



Ready.

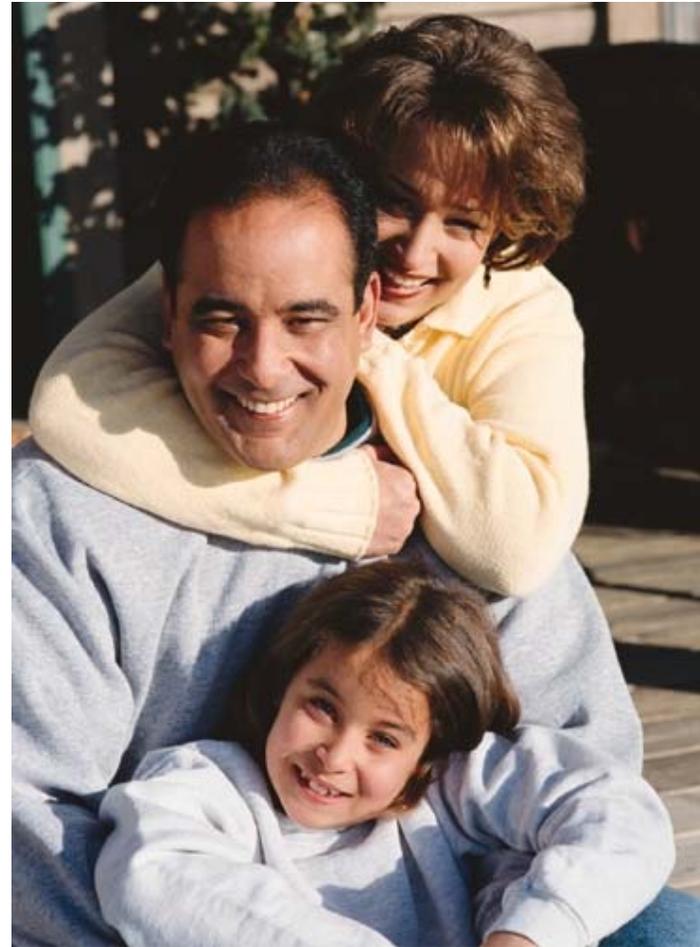
# What is *Ready*?

- ✓ FEMA's national public service campaign created in partnership with The Advertising Council
- ✓ Educates and empowers Americans to prepare for and respond to potential emergencies
- ✓ Goal is to get the public involved and ultimately increase our nation's level of preparedness



## Ready asks Individuals to do Three Key Things

- ✓ Get an Emergency Supply Kit
- ✓ Make a Family Emergency Plan
- ✓ Be informed about different types of emergencies and the appropriate responses



# Ready Programs

- ✓ *Ready America – Listo America*
- ✓ *Ready Business – Listo Negocios*
- ✓ *Ready Kids – Listo Niños*

# Ready Accomplishments

- ✓ *Ready* America has successfully expanded into different campaigns that reach specific audiences including:
  - ✓ Pet Owners
  - ✓ Older Americans
  - ✓ Individuals with Disabilities and Other Special Needs
  - ✓ Military Families

# Ready Distribution

- ✓ Spreading the message through:
  - \* Public Service Advertisements
  - \* [www.ready.gov](http://www.ready.gov) & [www.listo.gov](http://www.listo.gov)
  - \* 1-800-BE-READY & 1-888-SE-LISTO
  - \* Public relations and media outreach
  - \* Collateral materials
  - \* Public and private sector partnerships
  - \* Citizen Corps partnership
  - \* State and city localization



# How Can You Get Involved?

- ✓ Minor League Baseball
- ✓ National Preparedness Month
- ✓ Resolve to be *Ready*

# Resolve to be *Ready*

- ✓ Resolve to be *Ready* is a nationwide effort designed to encourage individuals, families, businesses and communities to make a New Years resolution to prepare for emergencies in the new year.
- ✓ Created toolkit
- ✓ Conduct media outreach
- ✓ Conduct social media outreach

# Resolve to be *Ready*

- ✓ Toolkit materials
  - ✓ Ideas for utilizing new media
  - ✓ Web banners and posters
  - ✓ Sample emails and articles
  - ✓ Preparedness tips for newsletters and Twitter
  - ✓ Talking points
  - ✓ Media outreach materials
  - ✓ Rex and materials order forms
  - ✓ Quizzes
  - ✓ Preparedness all year long



FEMA

# Resolve to be *Ready*

What kind of creative outreach are you doing for Resolve to be Ready and throughout the year?

# Resolve to be *Ready*

Questions?

Contact the Ready Campaign at [ready@dhs.gov](mailto:ready@dhs.gov)  
or 202-212-1660

***Ready.gov***

