



SAMPLE IDEAS ORGANIZATIONS CAN USE TO ENCOURAGE EMERGENCY PREPAREDNESS AMONG MEMBERS/EMPLOYEES/CUSTOMERS/CONSTITUENTS/COMMUNITIES

- **Get involved with your community's New Year's Eve celebrations, First Nights, etc.** Many towns across the country host First Nights and other family-friendly New Year's Eve celebrations. These types of events provide a good opportunity for your organization to get emergency preparedness materials and information in the hands of your community members. There are a many ways you can get involved, including: disseminating emergency preparedness information or creating a community sign-up for those who *Resolve to be Ready*. You can even get Rex, the *Ready Kids* mascot, involved! See page 17 for more information on ordering Rex.
- **Encourage people to keep their resolution.** One way to do this is to have people sign cards to pledge to prepare for emergencies this New Year's and prominently display the card in your office or on your desk. Also you can post information on the three steps people can take to prepare for emergencies (see poster on page 8).
- **Display the contents of an emergency kit at your employer's reception desk.** This will serve as a great visual reminder of the importance of emergency preparedness for your employees or office visitors as they come into the establishment. Next to the display, provide handouts of *Ready's* emergency supply kit checklist so that people know how to assemble their own kits.
- **Distribute Family Emergency Plan templates to your neighbors at home and at work.** Emphasize the season's communal focus and encourage your neighbors to plan what they will do in different situations. Printer friendly versions of emergency plans are available on our website Ready.gov/resolve and can easily be included in a holiday card or mailer.
- **Include an Emergency Preparedness quiz in your company's newsletter.** The quiz can be included in an e-mail, on your Web site or you could give it to your members, employees or customers at local events. A sample quiz and several kids' games are included in this toolkit on pages 21.
- **Consider weaving a preparedness theme into your organization's holiday events.** If you're hosting a holiday dinner, consider giving each employee a flashlight or NOAA Weather Radio to include in their home emergency supply kit.
- **Plan preparedness programs at your local school.** After winter vacation, January is a great time to work with school officials to make emergency preparedness a part of their efforts. For example, families can be invited to hear from local officials about the school and community emergency plans. Consider having a local first responder teach parents how to assemble an Emergency Supply Kit and develop a Family Emergency Plan.
- **Check on your senior neighbors and those who may need additional assistance.** Seniors and individuals with disabilities may need a little extra help in getting prepared and during a disaster or emergency. Next time you are visiting, tell them about your own preparedness efforts and ask about their needs and how you can help.



- **Partner with organizations that work with people with access and functional needs like seniors, people with disabilities and limited English proficiency (LEP) populations.** This could include meal delivery or faith-based organizations to help communicate emergency preparedness messages. Work with your local hospital, mental health center, library, church, community center, independent living center, or nursing home to host a training or event. You can distribute the *Ready* “Preparing Makes Sense for Older Americans” brochure or any of the non-English materials available in our landing page on Ready.gov.
- **Spread the word about financial preparedness.** Your organization can help those who rely on Federal benefits learn about safer, more convenient ways to access their money. Switching from paper checks to electronic payment is a simple but significant step people can take to protect themselves before disaster strikes. The *Go Direct*® campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit. The *Direct Express*® Debit Master Card gives people without bank accounts a secure, convenient and the U.S. Department of Treasury-recommended way to receive their Social Security payments. Visit www.godirect.org/ for more information.
- **Organize a scavenger hunt.** Organize a scavenger hunt at a local community center for kids to search for items that should be included in an Emergency Supply Kit. While the kids are hunting for supply kit items, it’s a great opportunity to hand out Family Emergency Plan templates to their parents and/or caregivers.
- **Plan preparedness activities for scouts and other youth organizations.** Make preparedness a priority throughout the year for scout meetings and activities. Conduct preparedness quizzes, download and create personalized checklists, and draft family plans. Girl Scouts can work toward achieving the Preparedness Patch and Boy Scouts can work toward the Emergency Preparedness Award.
- **Emergency Preparedness Cook-Off Potluck:** Many offices host holiday potlucks during the winter season. This year, challenge your coworkers to make dishes out of items they have in their supply kits and offer emergency preparedness items for the winner. Your colleagues will have to think about what’s in their kit for menu ideas and they will also have to replace items that are expired or close to their expiration!