



Frequently Asked Questions

1. What is *Ready Georgia*?

Launched January 2008, *Ready Georgia* is a statewide campaign of the Georgia Emergency Management Agency (GEMA) 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. Sonny Perdue, the Ad Council, Georgia Department of Community Health and The Home Depot, 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.

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

Ready Georgia has three main messages to convey to Georgia residents:

- **Prepare** – Create a Ready kit by making sure you have the items outlined in the *Ready Georgia* 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 for various types of emergencies.
- **Stay Informed** – Be informed about the different types of emergencies that could occur and appropriate responses.

3. Who tends to be the least prepared for emergencies in the state of Georgia?

According to a March 2009 statewide survey conducted on behalf of GEMA, those Georgians who are the least prepared tend to be

- Younger than 35
- Black or Hispanic
- Less educated
- With a household income lower than \$58,000

4. 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, tornados, flooding, winter ice storms, wildfires, chemical spills and drought. Georgia is also not immune to terrorist attacks or pandemic outbreaks, both of which can occur with little or no warning.

5. 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* Web site at ready.ga.gov. Make that contact information part of your emergency preparedness plan. If you need help during an emergency, call 9-1-1.

6. 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 for a list of things people can do to help make a difference.

7. Will there be 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* Web site contains a localized *ReadyKids* page, and children can visit ready.ga.gov/Get-Involved/ReadyKids for interactive games, videos and more. *Ready Kids* 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 Web site, ready.gov/kids, and in-school materials developed by Scholastic Inc. The campaign mascot, Rex, is also available for community appearances and more.

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

Spanish-speaking Georgians can get all of the necessary preparedness information by using the Google Translate tool at ready.ga.gov or 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.

9. 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 ready.ga.gov/Prepare/Older-Georgians and ready.ga.gov/Prepare/Georgians-with-Special-Needs.

10. 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 ready.ga.gov/Your-Business. Presentation tools for business continuity planning are also available in *Ready Georgia's* online toolkit.

11. 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 ready@ready.ga.gov or put in a request at ready.ga.gov/About-Us/Contact-Us.

12. Can I promote *Ready Georgia* through my own Web site?

The *Ready Georgia* campaign offers any Web site the tools to help spread the message of preparedness. A *Ready Georgia* Web magnet that links to ready.ga.gov can be downloaded at ready.ga.gov/About-Us/Link-to-Ready-Georgia. Instructions are posted as well.

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

For more information, visit *Ready Georgia's* Web site at ready.ga.gov. 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 ready@ready.ga.gov.