



FEMA

Fact Sheet

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***LISTO* CAMPAIGN**

Launched in December 2003, *Listo* is a national public service advertising (PSA) campaign designed to educate and empower Hispanic Americans to prepare for and respond to emergencies including natural disasters and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of basic preparedness across the nation.

- *Listo*, and its English language version *Ready*, ask individuals to take these simple steps: get an emergency supply kit; make a family emergency plan; and be informed about the different types of emergencies that could occur and their appropriate responses; and get involved in community efforts such as Citizen Corps.
- The campaign's messages have been distributed through: television, radio, print, outdoor and Internet PSAs developed and produced by The Advertising Council; brochures; www.listo.gov and www.ready.gov Web sites; toll-free phone lines, 1-800-SE-LISTO and 1-800-BE READY; and partnerships with a wide variety of public and private sector organizations.
- Since its launch, the *Listo* Campaign has generated more than \$56 million in donated media support. As of September 7, 2011, www.listo.gov has received 104 million hits and 3.2 million unique visitors, and 6.1 million *Listo* materials have been requested or downloaded from the Web site.
- A national survey of Hispanic Americans conducted by The Ad Council in August 2010 found that although there is still a long way to go before all Americans are adequately prepared for emergencies, there have been indications of progress:
 - An increasing proportion of Hispanic Americans call themselves 'very' or 'somewhat' prepared for a disaster – an increase from 36 percent in 2005 to 50 percent in 2010.
 - From 2005 to 2010, the proportion of Hispanic Americans who report that they have taken *any* steps to prepare rose 15 points, from 27 percent to 42 percent. An increase in key preparedness behaviors among Hispanic households nationwide is also notable in communications planning; those who reported having created a family emergency plan rose from 24 percent in July 2005 to 34 percent in 2010.
- Extensions of the *Listo* Campaign have been created, as well as materials for specific segments of the Hispanic population. *Listo Negocios* helps owners and managers of small- to medium-sized businesses prepare their employees, operations and assets in the event of an emergency. *Listo Niños* is a tool to help parents and teachers educate children ages 8 - 12 about emergencies and how they can help get their family prepared. Homeland Security, AARP, the American Red Cross, the National Organization on Disability and the National Fire Protection Association have also created emergency preparedness information for seniors and Hispanic Americans with disabilities and special needs.

- In September 2010, to coincide with National Preparedness Month (NPM), the campaign launched new public service advertising (PSAs) targeting the Hispanic market. The new television, radio, outdoor and Web PSAs promote the idea that preparing today will help reduce the consequences of a disaster tomorrow, encourage Americans to prepare and direct audiences to visit www.listo.gov where they can find tools and resources to prepare. These PSAs are also available in English.
- 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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