

FEMA Ready.gov



Launched in February 2003, Ready is a national public service advertising (PSA) campaign designed to educate and empower Americans to prepare for and respond to emergencies including natural and man-made disasters. The goal of the campaign is to get the public involved and ultimately to increase the level of basic preparedness across the nation.

Ready and its [Spanish language version "Listo"](#) asks individuals to do three key things: (1) build an emergency supply kit, (2) make a family emergency plan and (3) be informed about the different types of emergencies that could occur and their appropriate responses.

Read more about the [Ready Campaign here!](#)

Source URL (retrieved on 2012-05-10 22:59): <http://www.cityofholland.com/police/fema-readygov>