



National Campaign Overview

What is *Ready*?

- *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.

History of *Ready*

- The Department of Homeland Security, in partnership with The Advertising Council and the Sloan Foundation, launched the *Ready* campaign nationally in February 2003.
- Former Secretary of Homeland Security Tom Ridge appeared in the original 2003 PSAs, as did several New York City firefighters, Office of Emergency Management personnel and Port Authority and police officers. In the ads, the spokespeople told Americans that they should not feel helpless or fear terrorism, but instead take simple steps to prepare for possible attacks, just as they do for other potential emergencies.
- In November 2006, *Ready* released new English PSAs for individuals and families that feature “average” Americans and take a documentary-style approach. An ad with Laura Bush was also launched at the time.
- In January 2007, Spanish PSAs were released, which highlight the importance of emergency preparedness through the use of Hispanic cultural metaphors that embody the need to have an emergency plan.
- In 2008, the *Ready* campaign added a section on its website for military families.
- 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 website 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.
- In 2011, the Ready Campaign was joined by nearly 10,000 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.

Ready Key Messages

- [Be Informed](#) – What to do before, during and after an emergency
- [Make A Plan](#) – Prepare, plan and stay informed for emergencies
- [Build A Kit](#) – Build a kit for disasters to be prepared
- [Get Involved](#) – Find opportunities to support community preparedness

Additional *Ready* Themes

- *Listo* was launched in December 2003 as a Spanish version of *Ready*. *Listo* aims to educate and empower Hispanic Americans to prepare for and respond to emergencies.

- *Ready Business* was launched in 2004 and 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.
- *Ready Kids* was launched in 2006 as a tool to help parents and teachers educate children ages eight to 12 about emergencies and how they can help get their family prepared. The program includes a family-friendly website (www.ready.gov/kids) and in-school materials developed by Scholastic Inc.
- *Ready Pets* was created with the help of a number of organizations experienced in animal health and well-being to develop information for pet owners.
- *Ready* for seniors and those with disabilities was created with the help of a number of organizations experienced in the health and well-being of older and disabled Americans to develop information tailored to their unique needs.

Ready PSA Facts

- All of the *Ready* ads are public service announcements
- *Ready America* has television, radio, print, outdoor and Internet advertisements directed toward individuals and families.
- *Ready Business* has radio, print, outdoor and Internet advertisements directed toward owners and managers of small and medium-sized business.
- *Listo* has television, radio, print, outdoor and Internet advertisements for Spanish speakers.

Ready Success

- 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 \$823 million in donated media support.
- As of July 5, 2012, the website (www.ready.gov) has received more than 3 billion hits and 61 million unique visitors; the toll-free numbers have received 436,000 calls; and more than 77 million *Ready* materials have been requested or downloaded from the website.

National Preparedness Month (September)

- The U.S. Department of Homeland Security, The America Prepared Campaign, the American Red Cross, the National Association of Broadcasters and the U.S. Department of Education joined a coalition of more 50 national organizations to engage Americans in emergency preparedness by launching National Preparedness Month
- National Preparedness Month encourages Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.
- The month provides Americans with a variety of opportunities to learn more about emergency preparedness. Events and activities across the nation encourage individuals to get *Ready* messages out.
- National Preparedness Month Coalition membership is open to all public and private sector organizations.

Ready Partners

- The Yellow Pages Integrated Media Association provides information about what to do in an emergency in each of its 550 million Yellow Pages directories.
- The U.S. Postal Service distributes preparedness brochures to consumers via its 35,000 post offices nationwide.
- The Salvation Army distributes preparedness information from its 9,000 retail locations.
- The American Red Cross provides terrorism preparedness training from its local Red Cross chapters.
- The Outdoor Advertising Association of America donated outdoor advertising space.
- The National Association of Broadcasters donated multiple satellite feeds to assist in the distribution of the PSAs to stations nationwide.

- The National Cable & Telecommunications Association donated a satellite feed to distribute the PSAs to its constituents.
- Minor League Baseball teams across the nation feature the *Ready* television or radio PSAs during games and host the Boy Scouts of America, who distribute *Ready* brochures.
- The Homeownership Alliance created an Emergency Preparedness Guide for homeowners.
- At the National Association of Town Watch's National Night Out events, *Ready* materials are distributed to the public.
- The American Kennel Club, the American Society for the Prevention of Cruelty to Animals, American Veterinary Medical Association and The Humane Society of the United States encourages pet owners to prepare for emergencies.
- The AARP, the National Organization on Disability and the National Fire Protection Association created emergency information for seniors and Americans with disabilities and special needs.

Contact Information for National *Ready* Campaign

- Website:
www.Ready.gov
- Address:
Ready Campaign
U.S. Department of Homeland Security
Washington, DC 20528
- Phone:
1-800-BE-READY
1-202-282-8000
1-202-447-3543
- E-mail:
ready@dhs.gov