

# American Library Association

## Washington Office Newslite

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### ***Keep Your Community Prepared with Help from Ready Campaign***

Today, the U.S. Department of Homeland Security (DHS) and The Advertising Council released new public service advertisements (PSAs) to support the *Ready* Campaign. *Ready* is a national public service advertising campaign produced by DHS and the Ad Council that is designed to educate and empower Americans to prepare for and respond to emergencies.

The ALA Washington Office urges libraries -- as community leaders -- to take charge in making sure their communities are prepared in the event of an emergency or disaster. The latest surveys show that 83% of Americans are unprepared to help themselves in a disaster, while the national Heritage Health Index reports that 78% of libraries do not have a disaster plan and staff trained to carry it out. These PSAs are ideally suited to help you direct your community to the resources it needs in case of emergency.

The PSAs unveiled today by DHS include television, radio, print, internet and outdoor versions that feature real families. All of the new PSAs highlight the fact that many families have not yet taken the steps needed to prepare for emergencies including getting an emergency supply kit, making a family emergency plan and learning more about different emergencies and their appropriate responses.

For more information on emergency preparedness and to view the new PSAs visit [www.ready.gov](http://www.ready.gov). Librarians interested in localizing the ads or others who would like more information can email the *Ready* Campaign at [ready@dhs.gov](mailto:ready@dhs.gov).



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