

## Backgrounder

### **What is Ready Georgia?**

Launched January 2008, *Ready Georgia* is a statewide campaign supported by the Georgia Emergency Management and Homeland Security Agency (GEMA/HS) that motivates Georgians to take action to prepare for a disaster. GEMA/HS is a state agency that is responsible for coordinating emergency preparedness, mitigation, response, recovery and special events.

The *Ready Georgia* campaign provides a local dimension to *Ready America*, a broader national campaign that focuses on educating citizens so they are better prepared for disasters. The Georgia campaign is supported by Governor Brian Kemp, the Ad Council, The Home Depot and volunteer organizations, and it seeks to coordinate a cohesive statewide program and a call to action regarding emergency preparedness.

### **Goal of Ready Georgia**

*Ready Georgia* targets all Georgia residents in an effort to educate and engage them in the preparedness process. Research indicates that most Georgians are not adequately prepared to react to a disaster. In addition, a recent survey shows that Georgians who are familiar with the Ready campaign are more than three times as likely to be prepared.

By informing residents about the need for stockpiling necessary supplies and developing communications plans, the campaign seeks to prepare citizens to maintain self-sufficiency for at least 72 hours following an emergency, such as a hurricane, flood or terrorist attack.

### **Ready Georgia Campaign Messages**

- **Be Informed** – Be informed about the different types of emergencies that could occur and appropriate responses.
- **Make Plan** – [Create a disaster preparedness plan](#) that includes specific information about how you expect to reconnect with loved ones, evacuate or reach safety. Periodically conduct fire drills and other activities so that a plan will be in place during different types of emergencies.
- **Build a Kit** – Create a Ready kit by purchasing items outlined in the [Ready checklist](#). Items are inexpensive and readily available at local home stores.

### **Ready Georgia Campaign Elements**

*Ready Georgia* targets residents of all ages, economic status and race. Information is disseminated through the following channels:

- An interactive website ([gema.georgia.gov/plan-prepare/ready-georgia](http://gema.georgia.gov/plan-prepare/ready-georgia))
- Local events and speaking engagements
- Online community toolkit
- Broadcast and print advertising
- Public awareness media messaging