

# Emergency Preparedness, *Ready* Campaign

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**Campaign Sponsor:** Federal Emergency Management Agency (FEMA)

**Volunteer Advertising Agency:** Deutsch Inc.

## **BACKGROUND:**

- Devastating natural disasters, like the tornadoes, floods and wildfires that have recently occurred throughout the country this year highlight the need for Americans to prepare in advance for emergencies.
- In addition, according to a 2014 national survey conducted by FEMA, fifty percent of Americans have not discussed or developed an emergency plan for family members about where to go and what to do in the event of a local disaster.

## **CAMPAIGN OBJECTIVE:**

- The goal of the *Ready Campaign* is to encourage, educate and empower Americans to take steps to prepare for emergencies, including natural and man-made disasters, ultimately increasing the level of basic preparedness across the nation.

## **TARGET AUDIENCE:**

- Adults; primarily those with children living at home

## **CAMPAIGN MESSAGING:**

- The *Ready* Campaign recommends taking four steps towards preparedness: 1) be informed, 2) make a family emergency plan, 3) build an emergency supply kit and 4) get involved.
- These compelling and emotional new Public Service Announcements, developed in partnership with the Ad Council, encourage families to take the first basic step. Sit down together and make a plan. It's that easy and it's free. They direct audiences to [Ready.gov](http://Ready.gov) and [www.Listo.gov](http://www.Listo.gov) where parents can find tools and resources they need to begin making a family emergency plan.

## **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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