

Prepared, Not Scared.



Prepare to Drill

The Safe America Foundation is joining with corporate partners, community leaders and government agencies to be sure every American can **practice being prepared**. Since 9/11, efforts to educate and train in disaster preparedness has been developed through resources from the Department of Homeland Security, Federal Emergency Management Agency, National Institute of Health, and numerous safety organizations.

In our world of potential disasters, the greatest risk is not from the storm, the quake, the surge— or even an attack. The risk is each of us. We now know more about predicting catastrophes than ever, but we have not tested a communication or preparedness plan for our families and businesses in the event of a disaster.

Prepare to Drill is a program designed to utilize existing resources for individuals and families to create local practice drills. The challenge is to engage the public in a meaningful way to enhance national preparedness in perpetual readiness drills. The four elements include:

Public Information Campaign on the importance of practicing preparation through drills in cooperation with national media, private sector experts, retailers, and existing government agencies.

Public Commitment to Execute a Drill on 9/11 to identify and promote opportunities for business, family and community exercises in selected cities and across the nation.

Test Drills in each of the FEMA regions organized through corporate

Research to develop next steps in changing public reluctance prepare for disaster mitigation.

OBJECTIVES—During 2009, the Safe America Foundation will focus on three **objectives**:

- a. Establish a new paradigm in which Americans and the Private Sector provides leadership to encourage practice drills responding to anticipated regional disasters.
- b. Conduct a demonstration drill in each of the ten (10) FEMA regions.
- c. Raise public awareness for the need to practice communication responses and develop plans to mitigate the catastrophic outcomes created by disasters.

GOALS—The objectives are accomplished through a series of **stretch goals** which include:

1. Engage youth in the process and create a curriculum that encourages them to champion readiness with their families and develop life-long preparedness skills.
2. Encourage annual corporate drills with results providing measurement of improvement.
3. Identify corporate partners to provide resources for media, education, and public awareness.
4. Identify retail partners to promote the concept and products that fulfill preparation guidelines.
5. Fund research to determine ‘what works’ in motivating individuals and families to prepare.

ORGANIZATION—The current project organization and program development progress includes:

- National Steering Committee organization with regional FEMA offices, Motorola, UPS, Booz Allan Hamilton, CBS Broadcasting, State Agencies, IAEM, PTA, Kiwanis Clubs
- Coordination with national, state and local governments
- Recruitment from over 100 major firms to participate individually in briefings initiated in Chicago, New York City, San Francisco, and other designated cities
- Test drills initiated in Chicago, with plans to drill various scenarios in the 10 FEMA regions
- Comprehensive website developed to include “Kids Prepared” reaching school age children
- Awareness through national media, including production of TV spots and PSAs
- Social networking on Twitter, Facebook, You Tube, and Flickr
- Educational collateral developed for public use and online access
- Strategy development with FEMA and the Department of Homeland Security