

RELATED TERMS

- Disaster Kits
- Urban Area Security Initiative
- Citizen Corps



Lessons Learned Information Sharing

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PRIMARY DISCIPLINES

- Community Preparedness
- Public Affairs and Information
- Private Sector

PRACTICE NOTE

Public-Private Partnerships: Promoting King County, Washington's *3 Days, 3 Ways, Are You Ready?* Preparedness Program

PRACTICE

The King County, Washington Office of Emergency Management, in coordination with other regional emergency management agencies, partners with radio station KOMO, the Seattle Mariners, the American Red Cross (ARC), and Phillips Medical Systems to deliver King County's *3 Days, 3 Ways, Are You Ready?* preparedness message to the community during the Mariners' baseball season.

DESCRIPTION

The King County Office of Emergency Management runs a regional *3 Days, 3 Ways, Are You Ready?* preparedness campaign to inform residents how to prepare for disasters. This campaign encourages citizens to prepare to take care of themselves after a disaster for a minimum of 3 days in 3 different ways. The King County Office of Emergency Management developed the campaign in 2005 as a tool to motivate individuals to prepare themselves for natural disasters and terrorist attacks.

The King County Office of Emergency Management, in collaboration with other regional emergency management agencies, partners with radio station KOMO, the Seattle Mariners, the American Red Cross (ARC), and Phillips Medical Systems to promote awareness of the *3 Days, 3 Ways, Are You Ready?* campaign during the Mariners' baseball season. The partners developed a preparedness promotion program called *Turn to Preparedness* in 2005 and *Safe at Home* in 2006. The program combines print advertisements, outreach, and giveaways. The Mariners include a half-page advertisement for the www.3days3ways.org campaign in their booklet for season ticket holders at the start of the season. Citizen Corps volunteers staff a *3 Days, 3 Ways, Are You Ready?* information booth at 15 home games. Further, a disaster kit backpack is given away after the Mariners score their first two runs during home games.

All participating organizations provide financial support for the program. The King County Office of Emergency Management uses its Urban Area Security Initiative (UASI) funding. KOMO matches every UASI dollar with a donation of \$2.50 in air time. The Seattle Mariners contribute the advertising and booth space. Phillips Medical Systems donates the kits for the giveaway. The ARC donates the backpacks and the program logo design.

The King County Office of Emergency Management utilizes private partnerships to promote its *3 Days, 3 Ways, Are You Ready?* campaign to the public. This allows King County to spread its message of preparedness to a wider audience.

CITATION

Holdeman, Eric. Director, King County, Washington Office of Emergency Management. Interview with *Lessons Learned Information Sharing*, 07 Jul 2006.

Quick, Jaime. Communications Specialist, King County, Washington Office of Emergency Management. Interview with *Lessons Learned Information Sharing*, 14 Jul 2006.

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