

Frequently Asked Questions

1. What is *Ready Georgia*?

Launched January 2008, *Ready Georgia* is a statewide campaign of the Georgia Emergency Management and Homeland Security Agency (GEMA/HS) that motivates Georgians to take action to prepare for a disaster. GEMA is a state agency responsible for coordinating emergency preparedness, mitigation, response and recovery in order to save lives, protect property and reduce the effects of disaster.

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, supported by Gov. Brian Kemp, the Ad Council and The Home Depot, seeks to coordinate a cohesive statewide program and a call to action regarding emergency preparedness. The campaign uses an interactive website (gema.georgia.gov/plan-prepare/ready-georgia), online community toolkit, public service announcements and advertising and public awareness media messaging to reach its audiences.

2. What are the key messages of *Ready Georgia*?

Ready Georgia has three main messages:

- **Be Informed** – Be informed about the different types of emergencies that could occur and appropriate responses.
- **Make a 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 for various types of emergencies.
- **Build a Kit** – Create a Ready kit by making sure you have the items outlined in the *Ready Georgia* checklist. Most items are inexpensive and readily available at local home stores.

3. To what type of emergencies is Georgia susceptible?

Georgia is susceptible to all types of man-made and natural disasters. History has proven that Georgia is likely to experience tropical storms, hurricanes, severe thunderstorms, tornadoes, flooding, winter ice storms, wildfires, chemical spills and drought. Georgia is also susceptible to terrorist attacks and pandemic outbreaks, both of which can occur with little or no warning.

Basic Ready Kit Supplies

- ✓ 3-day supply of water
- ✓ 3-day supply of non-perishable food
- ✓ Manual can opener
- ✓ NOAA Weather Radio
- ✓ Emergency charger for mobile devices
- ✓ Flashlight & extra batteries
- ✓ First aid kit
- ✓ Whistle to signal for help
- ✓ Face masks, plastic sheeting & duct tape to shelter in place
- ✓ Moist towelettes, garbage bags & plastic ties for personal sanitation
- ✓ Wrench or pliers to turn off utilities
- ✓ Local maps for evacuations

4. Who should I contact before an emergency?

Before a disaster strikes, you should contact your local emergency management agency. Find out who your local emergency manager is by visiting the *Ready Georgia* website at gema.georgia.gov/plan-prepare/ready-georgia. Make that contact information part of your emergency preparedness plan. If you need help during an emergency, call 9-1-1.

5. What can the average person do to be productive in the call for emergency preparedness?

Ready Georgia's Online Toolkit contains information that any organization can use to host local events.

It includes ideas and materials such as press releases, flyers and newsletter articles you might need in planning your own *Ready Georgia* event. This toolkit is designed to help you bring emergency preparedness to center stage in your community. Please see the online community toolkit at gema.georgia.gov/get-involved/online-toolkit for a list of things people can do to help make a difference.

6. Do *Ready Georgia* resources exist for Spanish-speaking residents?



Spanish-speaking Georgians can get all of the necessary preparedness information by visiting listo.gov. The national *Ready* campaign launched *Listo*, a Spanish version of *Ready America*, in December 2003. *Listo* educates and empowers Hispanic Americans to prepare for and respond to emergencies.

7. Is there an educational component of the campaign geared specifically toward Georgia's children?

Children are often the best motivators for change. They are also fast learners. The *Ready Georgia* website contains a localized *ReadyKids* page, and children can visit <https://gema.georgia.gov/plan-prepare/ready-georgia/get-ready-kids> for interactive games, videos and more. *ReadyKids* was launched by the national *Ready* campaign in 2006 as 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 website, <https://gema.georgia.gov/plan-prepare/ready-georgia/get-ready-kids>, and in-school materials developed by Sesame Workshop and Discovery Education.

8. What should the disabled or elderly do to plan for emergencies?

According to the U.S. Census Bureau, more than 600,000 families in Georgia have a family member with a disability and almost 800,000 Georgians are over age 65. In case of an emergency, these people might require special assistance. If you or someone you know needs special assistance in the event of an evacuation, contact your local emergency management agency as part of your planning. For more information, see *Ready Georgia's* dedicated web pages at gema.georgia.gov/plan-prepare/ready-georgia/develop-communications-plan/make-plan-older-georgians and gema.georgia.gov/plan-prepare/develop-communications-plan/make-plan-georgians-access-and-functional-needs.

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9. What can businesses do to prepare for emergencies?

Georgia businesses form the backbone of the state's economy, which is why it is crucial that companies are able to operate following a disaster. A commitment to being prepared protects your business investment and gives your company a better chance for survival. To help in the planning process, *Ready Georgia* offers its "Ready Your Business" guide that any company can use to better prepare. The guide can be downloaded at gema.georgia.gov/plan-prepare/ready-georgia/business. Presentation tools for business continuity planning are also available in *Ready Georgia's* Online Toolkit.

- 1 Plan To Stay In Business
- 2 Talk To Your People
- 3 Protect Your Investment

10. Does *Ready Georgia* offer preparedness experts to speak at events?

Ready Georgia does offer a Speakers Bureau to deliver the important message of preparedness to businesses, associations, service organizations, religious groups, schools and others. To request a speaker, email ExternalAffairs@gema.ga.gov.

11. Can I promote *Ready Georgia* through my own Website?



The *Ready Georgia* campaign offers any website the tools to help spread the message of preparedness. A *Ready Georgia* web magnet that links to gema.georgia.gov/plan-prepare/ready-georgia can be downloaded at gema.georgia.gov/get-involved/online-toolkit. Instructions are posted as well.

12. Where can I get more information about *Ready Georgia* and emergency preparedness?

For more information, visit *Ready Georgia's* website at <https://gema.georgia.gov/plan-prepare/ready-georgia>. Detailed, Georgia-specific preparedness information can be found in addition to tools for creating a customized Ready kit checklist and communications plan to help keep you and your family safe for at least the first 72 hours following a disaster. You can also request information by emailing ExternalAffairs@gema.ga.gov.