participation.

Q16: How will America's PrepareAthon! be promoted?

A16: Promotional efforts for America's PrepareAthon! include working with national and local organizations that support this active approach to preparedness. The campaign will also use earned and social media to focus attention and encourage a national conversation on the importance of taking action to be prepared. Visit ready.gov/prepare to download customizable promotional materials and fill-in-the-blank media templates that 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.

Q17: How does America's PrepareAthon! tie in with National Preparedness Month?

A17: September is National Preparedness Month, which culminates with the fall National PrepareAthon! Day on September 30.

Q18: How does America's PrepareAthon! work with the *Ready Campaign*?

A18: The *Ready Campaign* promotes awareness of four universal building blocks of preparedness—Be Informed, Make a Plan, Build a Kit, and Get Involved. America's PrepareAthon! focuses on translating this awareness to action. America's PrepareAthon! provides action-oriented guidance for individuals and organizations to practice the necessary steps that will help them stay safe during a disaster or emergency; learn about mitigation measures; and understand community plans, including alerts and warnings, evacuation, and sheltering.

Q19: How do I register my participation in the America's PrepareAthon! campaign?

A19: Register yourself at ready.gov/prepare to be counted. Start by answering a few short, simple questions, after which you may then add an event. You will be asked to add information on what type of event it is (e.g., workshop, drill, exercise), how many people you expect to participate in the event, and where the event will be located, among other questions. You will have the option to either keep your event private (e.g., only you and America's PrepareAthon! technical support will see the event details) or have it publicly displayed on the America's PrepareAthon! calendar.