



Make a Plan. Make a Difference.

READYColorado 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, is an information clearinghouse that provides easy access to resources on preparing for disasters. It is a “one stop shop” for Coloradans looking for 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 will raise readiness awareness, educate and inform, and increase the number of Coloradans who have made a plan, packed a 72-hour kit, and know how to make a difference through volunteering.

Who is READYColorado trying to reach?

READYColorado plans to educate all Coloradans, with citizens of the Denver metropolitan area as a primary audience. As the campaign grows, READYColorado will reach out to citizens in the North Central Region of the state and, ultimately, to all Colorado residents.

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.

How much of a difference can being “ready” make?

The recent natural disaster in the gulf coast, Hurricane Katrina, illustrated the need for wide-scale preparedness at all levels—national, state, local, and individual. One of the key lessons learned from this event, and those of September 11, 2001, is that citizens may be asked to assist first responders. If citizens are ready, they are able to help themselves and others. By having tools, plans and resources in place, individuals are ready to survive, on their own, for a period of time, no matter where they are when disaster strikes.

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 seeks to motivate 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 be involved.

When will the campaign be ready itself?

READYColorado is currently in the planning stages, with a campaign launch scheduled for October 2005.

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Why do we need READYColorado?

There is an abundance, and sometimes confusing array, of disaster preparedness information available to citizens. READYColorado will assist 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 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 (which includes Boulder, Gilpin, Clear Creek, Broomfield, Denver, Adams, Jefferson, Douglas, Elbert and Arapahoe counties), the State of Colorado, and Citizen Corps.

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.

Who are the primary partners of READYColorado?

Partners of READYColorado include the American Red Cross Mile High Chapter; the State of Colorado Department of Local Affairs; the cities of Aurora, Arvada, Cherry Hills Village, Denver, Sheridan, Commerce City, Englewood, Glendale, Greenwood Village, Lakewood, Littleton and Wheat Ridge; Adams, Arapahoe, Denver and Jefferson Counties; and the fire protection districts of Arvada, Cunningham, Brighton, Littleton, North Washington, South Adams, South Metro, Southwest Adams and West Metro.

How can I learn more?

www.readycolorado.com
1-800-639-READY (7323)