



Fact Sheet

What is READYColorado?

READYColorado is a public awareness campaign that urges citizens to get ready for any disaster, natural or human-caused. The campaign website, readycolorado.com, provides easy access to information, tools and resources for disaster planning.

What is the campaign's vision?

The vision of READYColorado is every Coloradan ready to respond to any disaster.

What is the campaign's mission?

READYColorado raises readiness awareness, educates and informs, and increases the number of Coloradans who make a plan, pack a 72-hour kit, and know how to make a difference through training and volunteering.

Who are READYColorado's partners?

The ten-county North Central Region Citizen Corps Council, provides local public education, outreach, training and voluntary services for making individuals and communities ready for disasters. Other campaign partners include first responders, emergency managers, all hazard regional coordinators, local businesses, nonprofit organizations and Citizen Corps Councils around the state.

How do individuals get ready?

At the most basic level of readiness, citizens need to make a plan and pack a kit. A communications plan spells out what individuals and families will do in order to communicate with each other in an emergency. A kit contains critical supplies needed for 72 hour survival. Because first responders may not be able to reach all citizens within the first 72 hours following a disaster, this kit is a necessity for everyone. Kits should be ready at home, in the car and at work.

Why do we need READYColorado?

There is an abundance, and sometimes confusing array, of disaster preparedness information available to citizens.

READYColorado assists individuals in charting a personal course to getting ready, knowing where to turn for help, and ways to make themselves, their communities and the state more prepared.

How much of a difference can being ready make?

Because Colorado has its share of natural disasters like hurricanes, tornadoes, floods, blizzards and wildfires, citizens need to be ready. When individuals and families are ready, they are able to survive on their own, for a period of time, no matter where they are when disaster strikes. They are also able to help others if they have made a plan and packed a kit.

What can one person, one family or one community do to make a difference?

Every person, family, community and business, as well as first responders, must play a part in readiness. READYColorado asks all Coloradans to accept personal responsibility for being ready. The campaign slogan, "Make a Plan. Make a Difference" is a call to action for every individual to get involved.

How is READYColorado funded?

READYColorado is primarily funded by the Denver Urban Area Security Initiative (DUASI) with additional funding provided by the North Central All Hazards Region of Colorado. The majority of program funding comes from Homeland Security Grants.

What is the Urban Area Security Initiative?

To build security infrastructure in large, urban areas that might be potential targets of terrorist attacks, the federal government created the Urban Area Security Initiative (UASI). Denver is one of 50 cities nationally that receives UASI funding.

How can I learn more?

www.readycolorado.com

