

# **American Red Cross**

## **Public Awareness and the Media**

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# How Does ARC Promote Disaster Preparedness?

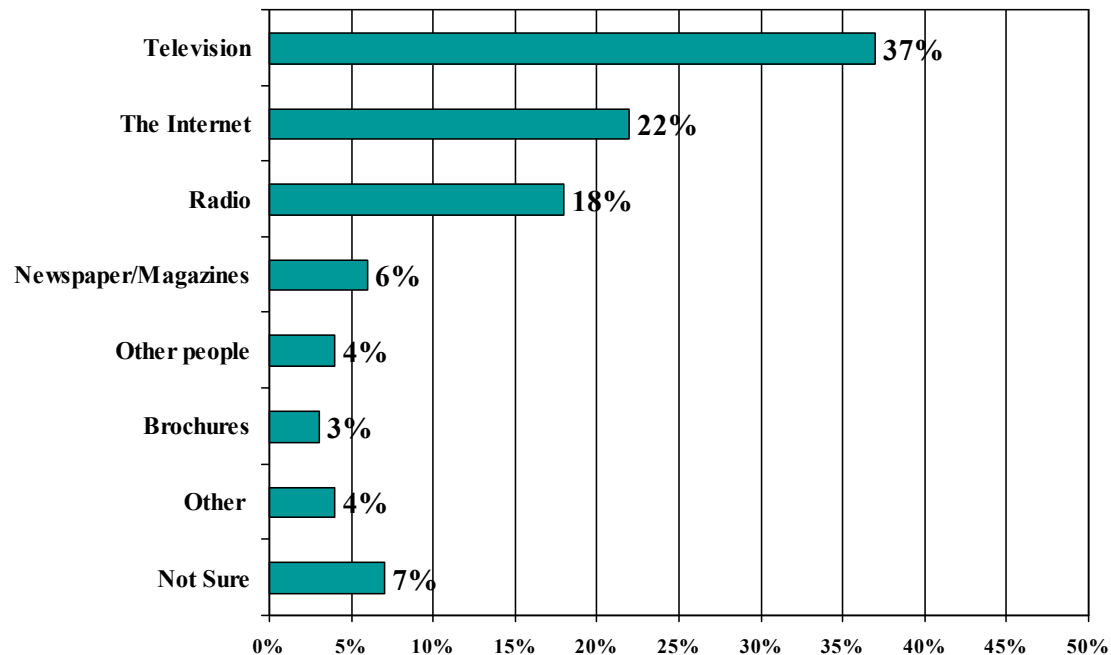
ARC's Communications and Marketing Division does the following:

1. Chapter Outreach
2. Private sector partnership: "co-branding"
3. Research
4. Campaign "tool kit"
  - Campaign logo/PowerPoint template
  - Fact sheet (local disaster statistics)
  - Tip sheet
  - National and local press release
  - Fact and Question Talking points
  - Sample Letter to Newspaper Editor
  - Public Service Announcement templates for Radio
  - "Podcasts"

# Standard Messages

- Preparedness is Easy
- Preparedness is Vital
- The Red Cross Can Help

# Where are individuals most likely to get information about emergency preparedness in the US? Domestic ARC 2007 survey



# **Key Challenges in “Call to Action” for Disaster Preparedness**

- **Lack of knowledge**
- **Cost**
- **Denial/Fear**
- **Time**

# Suggestions for Effective Messaging

Experience shows us messages should be:

- **Simple:** Easily understood by diverse audience
- **Unified:** Same message promoted within ARC and beyond
- **Tailored:** Material adapted for end users
- **Empowering:** Positive “can-do” attitude
- **Action-oriented:** Concrete suggested steps

# Be Red Cross Ready!

**1** Get a Kit



**2** Make a Plan



**3** Be Informed





## Get a Kit

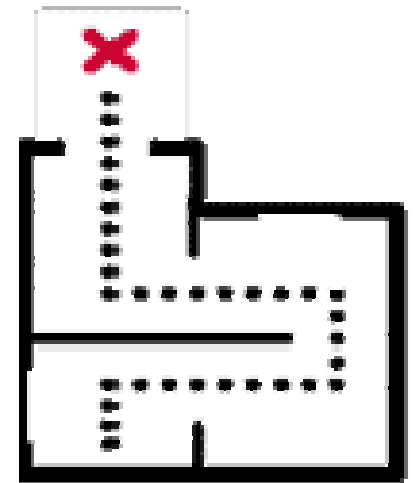
**A disaster supplies kit should include:**

- Water
- Food and a manual can opener
- Flashlight and radio, extra, fresh batteries
- First aid kit
- Map
- Medications
- Tools
- Clothing and bedding
- Cash and coins
- Sanitary supplies
- Important papers
- Contact information
- Pet supplies



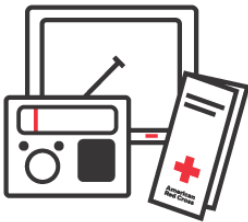
# Make a Plan

- Talk
- Plan
- Learn
- Check supplies
- Tell
- Practice



# Be Informed

**[www.redcross.org/beredcrossready](http://www.redcross.org/beredcrossready)**



# **ARC's Masters of Disaster: A Nationwide Hit!**

**What is it?** Disaster safety curriculum with information on how to identify hazards, recognize warning signs, prepare and respond

**Content:** DP lesson plans, videos, checklists, kit recommendations, sample DP plans, psycho-social support tips, real-life success stories, posters, stickers, certificates, games, contests, etc.

# Good Practice

- Interactive
- Integrated
- Standardized
- Adaptable
- Easily accessible
- Free



**Merci, Arigato, Shukran, Danke,  
Misaotra, Takk, Asante, Terima  
Kasih, Xie Xie, Grazie,  
Dhanyabaad, Nee ase, Dyakuju,  
Shukriya, Tesekkur ederim,  
Gracias, Khwap khun, Tuchay-  
chay...  
Thank you!**