



## 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 Governor Sonny Perdue, the Georgia Department of Community Health, 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. The campaign uses an interactive Web site, online community toolkit, public service announcements, and advertising and public awareness media messaging to reach its audiences.

### ***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 as many as 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, a recent survey shows that Georgians who are familiar with the Ready campaign are twice 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***

The campaign messaging echoes the national *Ready* campaign. These messages are delivered through the media, local organizations, speaking engagements, statewide advertising and PSAs.

- **Prepare** – Create a Ready kit by purchasing items outlined in the *Ready* checklist. Items are inexpensive and readily available at local home stores.
- **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.

### ***Ready Georgia* Campaign Elements**

*Ready Georgia* relies on a simple and specific message targeted to reach residents of all ages, economic status and race. GEMA disseminates its preparedness messages through the following channels:

- An interactive Web site ([www.ready.ga.gov](http://www.ready.ga.gov))
- Local events and speaking engagements
- Online community toolkit
- Broadcast and print advertising
- Public awareness media messaging