Ready®

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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

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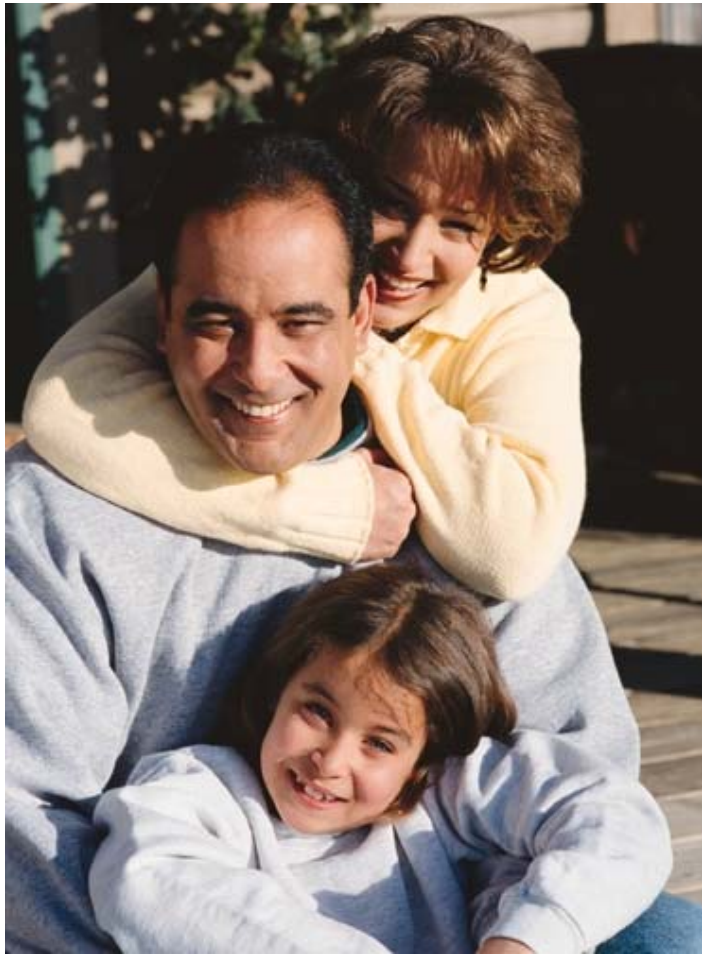
Ready asks Individuals to do Three Key Things

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



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Ready Programs

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

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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

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Ready Distribution

✓ Spreading the message through:

* Public Service Advertisements
* www.ready.gov & 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

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How Can You Get Involved?

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

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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

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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

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Resolve to be *Ready*

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

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Resolve to be *Ready*

Questions?

Contact the Ready Campaign at ready@dhs.gov or 202-212-1660

Ready.gov

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