



Fact Sheet

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READY CAMPAIGN INFORMATION FOR PET OWNERS

Ready is a national public service advertising campaign produced by The Advertising Council for the Federal Emergency Management Agency (FEMA), which is designed to educate and empower Americans to prepare for and respond to emergencies including natural disasters and potential terrorist attacks. As FEMA encourages families to prepare for emergencies through *Ready*, we are regularly asked if there is information appropriate for pet owners. In response to these requests, the *Ready* Campaign has partnered with several national animal organizations to develop emergency preparedness information for owners of domestic pets.

- The *Ready* Campaign consulted with a number of organizations experienced in animal health and wellbeing to develop *Ready* information for pet owners. These organizations include American Kennel Club (AKC), American Society for the Prevention of Cruelty to Animals (ASPCA), American Veterinary Medical Association (AVMA), and Humane Society of the United States (HSUS).
- Included in this *Ready* Campaign information is a brochure and instructional video that highlight the key steps pet owners should take to prepare themselves and their animals. The brochure and video encourage pet owners to make an emergency supply kit including pet food and water, medications and medical records, leashes, ID tags and other appropriate supplies. The communication pieces also recommend pet owners have an emergency plan that considers their pets needs and that they learn more about the types of emergencies that can happen in their area and the appropriate responses.
- Pet owners can download the free brochure and instructional video from the *Ready* Web site (www.ready.gov), or request a copy of the brochure by calling 1-800-BE-READY. As of September 7, 2011, more than 6.6 million pet brochures have been distributed.
- The Department highlights public emergency preparedness through NPM, a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. In 2010, the *Ready* Campaign was joined by nearly 5,000 NPM Coalition Members to educate individuals, families and communities on the importance of emergency preparedness. This year's campaign encouraged Americans to work together to take concrete actions toward emergency preparedness. Citizens were challenged to join the 'readiness team' and truly help themselves, their neighbors, and their communities become *Ready*.

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