



Emergency Preparedness, *Ready* Campaign

Campaign Sponsor: Federal Emergency Management Agency (FEMA)
Volunteer Advertising Agency: Schafer Condon Carter

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. The Emergency Preparedness ("Ready") campaign has been empowering individuals, families, small businesses and communities to prepare for emergencies, including both natural and man-made disasters since 2006. Everyone must play a role in emergency preparedness. There are things that can be done to prepare for the unexpected. Just as we take steps to prepare for many of our everyday activities, there are simple steps everyone can take in order to be prepared for emergencies.

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.

CAMPAIGN DESCRIPTION:

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. The compelling and emotional new Public Service Announcements 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 and www.Listo.gov where parents can find tools and resources they need to begin making a family emergency plan.

TARGET AUDIENCE:

Adults; primarily those with children living at home



DID YOU KNOW?

- 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.
- 60 percent of Americans say preparation for natural or man-made disasters is very important to them, yet only 19 percent of Americans claim to be very prepared for an emergency situation.