

Ready irginia

Bob Spieldenner
Director of Public Affairs
Virginia Department of Emergency Management
(804) 897-6510
bob.spieldenner@vdem.virginia.gov
www.vaemergency.com

What is Ready Virginia?



- ◆ Ready Virginia and its Spanish counterpart, Listo Virginia, are statewide public education efforts to prepare Virginians for all hazards.
- ◆ They are based on the federal Ready and Listo campaigns and leverage the research and effort they have already invested.

What is Ready Virginia?



Ready Virginia is a team effort including many state agencies, local governments, the Red Cross and the NWS.



American Red Cross



Core Messages



Ready Virginia has three core messages:

- ◆ Get a Kit
- ◆ Make a Plan
- ◆ Stay Informed

These reinforce messages from the Department of Homeland Security, the Federal Emergency Management Agency and the American Red Cross.

Research Foundation



- ◆ Preparedness is a low priority.
 - ✓ Lack of sense of urgency and susceptibility
 - ✓ Most believe they are unlikely to be affected.
- ◆ People have unrealistic expectations.
 - ✓ They expect government will take care of them.
 - ✓ They believe they are ready, but they are not.
- ◆ People are prompted ...
 - ✓ ... when situation is imminent.
 - ✓ ... by local TV weather announcers; local police & fire; friends and neighbors; employer; volunteer experience

2010 Messages



◆ Personal responsibility

- ✓ Emergency preparedness is everyone's responsibility.
- ✓ Everyone should have a family plan for disasters.
- ✓ Everyone should be prepared to be self-sufficient for at least the first 72 hours.

◆ Make a plan

- ✓ Continues 2009 emphasis
- ✓ Follows national reprioritization

◆ *It's in your hands.*

2010 Outreach



- ◆ **Statewide Tornado Drill**
- ◆ **Tax Holiday**
- ◆ **Newsletter Articles**
- ◆ **Radio Disney**
- ◆ **Hurricane Outreach**
 - ✓ Hurricane Guide
 - ✓ Billboards
 - ✓ Movie Theater
 - ✓ Videos

2010 Research



- ◆ Discussed emergency plans up 54% to 69%.
- ◆ Internet use up 65% to 77%
- ◆ Emergency kit up 49% to 66%

- ◆ Having a meeting place 31%
- ◆ Having a written family plan 15%

Next Steps



- ◆ **Winter Weather Campaign**
 - ✓ Partnership with VDOT
 - ✓ I-81 Corridor
- ◆ **Multi-language Handouts**
- ◆ **NCR Dirty Bomb Preparedness**
 - ✓ Citizen Corps Training
 - ✓ Smart Phone App
- ◆ **Radio Disney**

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