

Key Messages

- America's PrepareAthon! is a grassroots campaign for action to better prepare people for emergencies that could strike their communities. Easy-to-use tools empower families, organizations, and communities to prepare for many common hazards, including earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.
- America's PrepareAthon! works to build a more resilient Nation by increasing the number of people 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.
- America's PrepareAthon! is asking everyone to take action, be counted, and spread the word. Visit ready.gov/prepare to find out how you and your organization can participate and register your actions.
- Year round, millions of Americans participate in America's PrepareAthon!, building the national momentum of preparedness. But twice a year, a national day of action, called National PrepareAthon! Day, focuses attention on the importance of creating a more resilient Nation by bringing together stakeholders, communities, and individuals to take preparedness action. In the fall, National PrepareAthon! Day takes place on September 30 in conjunction with National Preparedness Month. In the spring, it takes place on April 30.
- Disasters and emergencies can happen at any time, often without warning. Know which disasters can happen in your community and how to prepare for them.
- America's PrepareAthon! is coordinated in collaboration with Federal, state, local, tribal, and territorial governments and private sector and nongovernmental organizations. Cities and counties across the country are planning community-wide events for America's PrepareAthon!, bringing together schools, businesses, local government, faith leaders, hospitals, individuals and families, and others to participate in community-wide preparedness drills and activities.

America's PrepareAthon! 10 Ways To Participate

There are many easy and affordable ways for families, organizations, and communities to take action to be prepared for emergencies, including:

1. Sign up for local alerts and warnings, download apps, and/or check access for wireless emergency alerts;
2. Develop and test emergency communication plans;
3. Assemble or update emergency supplies;
4. Learn about local hazards and conduct a drill to practice emergency response actions;
5. Participate in a preparedness discussion, training, or class;
6. Collect and safeguard critical documents;
7. Document property and obtain appropriate insurance for relevant hazards;
8. Make property improvements to reduce potential injury and property damage (mitigation);
9. Hold a scenario-based continuity of operations tabletop exercise for your organization; and
10. Plan with neighbors to help each other and share resources.

Key Research Findings That Support an Action-Based Movement

- A Federal Emergency Management Agency (FEMA) survey found that nearly 60 percent of respondents have not practiced what to do in a disaster by participating in a disaster preparedness exercise or drill at work, school, or home in the past year.¹
- Despite the fact that we are seeing more extreme weather across the United States and increases in the costs of natural disasters, FEMA research shows that fewer than half of Americans have developed and discussed an emergency plan with their household.

Preparedness Matters

- When people prepare and practice for an emergency in advance of the event, it makes a real difference in their ability to take immediate and informed action. This, in turn, enables them to recover more quickly. Participation in group discussions, drills, exercises, and trainings helps to establish brain patterns that support quick and effective action during an emergency.

Preparedness in the Community

- Being prepared for disasters is a shared responsibility. It takes all of us working together to effectively prepare for, respond to, and recover from emergencies and disasters.
- America's PrepareAthon! calls on all communities to practice preparedness actions now and throughout the year for the types of emergencies that could strike their area.

Preparedness in the Workplace

- The longer it takes local businesses to recover, the longer it takes communities to bounce back.
- Participation in America's PrepareAthon! helps limit a disaster's impact on your business, including loss of life, injury, financial loss, property damage, and lost productivity from missed work.

Preparedness in the School

- Children comprise approximately 25 percent of our Nation’s population, and they play an important role in disaster preparedness.
- Households with schoolchildren who brought home preparedness materials were significantly more likely to report preparing than those who did not receive materials: Those children who brought home the preparedness materials were 75 percent more likely to have a household plan they had discussed as a family, and twice as likely to have participated in a home drill. Interestingly, households with children who did not bring home materials were less likely to complete several behaviors than households with no children at all.
- Children who have learned about emergency preparedness experience less anxiety during actual emergencies. The knowledge of what to do during an emergency helps them to act with confidence and empowers them to become active participants in emergency efforts.²

Preparedness in the Home

- Preparedness begins in the home. Parents can set the example by teaching their children the importance of having an emergency plan.
- In a FEMA survey, fewer than half of the respondents had developed and discussed an emergency plan with their household.³

¹ Department of Homeland Security. (2015). *U.S. Department of Homeland Security annual performance report: Fiscal years 2014 – 2016*. Retrieved from www.dhs.gov/sites/default/files/images/mgmt/DHS-FY-2014-FY-2016-APR.pdf

² Federal Emergency Management Agency. (2014). *National strategy for youth preparedness education: Empowering, educating, and building resilience*. Retrieved from www.fema.gov/media-library/assets/documents/96107

³ Federal Emergency Management Agency. (2013). *Personal preparedness in America: Findings from the 2012 FEMA National Survey*. Retrieved from www.fema.gov/media-library/assets/documents/83190