



About Ready New York

In response to New Yorkers' growing concerns about public safety, OEM launched the Ready New York campaign in July 2003.

Ready New York's three guiding principles — develop a household disaster plan, put together a Go Bag, and assemble an emergency supply kit — are designed to help New Yorkers better prepare for all types of emergencies, from hurricanes to utilities disruptions to terrorist attacks. The campaign includes several hazard-specific brochures, public service announcements, a speakers' bureau, print and outdoor advertising, corporate partnerships, and community programs.

■ **Household Preparedness Guide**

The cornerstone of the Ready New York campaign, the household preparedness guide offers tips and information about a wide range of potentially hazardous situations New Yorkers may face. To better serve New York City's diverse population, the guide is available in Arabic, Chinese, Japanese, English, Haitian Creole, Korean, Polish, Russian, and Spanish.

■ **Other Preparedness Brochures and Guides**

Ready New York: Beat the Heat
Ready New York: Hurricanes and New York City
Ready New York for Seniors & People with Disabilities
Ready New York: Emergency Planning for Small & Mid-Sized Companies
Ready New York Pocket Guide
Ready New York for Pets

■ **Public Service Announcements (for TV)**

The Ready New York campaign includes five public service announcements, which have aired locally on Time Warner and RCN cable channels, NYC TV, and run on stadium screens during New York Mets, Yankees, Giants, and Jets home games.

■ **Advertising Campaigns**

Ready New York advertisements ran on city buses, bus shelters, subways, and billboards throughout the five boroughs in late 2004, summer 2005, and fall of 2006.

■ **Speakers' Bureau**

OEM and other representatives have trained thousands of New Yorkers through the Ready New York speakers' bureau. In addition to presenting Ready New York information to community groups and businesses, OEM participates in a variety of preparedness fairs around the City.

■ **Community Programs**

Citizen Corps
Community Emergency Response Teams (CERT)