



FEMA

Fact Sheet

Last Updated: September 7, 2011
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READY KIDS

Ready is a national public service advertising campaign managed by the Federal Emergency Management Agency (FEMA) in partnership with The Advertising Council, 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 by parents and teachers if there is information appropriate to share with children. In response to these requests, *Ready Kids* was created as a family-friendly extension of the *Ready* Campaign.

- Launched in February 2006, *Ready Kids* is a tool to help parents and teachers educate children, ages 8-12, about emergencies and how they can help their family prepare. *Ready Kids* includes a family-friendly Web site (www.ready.gov) and in-school materials developed in partnership with Discovery Education and Scholastic Inc. There is also a Spanish language version of *Ready Kids* called *Listo Niños* (www.listo.gov).
- The *Ready* Campaign consulted with a number of organizations experienced in education and children's health to develop *Ready Kids*, including American Psychological Association, American Red Cross, National Association of Elementary School Principals, National Association of School Psychologists, National PTA, National Center for Child Traumatic Stress, U.S. Department of Education and U.S. Department of Health and Human Services. Their expertise helped present emergency preparedness in a way that is understandable and suitable for children.
- The *Ready Kids* Web site (www.ready.gov) features fun games and puzzles as well as age-appropriate, step-by-step instructions on what families can do to be better prepared for emergencies and the role kids can play in that effort. The Web site has additional resources and information for parents and teachers on emergency preparedness and response.
- As of September 7, 2011, the *Ready Kids* and *Listo Niños* Web sites have received more than 150 million hits and 9 million unique visitors. More than 5 million *Ready Kids* and *Listo Niños* materials have been requested through the toll-free number or downloaded from the Web sites.
- In March 2009, *Ready Kids* in partnership with Discovery Education launched *Ready Classroom*, an online educational curriculum program. The program provides elementary and middle school teachers with resources to integrate natural disaster preparedness information into their curriculum. The online resource, www.discoveryeducation.com/readyclassroom, offers teachers activities, lesson plans and multimedia tools that teach students how natural disasters develop and inspires them to build their own emergency preparedness plans with their families. The site features grade-specific lesson plans (K-8), videos, games, puzzles and bulletin board recommendations.
- In 2008, *Ready Kids* developed, in partnership with Sesame Workshop, a multimedia toolkit targeted to pre-school aged children and their families that aims to encourage this audience to learn about and prepare for emergencies as a family.

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- In addition to the Web site, Homeland Security worked with Scholastic Inc. to develop in-school materials for fourth, fifth and sixth grade students nationwide. These activity sheets offer lessons that meet national standards for language arts, social studies and geography, while providing teachers and parents with a vehicle to explain important emergency preparedness information to children. The in-school materials have been distributed to 261,000 middle-school teachers across the country. The materials are also available to teachers and parents via www.ready.gov or 1-800-BE-READY.
- The *Ready Kids* materials feature the *Ready Kids* mascot character, a strong and confident mountain lion named Rex, who encourages children to help their families prepare for emergencies. Rex and his family -- his wife Purrcilla, daughter Rory and best friend, Hector Hummingbird -- explain how families can take a few simple steps to prepare for all types of emergencies. The *Ready Kids* mascot was developed with The Advertising Council, which has a long and successful 66-year history of developing mascots for other educational programs including Smokey Bear and McGruff the Crime Dog.
- Prominent organizations such as the National PTA, Girl Scouts of the U.S.A. and Boy Scouts of America have supported the *Ready Kids* program by distributing information and materials to their members. For example, the Girl Scouts used their Intranet Web site to reach the nearly 4 million Girl Scouts in this country. The Boy Scouts reached their more than 4 million members by sending information to their more than 300 local councils and featuring *Ready Kids* on their Web site and in *Scouting* magazine. The National PTA included the *Ready Kids* in-school materials in its back-to-school mailings to 26,000 PTAs across the nation.
- 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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