



**Get
Ready**

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ARE YOU READY?

Get Ready Event Guide



American
Public Health
Association

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Welcome to the Get Ready campaign

Launched in 2006, APHA's Get Ready campaign helps all Americans prepare themselves, their families and their communities for all disasters and hazards, including pandemic flu, infectious disease, natural disasters and other emergencies.

Major highlights of the campaign include a national Get Ready Day, held the third Tuesday of each September, and Get Ready: Set Your Clocks, Check Your Stocks, which encourages people to check their emergency stock-piles when they change their clocks for daylight saving time.

The campaign includes free resources for the public and health workers, including fact sheets, a blog, a newsletter, a Twitter, podcasts, Q&As and a calendar of events. In 2009, the Get Ready launched its first scholarship for high school students. Visit our Web site, online at www.aphagetready.org, to access these materials and more.

Contact us

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About APHA: The American Public Health Association is the oldest, largest and most diverse organization of public health professionals in the world, dedicated to protecting all Americans and their communities from preventable, serious health threats and assuring community-based health promotion and disease prevention activities and preventive health services are universally accessible in the United States. Since 1872, APHA has led national movements for all Americans to be able to protect themselves, their families, and their communities from preventable, serious health threats. APHA accomplishes this by serving as the only association for public health professionals from every sector of society and health-related discipline.

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Suggested Get Ready Activities

Take a lesson from the Get Ready campaign and help Americans prepare themselves, their families and their communities for all disasters and hazards, including pandemic flu, infectious disease, natural disasters and other emergencies.

Here are some ideas on what you can do to spread the word about preparedness:

Hold a health fair

Organize a health fair with an emergency preparedness theme at a local community center. Invite representatives from the health department to attend and share pertinent information. Invite vendors that offer services that relate to emergency preparedness. For example, a camping store can highlight products such as crank radios or other equipment that should be placed in an emergency preparedness kit.

After-school community preparedness fair

Host a fair at a school to highlight the importance of emergency preparedness. Invite students, parents and families. Provide attendees with educational materials and activities that will help them prepare for an emergency. Set up games for kids that will help them learn about preparedness.

Emergency preparedness talk

Gather local experts and host a talk on emergency preparedness. The talk can guide participants through different emergency scenarios and review ways to

prepare. The event can be organized to address the specific needs of certain groups such as the elderly or other vulnerable populations.

Town hall meeting

Work with your local city council or other locally elected officials to host a town hall meeting. The meeting can review the specific emergency preparedness plan of your community. If there isn't a plan in place, this is an opportunity to work collectively to develop one. The meeting attendees should also be given tips on how to prepare for emergencies at home.

Emergency preparedness exhibit booth

Create an emergency preparedness booth to exhibit important emergency preparedness material. Your booth does not have to be an elaborate construction, as a typical 10-foot table works adequately. The main goal is to provide useful information. Ensure that you have information on a variety of emergency situations and provide relevant resources, such as phone numbers for local fire and health departments.



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You can set up your exhibit booth in a range of locations, such as:

- college student centers
- senior centers
- high schools
- office/apartment building lobbies
- grocery stores
- libraries
- health centers
- community service agencies

Work with churches or other faith-based organizations

Insert preparedness planning materials into your church or religious organization bulletin, or post information on a bulletin board. Ask the organization leader to make an announcement regarding the preparedness materials before service if appropriate. Work with members and host a preparedness event or talk after service (or an alternate convenient time). This venue is a great way to reach a lot of people.

Work with a local grocery store

You can promote preparedness and stockpiling to shoppers through displays or fliers in the grocery store. Work with the staff and create a list items for a preparedness kit and indicate the aisle where the product is located. Set up a table at the door showing the supplies needed for a kit. Ask the store to provide coupons for shoppers on preparedness items.

Work with local schools

Develop and conduct a classroom presentation on emergency preparedness. While preparedness is a serious subject, make the talk fun so students will be interested. Use games and other creative methods to keep their attention.

Plan a Get Ready Day event

Get Ready Day, sponsored by APHA, is observed each year on the **third Tuesday in September**. Use the observance as a tie-in to your event. Encourage others in the community to get involved.

Tips for conducting a Get Ready event

If you are not sure how to get started, these tips should help:

- Identify your target audience
- Select an appropriate location
- Develop the event/activity to meet the needs of the specific audience
- Get buy-in from the community
- Identify partners
- Divide and conquer: Delegate responsibilities
- Solicit donations for giveaways or prizes
- Print free materials from the Get Ready Web site and make copies to share
- Publicize the event
- Work closely with local media to promote the event
- Obtain photo release forms so you can use photos taken at event
- Share your successes: Tell APHA what you did!

Possible partners:

- Senior citizen center staff
- Health departments
- Fire departments
- Local businesses
- Local colleges/universities
- Fraternities/sororities
- Local schools

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Event Checklist

To help your event be a success, you need to have a good plan. This checklist will make sure you have everything in order for the big day.

One month before your event

- Decide what type of event to hold. Events can range from a health fair to a carnival. See the suggested Get Ready activities in this guide for ideas.
- Secure a venue. Find a location that is visible and accessible. If you plan to hold your event outdoors, secure a back-up location in case it rains. Make sure to include the alternate location on your fliers.
- Set a budget. This will help you determine the size of your event.
- Find partnering organizations. These can be local health departments, schools or religious organizations.

Two weeks before your event

- Distribute fliers advertising your event. Customize your flier to fit your event, and don't forget to include your logo. Make sure the date, time and address is on the flier, as well as contact information.
- Contact local newspapers and radio/television stations. The sample press release included in the Get Ready Event Guide will help you work with the media. Ask them to list the event in their community calendars as well as cover the event when it occurs.
- Solicit donations for prizes and giveaways. Using our sample donation letter, visit local businesses to ask for contributions.

One week before your event

- Assemble any materials you will need. Print out free materials from Get Ready web site. If you plan to host games, make sure you have enough materials for several people to play at once.
- Buy prizes and goodies for your event. Suggestions include flashlights, mini-first aid kits and stickers.

The day of your event

- Decorate your space. Inflate your balloons and hang signs. Make the space as inviting and festive as possible.
- Take pictures. These will help you document the event, and can be used for advertising next year's event.

After your event

- Evaluate the day. Make notes on what worked and what didn't work. This will help next year's event run even smoother.
- Send feedback to APHA. E-mail us at getready@apha.org and share your Get Ready experience with us. We'd love to know how it went!



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Sample Donation Letter

Dear [insert business name]:

Every day, Americans face threats posed by emergencies, such as natural disasters, disease outbreaks and other potentially deadly situations. Yet surprisingly few people are adequately prepared for these situations. It was this recognition that led the American Public Health Association to create the Get Ready campaign, an effort dedicated to helping Americans prepare themselves, their families and their communities for all hazards.

We plan to participate in this initiative by hosting a Get Ready event at [location, date, time]. We are dedicated to reaching out to our community and providing residents with information about emergency preparedness. This event will be a fun and informative event, and we would like your help to make this happen.

Currently, we are soliciting donations from area businesses for prizes, refreshments and [other items]. We anticipate that [number of people] will attend. We are contacting your business in the hope that you will find our cause worthy of your time and resources. If your business is interested in donating to this event, we welcome the opportunity to discuss this further. We are happy to display your name or logo as a sponsor on our materials during the event. Please note all donations will be used solely for this event.

Thank you for your consideration. Should you have any questions about our event, please free to contact me at [your phone number/e-mail address].

Sincerely,
[your name]



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Sample News Release

FOR IMMEDIATE RELEASE

Contact: [Name – must be a person who is available to answer questions from the media]

Phone number:

E-mail address:

[Your name] celebrates emergency preparedness with Get Ready event

[City, State, Date] — Because natural disasters, disease outbreaks and other hazards can occur at any time, the American Public Health Association and [your organization] want to remind you that it's never too early to get prepared. With this in mind, [your organization] will host a [your event] on [date of your event].

Our Get Ready event is being held in conjunction with APHA's Get Ready campaign, a national effort that works to help Americans prepare themselves, their families and their communities for all hazards, including natural disasters, pandemic flu and other emergencies.

“APHA applauds [your organization]’s efforts to raise awareness about preparedness,” said Georges C. Benjamin, MD, FACP, FACEP (E), executive director of APHA. “Because we never know when we will find ourselves in the midst of a disaster, being prepared in advance is the best way to ensure everyone’s safety.”

Attending the [your name] Get Ready event is a fun way to get your kids involved in emergency preparedness. [Provide short description of the activities that will be held at your event so that people are encouraged to come.] Attend [your event] and help us make this event a success!

[You may also want to include a quote from the person responsible for organizing your Get Ready event.]

For more information, visit [your URL].



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