

American Red Cross

Public Awareness and the Media

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How Does ARC Promote Disaster Preparedness?

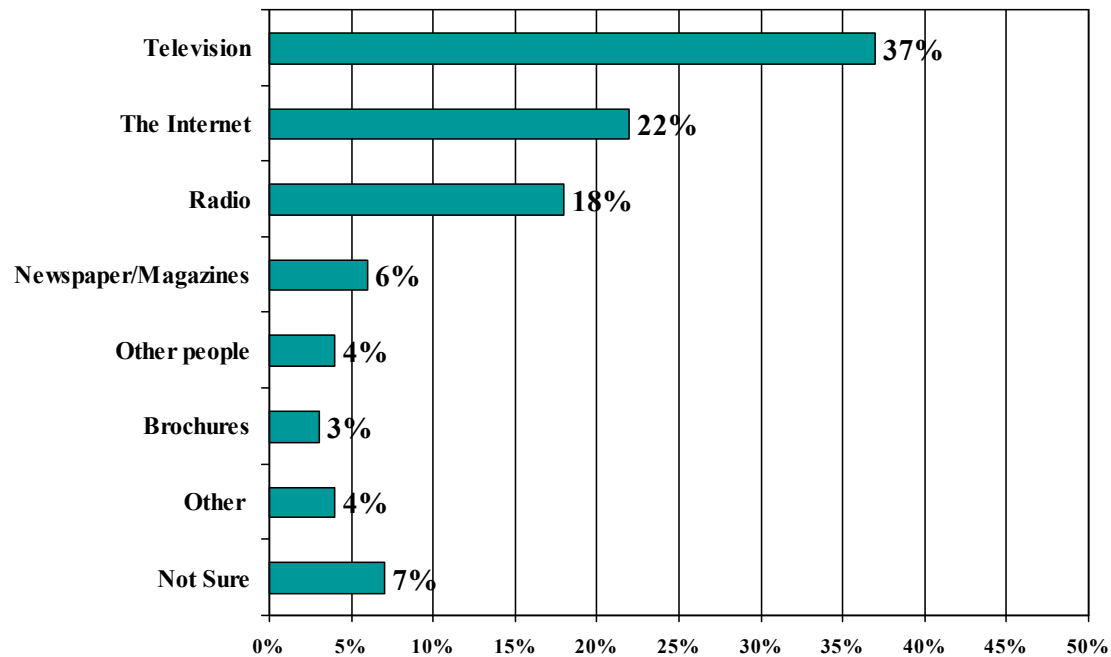
ARC's Communications and Marketing Division does the following:

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 



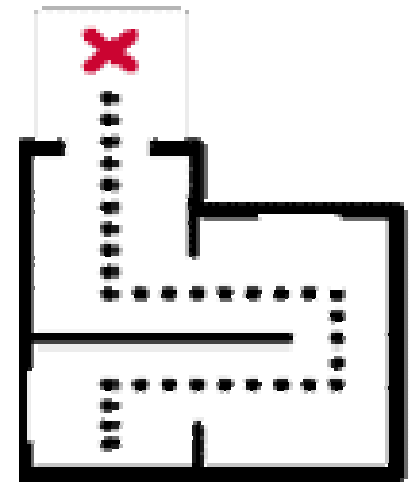
Get a Kit

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



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!**