Ready Virginia

Recent Highlights and National Preparedness Month
Public Affairs Office
Virginia Department of Emergency Management
October 2009
2009 Strategic Outreach Plan

- Based on 2008 research from national, regional and Virginia studies
- Revealed **major misperception** – people think they are ready, but they are not:
  - **Perception vs. Reality**
    - 54% feel prepared
    - 71% do not have critical supplies
2009 Strategic Outreach Plan

- Revealed **major opportunity** for clearer messaging – people don’t understand what it means to be prepared:
  
  - **Help people understand by giving them a baseline.**
  - ✓ 3-day supply of non-perishable food
  - ✓ 3-day supply of water
  - ✓ Working battery operated radio and batteries
  - ✓ A written family emergency plan
2009 Strategic Outreach Plan

- Revealed **key audiences** to target – groups who are either very underserved or more likely to take action:

  - **Who needs Ready Virginia?**
    - ✓ Least prepared are the oldest (65+) and the youngest (34-)
    - ✓ Families with children tend to be better prepared
    - ✓ 56% of Hispanics don’t feel prepared
2009 Strategic Outreach Plan

- Revealed **important influences** – people will take preparedness actions if recommended by:
  - **Certain spokespeople are highly influential.**
    - ✓ 80% -- police or fire officials
    - ✓ 66% -- local weather or TV news announcer (#1 in HR)
**What Does 2009 Plan Include?**

- **Enhanced Web sites and use of social media**
  - Working to re-vamp Web sites
  - Introduced regular use of Twitter, Facebook

- **New seniors’ brochure and RV brochure**
  - Seniors Includes family emergency plan template
  - RV includes emphasis on four critical supplies

- **Extensive outreach to Spanish-speaking**
  - Multi-faceted media campaign and family events
  - New Listo Virginia brochure, Spanish hurricane guide
Emphasis on Making a Plan

- **Concentration on families**
  - Articles for homeowners’ associations, neighborhoods
  - Radio Disney media campaign and family events

- **Partnerships with TV meteorologists**
  - Support for NWS events and activities
  - Regular correspondence to share RV opportunities

- **Resources for local emergency officials**
  - Regular correspondence to share RV opportunities
  - Providing brochures, family plan templates, tabletop displays and other resources
National Preparedness Month

Are you ready?

Or are you Ready®

National Preparedness Month
September 2009 | www.ready.gov
Ready Virginia and NPM

- RV encouraged local and state agencies and organizations to register as NPM Coalition members and to sponsor events.
  - 65 voluntarily registered
- RV provided resources to local EMs, Citizen Corps, homeowners’ associations, English and Spanish media and meteorologists
  - Mailed out thousands of brochures, family plans, kids game sheets and magnets in response
New Ready Virginia PSAs

- Virginia is one of only two states that elected to localize and distribute new Ready TV and radio PSAs throughout the state to kick off NPM.
- The new PSAs use the metaphor that a disaster can turn your world and your family’s life “upside down.”
RV and Radio Disney

- 10 family events from Richmond to Williamsburg to Hampton Roads to Northern Virginia
- Featuring Get Ready Virginia games, goody bags
NPM and RV Special Events

- Co-hosted with VDOT third annual State Employee Preparedness Expo
  - James Monroe Building
  - More than 400 attended, representing 25 agencies

- With Citizen Corps, co-sponsored and exhibited at Sept. 24-26 Virginia Statewide Neighborhood Conference in Richmond
  - 200 attended
  - Assisted Norfolk with panel on family preparedness
Corporate Coordination

- Worked with several Lowe’s stores around the state to support Sept. 26 “Safety Saturday” by providing brochures, handouts, magnets and NPM posters in English and Spanish
- Scout leaders expressed appreciation for RV literature, including family plans
Local Efforts to Promote NPM

- 25 local governments voluntarily reported hundreds of activities to Ready Virginia
  - Training and exercises
  - Twitter, Facebook and locality Web sites
  - Local government access TV channels
Local Efforts to Promote NPM

- Traditional and non-traditional outreach
  - Assistance to Boy Scout troop working on preparedness award
  - Visits to retirement villages
  - Displays in county and city offices
  - Booklet distribution to school kids
  - Employee preparedness training
  - Set up of Mobile Command Posts
Local Efforts to Promote NPM

- Locality proclamations
- Bus posters
- Bookmarks in library books
- City newsletters and employee e-mails
- Are You Ready? citizen classes
Local Efforts to Promote NPM

- Community Safety Fairs, Disaster Days and special events
- Family and business planning workshops
- CERT classes
Questions?