



FEMA

Fact Sheet

Last Updated: September 7, 2011
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READY CAMPAIGN

Launched in February 2003, *Ready* is a national public service advertising campaign designed to educate and empower 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.

- *Ready* and its Spanish language version *Listo* 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 public service advertisements (PSAs) developed and produced by the Advertising Council; brochures; www.ready.gov and www.listo.gov Web sites; toll-free phone lines 1-800-BE-READY and 1-888-SE-LISTO; and partnerships with a wide variety of public and private sector organizations.
- In September 2010, to coincide with National Preparedness Month (NPM), the campaign launched new public service advertising (PSAs) targeting both the General Market and 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. The ads encourage Americans to prepare and direct audiences to visit www.ready.gov or www.listo.gov where they can find tools and resources to prepare. These PSAs are available in English and Spanish.
- The Ad Council has declared *Ready* one of the most successful campaigns in its more than 60-year history. Since its launch, the campaign has generated more than \$900 million in donated media support and over 12 billion media impressions. As of September 7, 2011, the Web site has received 2.8 billion hits and 57 million unique visitors; the toll-free numbers have received 430,000 calls; and more than 73 million *Ready* materials have been requested or downloaded from the Web site.
- In 2004, Homeland Security launched *Ready Business*, an extension of the *Ready* Campaign that focuses on business preparedness. *Ready Business* helps owners and managers of small to medium-sized businesses prepare their employees, operations and assets in the event of an emergency. The campaign's messages are being delivered through a Web site (www.ready.gov), brochures, radio, print and Internet PSAs and key partnerships.

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- Although there is still a long way to go before all Americans are adequately prepared for emergencies, there have been indications of progress. From 2005 to 2010, the proportion of Americans who said they have taken *any* steps to prepare rose 11 points, from 45 percent to 56 percent. There were also several notable increases in key preparedness behaviors among American households nationwide:
 - Put together an emergency kit: 44 percent in 2004 to 53 percent in 2010.
 - Created a family emergency plan: 32 percent in 2004 to 38 percent in 2010.
- In 2006, the Department launched *Ready Kids*, a tool to help parents and teachers educate children ages 8 - 12 about emergencies and how they can help get their family prepared. The program includes: a family-friendly Web site (www.ready.gov), in-school materials developed by Scholastic Inc.; *Ready Classroom*, an online educational curriculum program developed in partnership with Discovery Education; as well as a multimedia toolkit targeted to pre-school aged children and their families developed in partnership with Sesame Workshop.
- Homeland Security has also developed tailored preparedness information for specific Americans. The Department, American Kennel Club, American Society for the Prevention of Cruelty to Animals, American Veterinary Medical Association, and The Humane Society of the United States created materials that highlight the key steps pet owners should take to prepare themselves and their animals. Homeland Security, AARP, the American Red Cross, the National Organization on Disability and the National Fire Protection Association also created emergency information for seniors and Americans with disabilities and special needs. Materials developed for these specific Americans include brochures and instructional videos available at www.ready.gov.
- 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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