

America's PrepareAthon! Gets You Prepared for Disasters

Disaster preparedness campaign turns awareness into action

Every community experiences emergencies and severe weather, yet fewer than 50% of Americans feel prepared to handle a disaster. Research has shown knowing what to do when a disaster strikes is critical, especially when seconds matter the most. But it takes practice. Practicing what to do, where to go and how to stay safe during an emergency empowers individuals and the entire community.

America's PrepareAthon!SM was launched in 2013 as a national, grassroots campaign for action to increase community preparedness and resilience through hazard-specific drills, group discussions, and exercises. The goals of the campaign are to 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.

Join the movement! It only takes three easy steps to participate in America's PrepareAthon!: 1) choose your hazard and preparedness activity, 2) create an account and register your activity on the website (www.ready.gov/prepare) and, 3) download materials designed to help you plan and promote your day of action. Visit the America's PrepareAthon! website to find free, easy to use, customizable, hazard-specific guides and resources designed to help you plan and conduct preparedness activities.

Participation in America's PrepareAthon! can take place anytime throughout the year, whenever it is most convenient for you to take part. Last year alone over 27 million Americans participated in America's PrepareAthon! by bringing attention to the importance of preparedness, building awareness of local hazards, and encouraging individuals and communities across the country to practice the preparedness actions that can help them stay safe.

Twice a year, America's PrepareAthon! holds a National PrepareAthon! Day to bring together stakeholders, communities, and individuals to take action and engage the nation in a conversation on resilience. This spring, National PrepareAthon! Day takes place on April 30th and will encourage individuals and communities to prepare for earthquakes, floods, hurricanes, tornadoes, wildfires, and winter weather.

Ten ways to participate:

1. Sign up for local alerts and warnings, download apps, and/or check access for wireless emergency alerts
2. Develop and test emergency communications plans
3. Assemble or update emergency supplies
4. Learn about local hazards and conduct a drill to practice emergency response actions
5. Participate in a preparedness discussion, training, or class
6. Collect and safeguard critical documents
7. Document property and obtain appropriate insurance for relevant hazards
8. Make property improvements to reduce potential injury and property damage (mitigation)
9. Hold a scenario-based continuity of operations tabletop exercise for your organization
10. Plan with neighbors to help each other and share resources

We encourage everyone to participate in America's PrepareAthon! because being prepared for disasters is a shared responsibility. To find out more about America's PrepareAthon! go to www.ready.gov/prepare and be sure to participate in the national preparedness conversation by using #PrepareAthon.