



## Backgrounder

### What is *Ready Georgia*?

Launched January 2008, *Ready Georgia* is a statewide campaign supported by the Georgia Emergency Management Agency (GEMA) that motivates Georgians to take action to prepare for a disaster. GEMA 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 local emergency management agencies, the Ad Council, The Home Depot and volunteer organizations, and it coordinates a cohesive statewide program and a call to action regarding emergency preparedness. The campaign uses an interactive website, blog, community toolkit, Hispanic and English public service announcements, advertising and public awareness media messaging to reach its audiences.

### *Ready Georgia* Research & Goals

*Ready Georgia* targets all Georgia residents in an effort to educate and engage them in the preparedness process. Research indicates that as many as nearly 80 percent of Georgians are not adequately prepared to react to a disaster and many of those who say they are prepared are unclear about the tools and plans they will need in the wake of a disaster. In addition, recent surveys show that Georgians who are familiar with the *Ready Georgia* campaign are twice as likely to be prepared.

By informing residents about the need to secure 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

The campaign messaging echoes the national *Ready* campaign.

- **Prepare** – Create a Ready kit by purchasing items outlined in the *Ready* checklist. Items are inexpensive and readily available at local home stores. Be sure to include a NOAA Weather Radio.
- **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.
- **Stay Informed** – Be informed about the different types of emergencies that could occur and appropriate responses. Seasonal spotlights will focus on weather-related risks to Georgians during specific seasons.

