



AMERICA'S  
**PrepareAthon!**<sup>SM</sup>  
BE SMART. TAKE PART. PREPARE.

Our Role in America's PrepareAthon!

MARCH 2014

# AMERICA'S *PrepareAthon!*

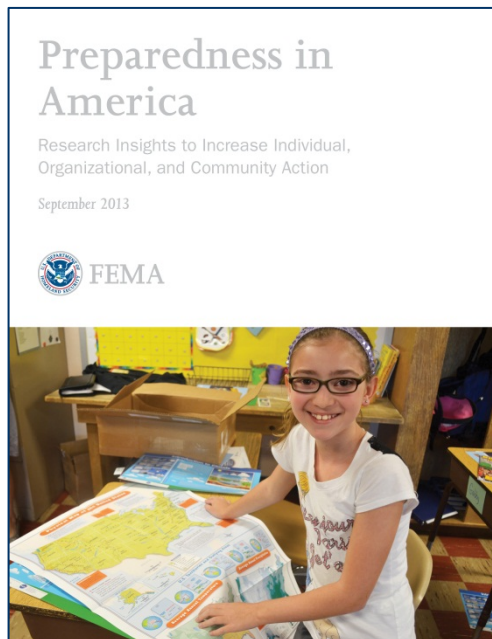
BE SMART. TAKE PART. PREPARE.

- ★ A national community-based **campaign for action.**
- ★ Emphasis on increasing emergency preparedness through hazard-specific **drills, group discussions, and exercises.**
- ★ National days of action every spring and fall.
- ★ **Free resources and tools** for different hazards and different community sectors.

[www.ready.gov/prepare](http://www.ready.gov/prepare)

# Research-Based Design

- ★ Delivers preparedness information through trusted community members;
- ★ Promotes peer-to-peer discussions within and across community networks;
- ★ Supports behavior change through experiential learning; and
- ★ Provides platform to make preparedness a social norm.

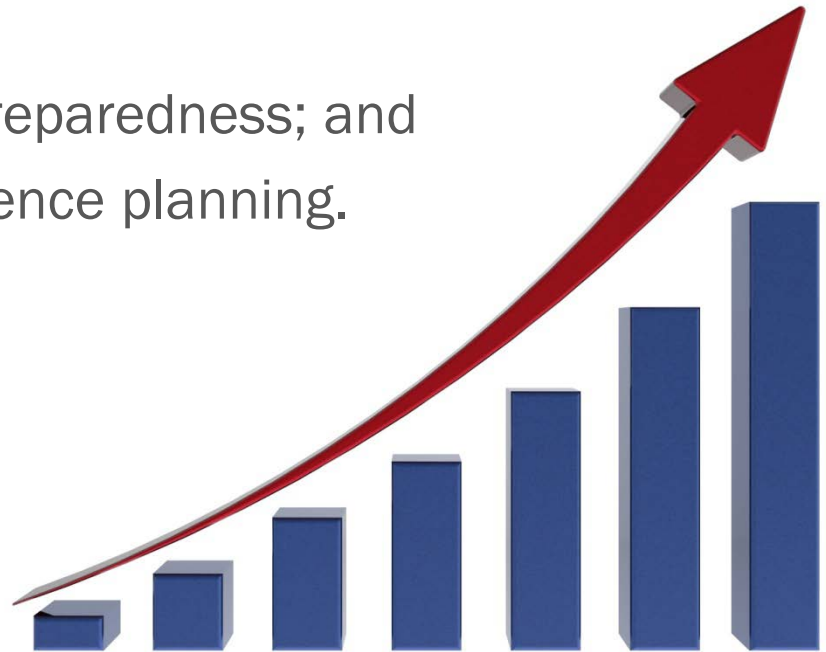


- ★ Learn more: FEMA, *Preparedness In America: Research Insights to Increase Individual, Organizational, and Community Action*, September 2013.
- ★ Visit [www.ready.gov/prepare](http://www.ready.gov/prepare)

# Campaign Goals

## Increase the number of individuals who:

- ★ Understand which disasters could happen in their community;
- ★ Know what to do to be safe and mitigate damage;
- ★ Take action to increase their preparedness; and
- ★ Participate in community resilience planning.



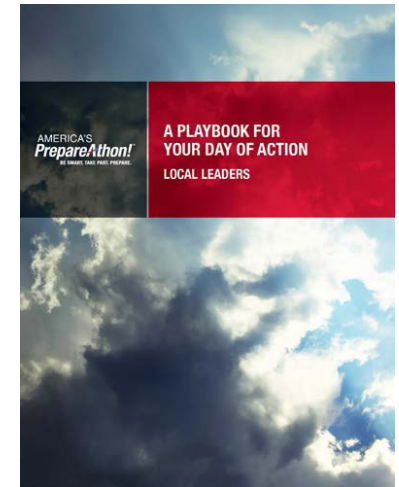
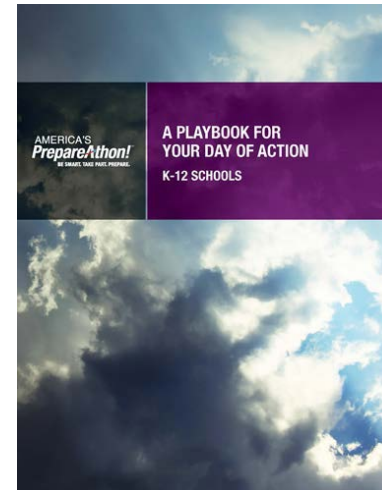
# National Days of Action

- ★ Spring National Day of Action: April 30, 2014
- ★ Spring Hazard Focus: Tornado, hurricane, flood, and wildfire
- ★ Fall National Day of Action: September 30, 2014
- ★ Fall Hazard Focus: Earthquake, pandemic flu, hazardous materials, severe winter weather

- ★ Sector Focus:

- Workplace
- K–12 schools
- Houses of worship
- Community-based organizations
- Institutions of higher education

- ★ Local Leaders: Whole Community



# Participant Resources by Hazard

**How to Prepare Guide**



## How to Prepare

Basics of Each Hazard

How to Protect Yourself and Your Property

What Steps to Take NOW

**Day of Action:  
Prepare Your People**



## Prepare Your People

Hold a Preparedness Discussion (15–30 minutes)

Conduct a Drill/Activity (10–15 minutes)

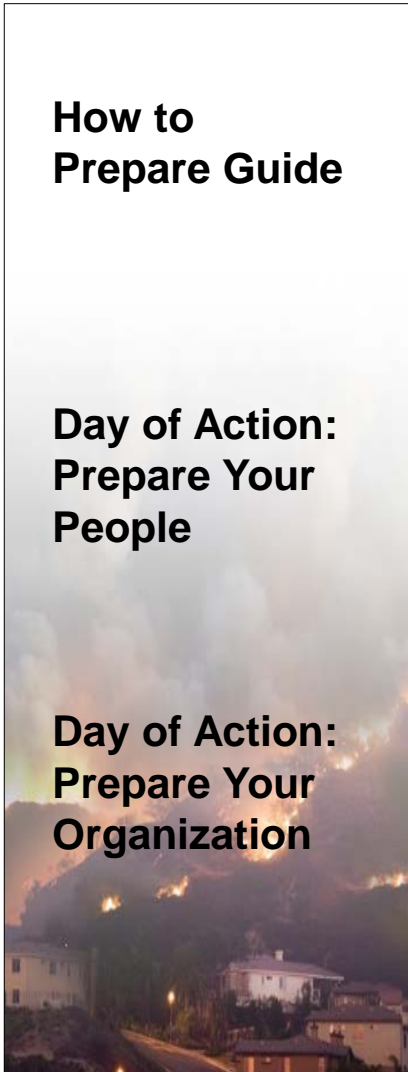
Conduct a Facilitated Post-Drill Discussion (15–30 minutes)

**Day of Action:  
Prepare Your Organization**



## Prepare Your Organization

Conduct a Tabletop Exercise (1.5–2 hours)



# Spring 2014 Participant Resources

Playbooks:

WORKPLACE

K-12  
SCHOOLS

HOUSES OF  
WORSHIP

COMMUNITY-  
BASED  
ORGANIZATIONS

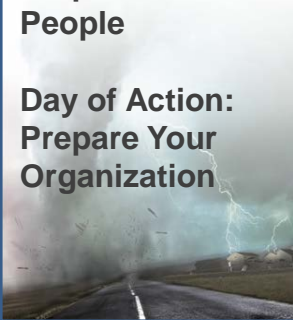
INSTITUTIONS  
OF HIGHER  
EDUCATION

**TORNADO**

How to Prepare for a Tornado

Day of Action: Prepare Your People

Day of Action: Prepare Your Organization




**HURRICANE**

How to Prepare for a Hurricane

Day of Action: Prepare Your People

Day of Action: Prepare Your Organization

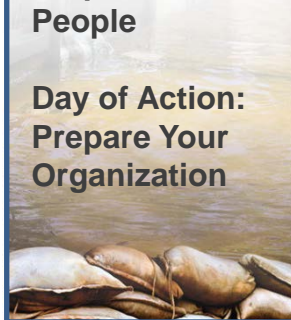


**FLOOD**

How to Prepare for a Flood

Day of Action: Prepare Your People

Day of Action: Prepare Your Organization




**WILDFIRE**

How to Prepare for a Wildfire

Day of Action: Prepare Your People

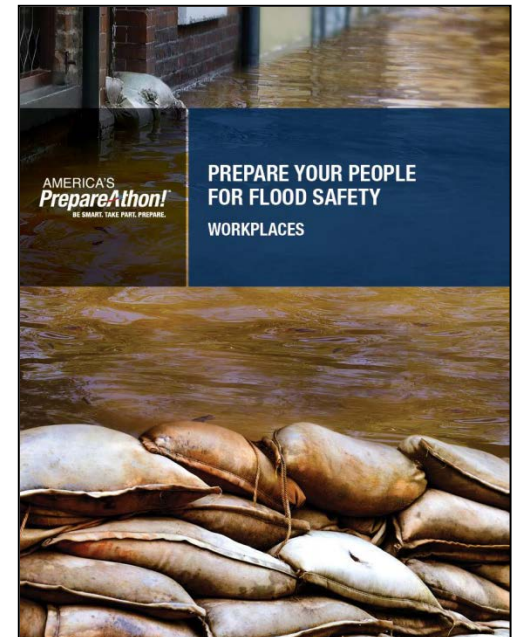
Day of Action: Prepare Your Organization



# Prepare Your People for Flood Safety

## Example: *Prepare Your People for Flood Safety: Workplaces*

- ★ Hold a 15–30 minute flood preparedness discussion with employees to cover the following:
  - Flood basics;
  - Local and national alerts and warning systems;
  - Your emergency communications, policies, and procedures; and
  - Flood preparedness actions.
- ★ Conduct a flood drill/activity.
  - Send sample notifications about severe weather warnings and any important steps to take.
  - **Have employees spend 10 minutes beginning to complete a checklist on safeguarding critical documents.**
  - Test your emergency communications mechanisms.
- ★ Conduct a facilitated post-drill discussion.
  - Ask participants to give feedback on their experiences.

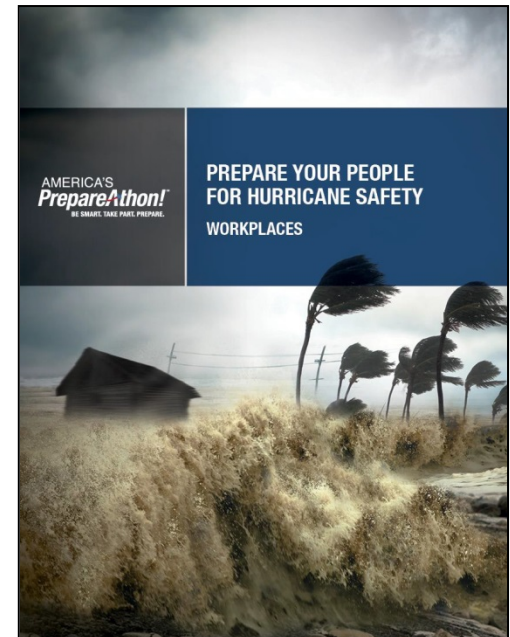




# Prepare Your People for Hurricane Safety

## Example: *Prepare Your People for Hurricane Safety: Workplaces*

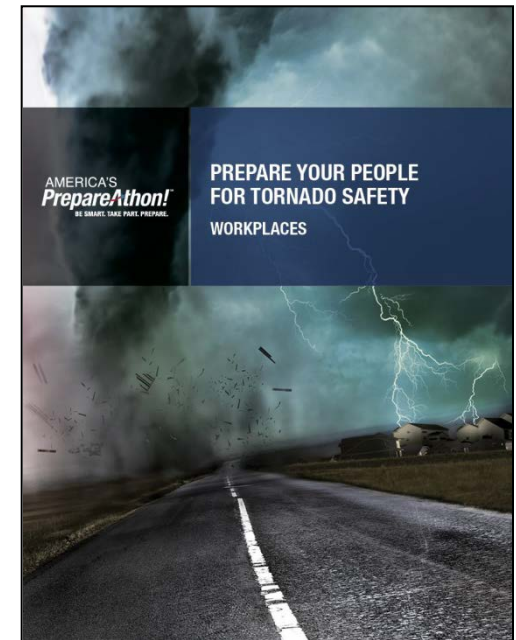
- ★ Hold a 15–30 minute hurricane preparedness discussion with employees to cover the following:
  - Hurricane basics;
  - Local and national alerts and warning systems;
  - Your emergency communications, policies, and procedures; and
  - Hurricane preparedness actions.
- ★ Conduct a hurricane drill/activity.
  - Send sample notifications about severe weather warnings and any important steps to take.
  - **Have employees sign up for and improve their ability to receive severe weather alerts and warnings.**
  - Test your emergency communications mechanisms.
- ★ Conduct a facilitated post-drill discussion.
  - Ask participants to give feedback on their experiences.



# Prepare Your People for Tornado Safety

## Example: *Prepare Your People for Tornado Safety: Workplaces*

- ★ Hold a 15–30 minute tornado preparedness discussion with employees to cover the following:
  - Tornado basics;
  - Local and national alerts and warning systems;
  - Your emergency communications, policies, and procedures; and
  - Protective location(s).
- ★ Conduct a tornado drill/activity.
  - Send sample notifications about severe weather warnings and any important steps to take.
  - **Have employees practice going to protective locations.**
  - Test your emergency communications mechanisms.
- ★ Conduct a facilitated post-drill discussion.
  - Ask participants to give feedback on their experiences.



# Prepare Your People for Wildfire Safety

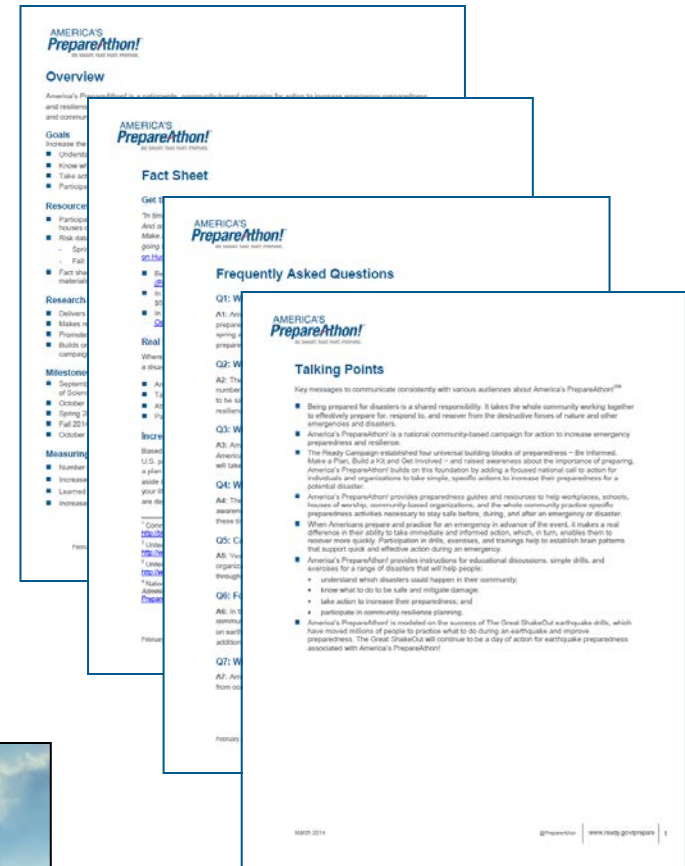
## Example: *Prepare Your People for Wildfire Safety: Workplaces*

- ★ Hold a 15–30 minute wildfire preparedness discussion with employees to cover:
  - Wildfire basics;
  - Local and national alerts and warning systems;
  - Your emergency communications, policies, and procedures; and
  - Wildfire preparedness actions.
- ★ Conduct a wildfire drill/activity.
  - Send sample notifications about severe weather warnings and any important steps to take.
  - **Have employees spend 10 minutes creating a family communications plan.**
  - Test your emergency communications mechanisms.
- ★ Conduct a facilitated post-drill discussion.
  - Ask participants to give feedback on their experiences.



# Promotional Materials

- ★ Overview handout and PowerPoint
- ★ Fact sheet, FAQs, talking points
- ★ Communications Toolkit
- ★ Media Event Planning Guide
- ★ Bifold handout for organizations
- ★ Resource Catalog
- ★ Digital invites, web badges, banners
- ★ Customizable general and hazard-specific posters



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# Promotional Materials—General

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Join the movement at [www.ready.gov/prepare](http://www.ready.gov/prepare)

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America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Follow America's PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

**COUNT  
US IN**

**AMERICA'S  
PrepareAthon!**

**WE'RE IN.  
ARE YOU?**

**AMERICA'S  
PrepareAthon!**

[YOUR ORGANIZATION'S]  
**PrepareAthon!**  
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**JOIN THE  
MOVEMENT**

[Event Date] and [Time]

**PARTICIPATE** ▶

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# Promotional Materials—Hurricane



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for Hurricane Safety



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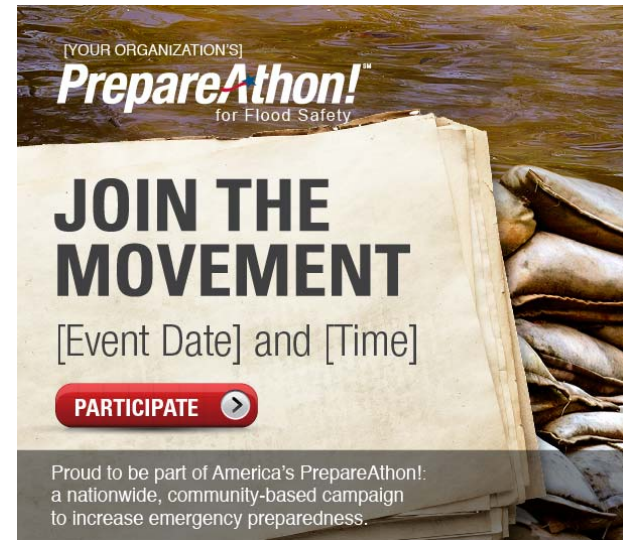
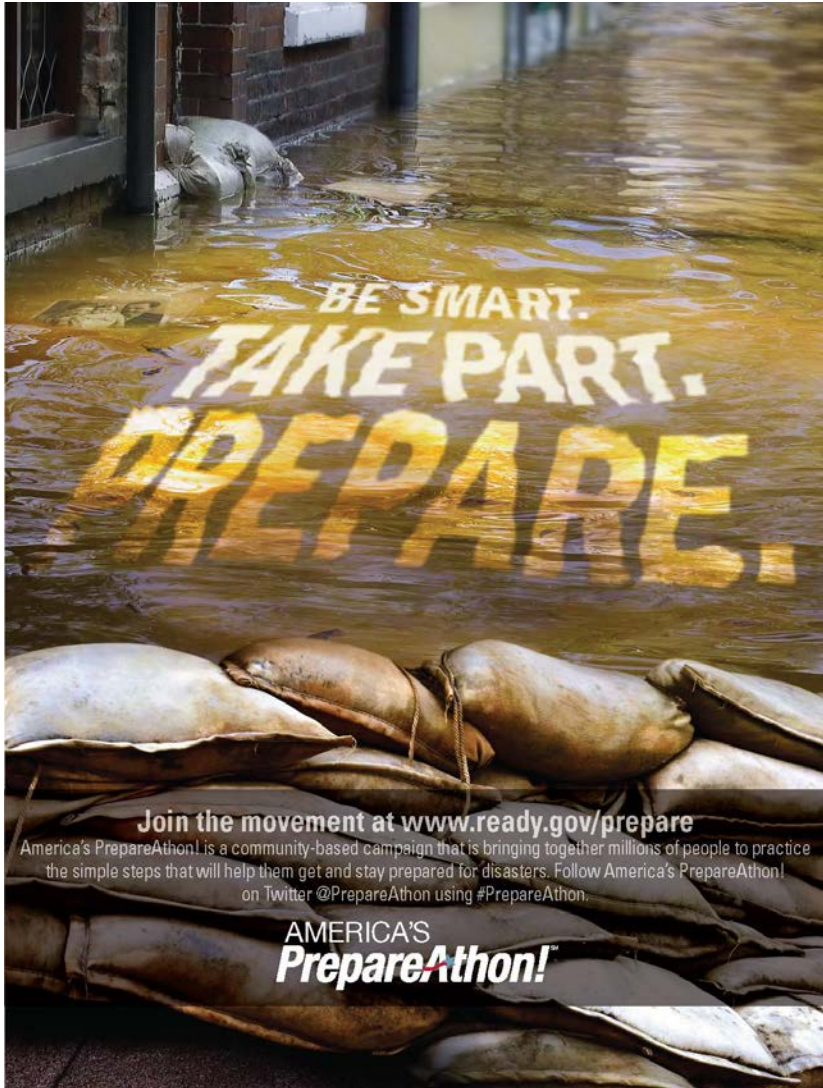
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# Promotional Materials—Flood



# Promotional Materials—Tornado

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# Promotional Materials—Wildfire

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# America's PrepareAthon! Website

## [www.ready.gov/prepare](http://www.ready.gov/prepare)

- ★ Online registration\*
- ★ Events calendar\*
- ★ Preparedness resources
- ★ Branding resources
- ★ Promotional resources
- ★ National research
- ★ Dedicated state pages
- ★ Online discussion boards\*



\*Shared with national preparedness community

# Working Together to Increase Preparedness



AMERICA'S  
***PrepareAthon!***<sup>SM</sup>

- ★ The *Ready* Campaign established four universal building blocks of emergency preparedness: Be Informed, Make a Plan, Build a Kit, and Get Involved.
- ★ America's PrepareAthon! builds on this foundation by encouraging millions of Americans to focus on a simple, specific activity that will increase preparedness.
- ★ Citizen Corps provides grassroots infrastructure to engage the whole community.



# Our Role in America's PrepareAthon!

## Moving Stakeholders from Awareness to Action

- ★ Encourage participation.
- ★ Test America's PrepareAthon! materials and give feedback!
- ★ Encourage registration.



# Benefits of Participation

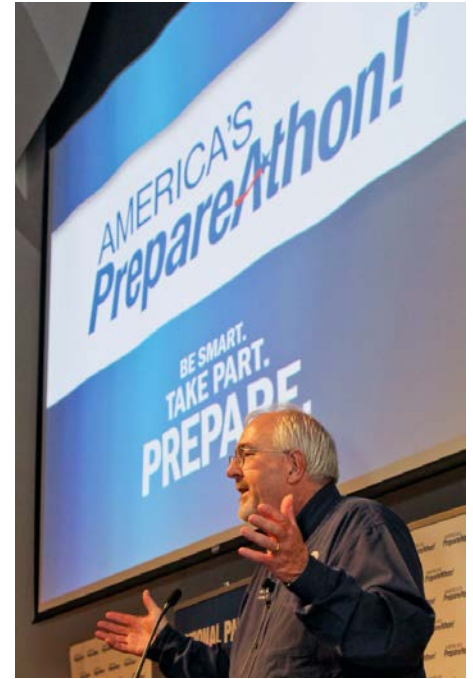
Participating in America's PrepareAthon! will benefit your organization by helping you to:

- ★ Increase everyone's knowledge of safety policies and procedures in an emergency or disaster;
- ★ Build morale and trust by showing a commitment to safety and well-being;
- ★ Enhance organizational coordination and continuity of operations;
- ★ Reduce the impact of a disaster, including injury and loss of life, property or inventory damage, and financial loss from disruption of services; and
- ★ Strengthen relationships with local emergency responders and other community sectors to build whole community resilience.



# Next Steps Recap

1. Commit our organization to participate in America's PrepareAthon!
2. Identify the hazard(s) that could happen in the community.
3. Determine day of action activities.
4. Promote the day of action.
5. Register day of action plans on the website at [www.ready.gov/prepare](http://www.ready.gov/prepare).
6. Send feedback to [PrepareAthon@fema.dhs.gov](mailto:PrepareAthon@fema.dhs.gov).



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For questions about America's PrepareAthon!  
please contact [PrepareAthon@fema.dhs.gov](mailto:PrepareAthon@fema.dhs.gov).

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