

RESOURCE CATALOG

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

FALL 2015

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Introduction to America's PrepareAthon!SM

America's PrepareAthon!SM is a nationwide call to action.

America's PrepareAthon! is a grassroots campaign for action to increase community emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. Throughout the year, America's PrepareAthon! helps communities and individuals across the country to practice preparedness actions before a disaster or emergency strikes. Twice a year, on April 30 and September 30, the America's PrepareAthon! campaign promotes national days of action, National PrepareAthon! Days to bring attention to our progress toward creating a more resilient Nation.

The campaign builds on existing disaster awareness campaigns by providing action-oriented guidance and resources to help individuals, organizations, and communities discuss and practice safety measures and easy, low-cost actions to improve resilience for specific disasters.

The goal of America's PrepareAthon is to 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.

America's PrepareAthon! Resources

This resource catalog provides an overview of the resources available to America's PrepareAthon! participants to support their preparedness activities and, more specifically, to use in implementing and promoting a day of action. Descriptions and thumbnails of resources are available for download and are included in the pages that follow.

- **Preparedness Resources**—The preparedness resources for America's PrepareAthon! participants include *How to Prepare* guides and *Prepare Your Organization Playbooks* for each hazard.
- **Branding Resources**—The suite of logos and guidance for how to use and customize America's PrepareAthon! for a group or community provides a consistent way for participants and supporters to promote a day of action.
- **Promotional Resources**—Promotional materials include print and digital resources with America's PrepareAthon! creative designs, a *Media Event Planning Guide*, and a *Communications Toolkit*. These resources will help participants get the word out about their commitment to preparedness.

All the materials referenced in this resource catalog are free and are available for download at www.ready.gov/prepare.

Preparedness Resources

The following preparedness resources are designed to help organizations, emergency managers, individuals, and families participate in America's PrepareAthon! These resources focus on clear, easy steps to promote preparedness activities for local hazards. These materials are currently available for earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.

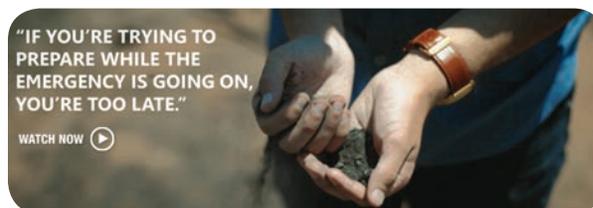
DIGITAL RESOURCES

When the Earth Shakes (2:00) and When the Sky Turns Gray (2:00):

These two-minute animated videos provide information on how to protect yourself and your family before, during, and after an earthquake and winter storm. The videos complement the *How to Prepare* guides and can be used during organizational preparedness discussions to help start the conversation.

It Started Like Any Other Day (4:00, :30, and :15): This video, through personal stories, introduces and raises awareness of America's PrepareAthon! by focusing on survivors of three recent natural disasters: Hurricane Sandy; the Moore, OK, tornado; and the Poinsettia brush fire in San Diego, CA. Featured on FEMA's YouTube channel, this four-minute video is designed to set the stage for preparedness discussions, tabletop exercises, and day of action activities.

Cloud of Smoke (1:30): Through Adam's personal story, this short video depicts how wildfires can affect everyone. It focuses on why preparedness before a disaster strikes is vital and why individuals and families need to do their part.



TOP: Video thumbnails of *When the Earth Shakes*, *When the Sky Turns Gray*

MIDDLE: Video thumbnails of *Prepare Yourself*, *It Started Like Any Other Day*

BOTTOM: Video thumbnail of *Cloud of Smoke*

Preparedness Resources (Cont'd)

PRINT RESOURCES

How to Prepare Guides: These hazard-specific guides provide basic information for each hazard on how to protect yourself and your property, and what steps to take now.

Prepare Your Organization Playbook: Tailored to each hazard, these guidebooks are designed to provide community leaders and employers with tools and resources to participate in America's PrepareAthon! The guides provide suggestions on conducting a day of action by holding a preparedness discussion and simple drill. These guides also present step-by-step instructions on conducting a tabletop exercise designed to help organizations test their plans, policies, and procedures for a disaster.

10 Ways to Participate in

America's PrepareAthon! Postcard:

This postcard provides a snapshot of 10 different actions you can take to prepare for emergencies and participate in America's PrepareAthon!

10 Ways to Participate in

America's PrepareAthon! Guide:

This document shares resources for 10 different actions you can take with your family, organization, and local community to prepare for emergencies and participate in America's PrepareAthon!

Be Smart. Know Your Alerts and Warnings:

This document outlines alerts, notifications, apps, and other resources available by location and by hazard.

Be Smart. Protect Your Critical

Documents and Valuables: This checklist outlines documents that would be needed after a disaster.

Be Smart, Take Part. Create Your Family Emergency Communication Plan:

This document outlines the steps to take to create your Family Emergency Communication Plan.

Be Smart, Take Part. Create Your Family Emergency Communication Plan Wallet Cards:

These wallet-sized cards can help you collect contact information for your family and other important contacts.

Certificates of Participation: These certificates can be customized and provided to your day of action participants. *(Not pictured)*

PREPAREDNESS RESOURCES: PRINT



These guides are available for workplaces, K–12 schools, institutions of higher education, houses of worship, and community-based organizations. They cover the following hazards: earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.



Playbooks are designed for workplaces, K–12 schools, institutions of higher education, houses of worship, community-based organizations, local leaders, and individuals and families.

TOP: Covers of *How to Prepare Guides* for Earthquake, Flood, Hurricane, Tornado, Winter Storm, and Wildfire
BOTTOM: Covers of *Prepare Your Organization Playbooks* for Earthquake, Flood, Hurricane, Tornado, Winter Storm, and Wildfire

PREPAREDNESS RESOURCES: PRINT

AMERICA'S PrepareAthon! BE SMART. TAKE PART. PREPARE. **Ready**

Write your family's name above

Family Emergency Communication Plan

HOUSEHOLD INFORMATION

Home #: _____

Address: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

Name: _____ Mobile #: _____

Other # or social media: _____ Email: _____

Important medical or other information: _____

SCHOOL, CHILDCARE, CAREGIVER, AND WORKPLACE EMERGENCY PLANS

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

Name: _____

Address: _____

Emergency/Hotline #: _____ Website: _____

Emergency Plan/Pick-Up: _____

CAUTION

BE SMART. KNOW YOUR ALERTS AND WARNINGS

Receiving timely information about weather conditions or other emergency events can make all the difference in knowing when to take action to be safe. Local police and fire departments, emergency managers, the National Weather Service (NWS), the Federal Emergency Management Agency (FEMA), the Federal Communications Commission (FCC), the National Oceanic and Atmospheric Administration (NOAA), and private industry are working together to make sure you can receive alerts and warnings quickly through several different technologies no matter where you are—at home, at school, at work, or in the community.

For those with access and functional needs, many messages are TTY/TDD compatible and many devices have accessible accommodations. However, the best alert to make sure you will receive critical information as soon as possible is to use a mobile phone or tablet in a safe place or consider purchasing other back-up power supplies such as a car, solar-powered, or hand-crank charger.

IPAWS INTEGRATED PUBLIC ALERT AND WARNING SYSTEM

Organized by FEMA, the Integrated Public Alert and Warning System (IPAWS) is the Nation's alert and warning infrastructure. It provides public safety officials with an effective way to alert and warn the public about emergencies using the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), NOAA Weather Radio, and other public alerting systems from a single interface. IPAWS does not require sign-up and is used to send notifications for three alert categories—Presidential, AMBER, and Imminent Threat.

For more information on IPAWS, EAS, and WEA, visit www.fema.gov/ipaws.

The system can send messages simultaneously through multiple pathways, including:

- EAS used by alerting authorities to send detailed warnings to broadcast, cable, satellite, and over-the-air communication channels.
- WEA short emergency messages broadcast to mobile devices with the capability to receive 10-second WEA alerts within range of cell towers broadcasting within the affected area. To find out if your mobile device is capable of receiving WEA alerts, contact your cellular service provider, or visit www.fema.gov/wea to find links to service provider websites for WEA support.
- IPAWS compliant digital text signs, sirens, and other systems.

BE SMART. PROTECT YOUR CRITICAL DOCUMENTS AND VALUABLES

When disaster strikes, your immediate concern will be your safety and the safety of those you care about. Once the immediate danger passes, however, having your financial and medical records and important contact information will be crucial to help you start the recovery process quickly. Take time now to safeguard these critical documents will give you peace of mind, unless you have access to essential medical and prescription information, and help you avoid additional stress during the difficult days following a disaster.

In addition, take the time now to think about the processes persons items you would want to protect from damage or take with you if you had to suddenly evacuate your home.

The form on the back of this wallet card provides a checklist of items you should consider. The checklist below will get you started. Then download the Emergency Financial First Aid Kit (EFFAK) at www.ready.gov/facadeffak for more complete checklist and guidance on collecting and safeguarding this important information.

Put a checkmark next to any item that you may need to collect and safeguard. Be sure to include emergency contact phone numbers or other contact information with your documentation for questions that may arise following a disaster.

HOUSEHOLD IDENTIFICATION

Think about the documents you would need to identify yourself and your household members, including children and pets, your relationships, or status. These may include:

- Will records (birth, marriage, divorce certificates, death, custody records)
- Passport, driver's license, Social Security card, green card, military service identification, voter
- Pet ownership papers, identification tags

BE SMART. TAKE PART. CREATE YOUR FAMILY EMERGENCY COMMUNICATION PLAN

Join with others to prepare for emergencies and participate in America's PrepareAthon! | ready.gov/prepare

Creating your Family Emergency Communication Plan starts with one simple question: "What if?"

"What if something happens and I'm not with my family?" "What if I am able to reach them?" "How will I know they are safe?" "How can I let them know I'm OK?" During a disaster, you will need to send and receive information from your family.

Communication networks, such as mobile phones and computers, could be unavailable during disasters, and electricity could be disrupted. Planning in advance will help ensure that all the members of your household—including children and people with disabilities and others with access and functional needs, as well as outside caregivers—know how to reach each other and where to meet upon reconnection. Planning starts with these easy steps:

- 1. COLLECT.** Create a paper copy of the contact information for your family and other important people/offices, such as medical facilities, doctors, schools, or service providers.
- 2. SHARE.** Make sure everyone carries a copy in his or her backpack, purse, or wallet. If you complete your Family Emergency Communication Plan online at ready.gov/prepare, you can print it out on a wallet-sized card. You should also post a copy in a central location in your home, such as your refrigerator or family bulletin board.
- 3. PRACTICE.** Have regular household meetings to review and practice your plan.

TEXT IS BEST!

If you are using a mobile phone, a text message may get through when a phone call will not. This is because a text message requires far less bandwidth than a phone call. Text messages may also save and then send automatically as soon as capacity becomes available.

July 2010

10 WAYS TO PARTICIPATE IN AMERICA'S PrepareAthon!

- Access Alerts and Warnings
- Test Communication Plans
- Assemble or Update Supplies
- Drill or Practice Emergency Response
- Plan with Neighbors
- Conduct an Exercise
- Make Property Safer
- Document and Insure Property
- Safeguard Documents
- Participate in a Class, Training, or Discussion

America's PrepareAthon!™ is a grassroots campaign for action to get more people prepared for emergencies. Be a leader in your community by participating in one or more of the America's PrepareAthon! actions. Visit the America's PrepareAthon! website at ready.gov/prepare to download materials and register your action.

INCREASE YOUR PREPAREDNESS THROUGH ACTION

America's PrepareAthon! Actions	Available Resources
Sign up for local alerts and warnings, download apps, and/or check access for wireless emergency alerts.	The Be Smart: Know Your Alerts and Warnings handbook (http://ipaws.gov/guides) provides a summary of how to receive timely information about weather conditions or other emergency alerts. Share the handbook with family members or your employees and encourage them to sign up to stay informed. For organizations, establish someone to be responsible for monitoring alerts and have a decision protocol if action is needed.
Create and test emergency communication plans.	The Be Smart: Take Part: Create Your Family Emergency Communication Plan handbook (http://ipaws.gov/guides) guides you through developing and testing a plan for your household. For organizations, test your communication platforms to ensure that you will be able to contact everyone with critical information. Each household-specific Prepare Your Organization Playbook, under the "Take Action" section of ready.gov/prepare, provides organization-based questions as part of the handbook to help you think through communication requirements for your organization.
Assemble or update emergency supplies.	Each hazard-specific How to Prepare guide, under the "Take Action" section of ready.gov/prepare, discusses important supplies you will need if you have to evacuate or be home without water or electricity.

July 2010

BE SMART. TAKE PART. PREPARE.

Join the movement at ready.gov/prepare

10 WAYS TO PARTICIPATE IN AMERICA'S PrepareAthon!

- Access Alerts and Warnings
- Test Communication Plans
- Assemble or Update Supplies
- Drill or Practice Emergency Response
- Plan with Neighbors
- Conduct an Exercise
- Make Property Safer
- Document and Insure Property
- Safeguard Documents
- Participate in a Class, Training, or Discussion

TAKE ACTION. BE COUNTED. SPREAD THE WORD.
Find resources and register today: ready.gov/prepare

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. | Join the conversation: @PrepareAthon #PrepareAthon

America's PrepareAthon! | www.ready.gov/prepare

TOP: Cover of *Be Smart, Take Part. Create Your Family Emergency Communication Plan* Wallet Card; Cover of *Be Smart. Know Your Alerts and Warnings*; and Cover of *Be Smart. Protect Your Critical Documents and Valuables*

MIDDLE: Cover of *Be Smart. Take Part. Create Your Family Emergency Communications Plan* and Cover of *10 Ways to Participate in America's PrepareAthon! Guide*

BOTTOM: Front and back of *10 Ways to Participate in America's PrepareAthon! Postcard*

Branding Resources

America's PrepareAthon! provides a suite of logos that provide consistency and cohesiveness among supporters for the purposes of communications and promotion.

To establish a uniform brand, the America's PrepareAthon! logo includes standard elements that cannot be changed, such as the word PrepareAthon! For organizations that wish to customize the logo for added flexibility, there are areas to include the organization's name and specific hazard.

The *America's PrepareAthon! Logo Usage Guidelines* explain the elements of the logo, basic specifications for reproduction, and

the proper use of the complete America's PrepareAthon! logo family, which includes the national logo, the customizable logo (PrepareAthon!), the national logo with tagline, and the customizable logo with tagline. America's PrepareAthon! logos are service marked in order to protect the credibility and integrity of the logos from any intentionally misleading purpose or misguided use.



TOP: National Tagline Logo With Grayscale, Black and White, and Reverse Options

BOTTOM: National Logo With Grayscale, Black and White, and Reverse Options

[YOUR ORGANIZATION'S]
PrepareAthon!SM

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Earthquake Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Flood Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Hurricane Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Tornado Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Wildfire Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Winter Storm Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Earthquake Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Flood Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Hurricane Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Tornado Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Wildfire Safety

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

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Winter Storm Safety

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

TOP: Customizable, Hazard-Specific Logos

BOTTOM: Customizable, Hazard-Specific Tagline Logos

Promotional Resources

These materials are designed to make it easy for organizations to promote their participation in America's PrepareAthon! and to generate media interest in their activities.

DIGITAL RESOURCES

Digital Invitations: These invitations can be customized and sent through social media channels to drive awareness of relevant hazards and encourage individuals to participate in an event.

Web Badges: These badges can be displayed on a website to show support and involvement in America's PrepareAthon! Anyone can click on the badge to go directly to www.ready.gov/prepare for more information.

Web Banners: These hazard-specific web banners can be displayed on a website to show support and involvement in America's PrepareAthon! Anyone can click on the banner to go directly to the America's PrepareAthon! website for more information.

Email Signature Banner: This banner can be added to email signature lines to show support and involvement in America's PrepareAthon! Anyone can click on the email banner to go directly to the America's PrepareAthon! website for more information.

How-To Guide: Customizing Your Promotional Materials: This document provides step-by-step instructions on how to use America's PrepareAthon! digital media tools. *(Not pictured)*

Digital Shareables:

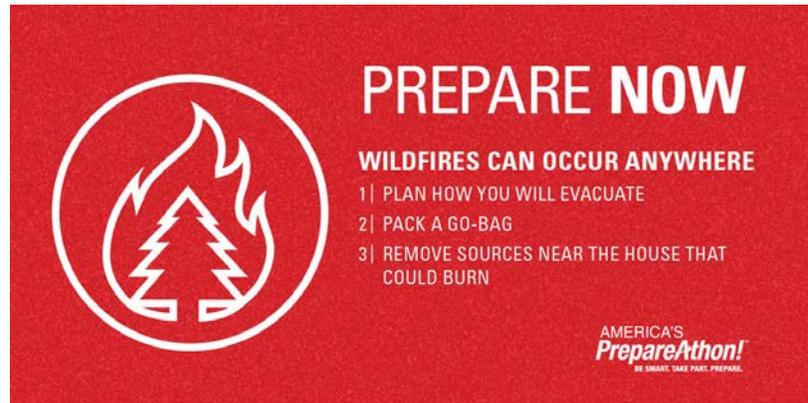
This series of digital shareables can be used across social media platforms to help spread the word about your preparedness efforts and the America's PrepareAthon! campaign. General as well as hazard-specific shareables are available to choose from.

PRINT RESOURCES

Communications Toolkit: This toolkit provides key messaging, social media tips and tools, and media planning and outreach guidelines, including fill-in-the-blank templates.

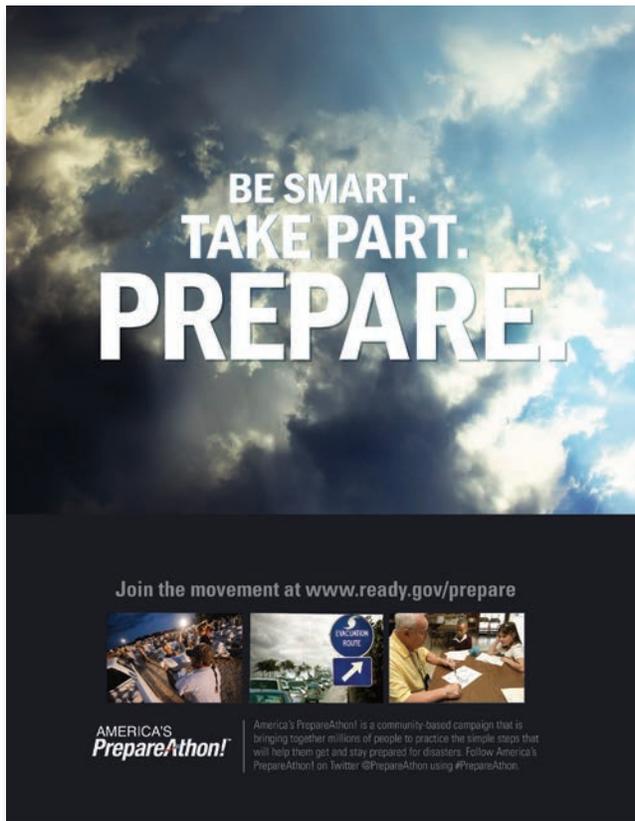
Posters: These national and hazard-specific posters are multipurpose, and many can be customized so that organizations can insert the date, time, and location of their event or activity. Posters can also be used as advertisements, flyers, or other promotional tools.

DIGITAL SHAREABLES



TOP: Earthquake Digital Shareables
MIDDLE: Flood and Wildfire Digital Shareables
BOTTOM: General Preparation Digital Shareables

GENERAL PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Banner/Button is available in the following dimensions: 250x250 and 120x90.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: National Poster and Cover of the *Communications Toolkit*

BOTTOM: Web Badges, Digital Invitation, and Web Banners

EARTHQUAKE PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster

BOTTOM: Web Badges, Digital Invitation, and Web Banners

FLOOD PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster

BOTTOM: Web Badges, Digital Invitation, and Web Banners

HURRICANE PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster

BOTTOM: Web Badges, Digital Invitation, and Web Banners

TORNADO PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50. Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
 BOTTOM: Web Badges, Digital Invitation, and Web Banners

WILDFIRE PROMOTIONAL PACKAGE



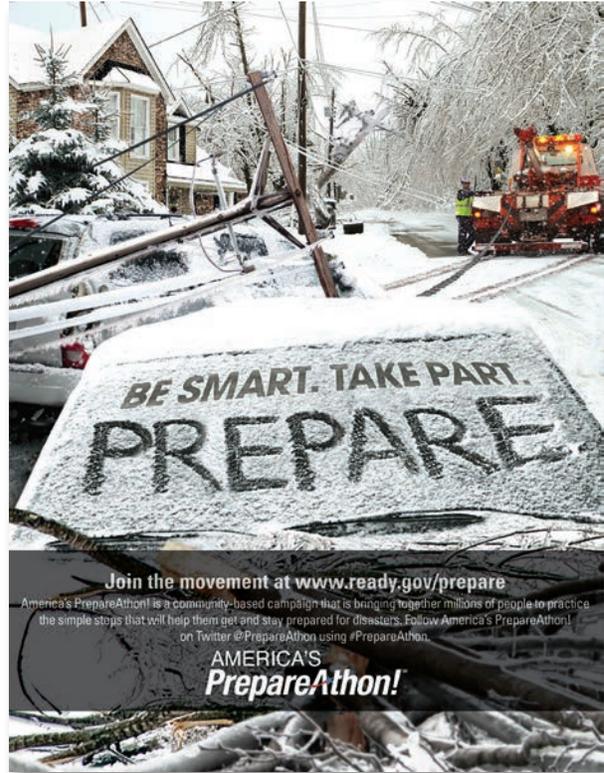
Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster

BOTTOM: Web Badges, Digital Invitation, and Web Banners

WINTER STORM PROMOTIONAL PACKAGE



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.
Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners



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