

Frequently Asked Questions

Q1: What is America's PrepareAthon!?

A1: America's PrepareAthon!SM is a nationwide, community-based campaign for action to increase emergency preparedness and resilience through hazard-specific drills, group discussions and exercises. Conducted every spring and fall, America's PrepareAthon! provides a national spotlight on the importance for Americans to practice preparedness actions before a disaster or emergency strikes.

Q2: What are the goals of America's PrepareAthon!?

A2: To build a more secure and resilient Nation by increasing the number of citizens who understand the hazards most relevant to their community; know the corresponding protective actions, mitigation measures, and community plans; practice a real-time behavior to increase their preparedness; and contribute to increased whole community preparedness planning.

Q3: When will America's PrepareAthon! take place?

A3: America's PrepareAthon! will be unveiled on September 5, 2013 during National Preparedness Month. The first official nationwide America's PrepareAthon! event will occur in spring 2014. Participants can register at www.fema.gov/PrepareAthon beginning December 2013.

Q4: What kinds of hazards will be part of the official launch in 2014?

A4: In the spring, the focus will be on learning protective actions, mitigation measures and community plans for tornados, hurricanes, floods, and wildfires. In the fall, the emphasis will be on earthquakes, hazardous materials, pandemic flu, and winter weather. Practicing for other local hazards will also be part of America's PrepareAthon! through customizable templates.

Q5: Where will it occur?

A5: America's PrepareAthon! is a nationwide event scheduled to take place each spring and fall everywhere across America. Individuals, families, organizations and communities will have the opportunity to take part in a range of preparedness activities based on the hazard selected.

Q6: Who will participate?

A6: Everyone! Participation guides for individuals and families, the workplace, K-12 educational facilities, higher educational facilities, faith-based organizations and non-profits will be available online at www.fema.gov/prepareathon.

Q7: How can individuals and organizations participate?

A7: Participation in America's PrepareAthon! is easy and meaningful. America's PrepareAthon! is flexible and scalable allowing participants to choose a hazard to practice and select their type of engagement. Starting December 2013, visit www.fema.gov/PrepareAthon to register your participation and download guides, activities and customizable resources to localize your participation. Join millions of other Americans helping to build a safer and more resilient Nation.

Q8: Can we practice for a different hazard?

A8: Yes. America's PrepareAthon! should be relevant for the concerns and hazards you might face. The website will include materials that can be tailored to additional hazards. The most important thing is to start the conversation by discussing how you would protect yourself if a disaster were to happen and to make necessary changes to make yourself and your organization more prepared.

Q9: How is America's PrepareAthon! different from the Ready.gov campaign and other information the public already receives about local hazards such as earthquakes, hurricanes, or floods?

A9: America's PrepareAthon! is designed to complement existing awareness campaigns by providing specific *action-oriented guidance* for individuals and organizations to practice the steps necessary to stay safe during a disaster or emergency, to learn about mitigation measures, and to understand community plans, including alerts and warnings, evacuation and sheltering. America's PrepareAthon! complements the Ready.gov campaign which has helped make you aware of hazards and corresponding preparedness actions. Now you can use this knowledge to move your community to action. Join millions of Americans in practicing the steps necessary to stay safe before, during and after a disaster!

Q10: Why is America's PrepareAthon! scheduled for the spring and the fall?

A10: The spring and fall were selected because these time periods work best for the general public, including schools and workplaces. Additionally, these periods tie in with a number of existing hazard awareness campaigns, allowing for clear overlap and ease of participation and integration.

Q11: Can I participate in America's PrepareAthon! at a different time?

A11: Yes. The spring and fall are when the national focus will occur, but families, organizations or communities can choose to participate at other times as well. We ask that you still register your participation at www.fema.gov/PrepareAthon so that your efforts contribute to our national goal.

Q12: How will America's PrepareAthon! be promoted?

A12: Promotional efforts for America's PrepareAthon! will include radio, social media, and the use of printed promotional materials. In addition, local hazard awareness campaigns will provide springboards to America's PrepareAthon!

Q13: Can I use the name America's PrepareAthon!?

A13: Throughout the year, whole community partners will be able to tie their local preparedness events and promotions to America's PrepareAthon! whenever and wherever they are held. Organizations and communities can also customize the national brand to promote local buy-in and participation; for example, Acme's PrepareAthon! or Coastal County PrepareAthon! for Hurricane Safety. Guidelines will be available online.