



Disaster Preparedness Event Toolkit





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Dear Partner in Preparedness,

Thank you for collaborating with the American Red Cross and the California Emergency Management Agency to host a preparedness event in your community.

This toolkit is designed to centralize resources and to provide some of our collective best practices to empower you.

Use the following pages as a resource and launching point for your event. Included is a step-by-step guide on how to plan an event as well as general information, such as, safety guides, informational brochures, games, and press materials to help you better engage a wide range of audiences.

By organizing a preparedness event, you are helping to save lives and, in turn, are helping to strengthen your community. Both the California Emergency Management Agency and the American Red Cross work each day to make California and its residents ready to aid their families and their neighbors in the event of a disaster.

To request additional materials or for further information about disaster preparedness, please visit our websites. On behalf of the California Emergency Management Agency and the American Red Cross, we thank you again for making disaster preparedness a priority. We sincerely value your partnership.

Warm regards,

California Emergency Management Agency
<http://www.calema.ca.gov>

American Red Cross
www.redcross.org

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Be Heard: Promoting the Event

- Consider inviting preparedness partners like:
 - o CalEMA
 - o Your local American Red Cross chapter
 - o FEMA
 - o Your local government office of emergency services
 - o Your local fire department
 - o And others!
- Use social media tools like local blogs, Twitter, and Facebook to get the word out.
- Contact local newspaper and community events listings.

SAMPLE MEDIA ALERT

AMERICAN RED CROSS TO HOLD NEWS CONFERENCE AND FREE DISASTER PREPAREDNESS FAIR ON APRIL 15

**American Red Cross and Bay Area Officials, in Partnership with PG&E,
to Share New Campaign to Improve Disaster Readiness in
Northern and Central California, Followed by Free Disaster “Prep Rally”**

WHAT: On April 15, the American Red Cross will announce a new multi-year campaign to improve the disaster readiness of more than 50 communities throughout California.

Immediately following the press conference, the Red Cross will host a “Prep Rally” from 11 a.m. to 2 p.m., where attendees will be able to learn how to get their family and friends ready for disaster through interactive games and activities.

WHO: Scheduled speakers include:

- Chief Executive Officer, American Red Cross Bay Area Chapter
- Chief of the San Francisco Fire Department
- Mayor of the City of San Francisco
- President of the San Francisco Board of Supervisors

WHEN: Friday, April 15

Press Conference: 11 - 11:30 a.m.

“Prep Rally” Disaster Preparedness Fair: 11 a.m. – 2 p.m.

WHERE: Union Square in San Francisco

MEDIA CONTACT : Name

Phone:

Email:

About the American Red Cross

As a community-based, humanitarian organization, the American Red Cross provides relief to those affected by disasters and empowers individuals in our community to prevent, prepare for and respond to emergencies. By helping people learn how to take care of their families and neighbors, the Red Cross strengthens the community and makes it ready for all types of disasters, including home fires, earthquakes, wildfires and health emergencies. To find more information about your local Red Cross chapter, visit www.redcross.org.

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Be Seen: How to Host a Successful Preparedness Event Checklist

3+ Months in Advance

Done	Task	Due Date	Responsibility	Comments
	Determine the goal of your event and select the appropriate format for your message			
	Outline a budget estimate and seek appropriate approval			
	Select the date, after reviewing calendars of key participants and the community			
	Discuss roles and responsibilities with other supporting units			
	Select and reserve a venue, and obtain agreement in writing			
	Obtain permits or any security detail needed for venue and event size			
	Begin master vendor and VIP list			
	Develop a rain plan (if scheduled for an outdoor venue)			
	Select a food vendor			
	Outline decoration (linens, etc.) and equipment (tables, chairs, etc.) needs			
	Choose and order give away items, plaques, awards, etc.			
	Set aside or order rental equipment needed from external vendors			
	Confirm event speakers, including a master of ceremonies			
	Write copy and design a flyer			
	Plan audio/visual presentations and hire necessary audio/visual support			
	Develop plan for publicity with your communications/team			
	Discuss parking/transportation needs			
	Develop plan for any online components—web banners, social media, advertisements			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

2-3 Months in Advance

Done	Task	Due Date	Responsibility	Comments
	Create invitations for vendors and VIPs, seek approval before printing			
	Finalize and get approval for vendors and VIPs			
	Confirm program speaking order			
	Mail/e-blast flyers to partners, contacts, and to the community			
	Check in with program participants and offer talking points for their remarks			
	Request biographical information and photograph for publicity			
	Submit your event to local listings, newspapers, and blogs for advertisement			
	Confirm event entertainment			
	Develop a security plan, emergency exits and points of egress			
	Make arrangements for a photographer			
	Develop a layout of your venue and determine where specific activities will take place			
	Choose materials, activities, and games.			
	Confirm support staffing			
	Request volunteer staffing			
	Continue to update website with event details as needed			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

2 months in Advance

Done	Task	Due Date	Responsibility	Comments
	Arrange for set up and logistical needs			
	Complete guest list with addresses and prepare for mailing			
	Send out invitations 4-6 weeks prior to the event			
	Finalize decorations and equipment			
	Visit the venue for an on-site walk through, keeping in mind any special needs, from AV and equipment to accommodating participants with Access and Functional needs.			
	Create signage needed for event (banners, directional, etc.)			
	Finalize program and send to printer for production			
	Prepare draft of printed program			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

2-4 Weeks in Advance

Done	Task	Due Date	Responsibility	Comments
	Track RSVPs as they come back to your office			
	Prepare registration packets			
	Continue event publicity			
	Send detailed instructional packet to presenters, including directions, parking info, etc.			
	Finalize arrangements with all vendors, including AV, catering, materials suppliers			
	Write speeches and introductions; seek approval			
	Giveaways should be received and prepped for distribution			
	Create table tents as identification for vendors			
	Receive printed program, pull at least 3 for your file			
	Develop master timeline for event day			
	Confirm volunteer staffing			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

1 Week in Advance

Done	Task	Due Date	Responsibility	Comments
	Print final VIP/Vendors list in alphabetical order and also by table number for easy reference			
	Create name tags			
	Provide detailed advance packet to VIPs and Vendors			
	Collect plaques, awards and other presentation materials			
	Finalize remarks and create master script book for podium (tabbed for each speaker)			
	Send electronic version of script to presenter for final review			
	Finalize layout			
	Confirm guest count with food vendor			
	Confirm security arrangements			
	Send final instructions to volunteers			
	Confirm guest count with food service			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Event Day

Done	Task	Due Date	Responsibility	Comments
	Arrive at least 2 hours early			
	Bring final copies of all planning documents for reference			
	Bring cell phone numbers of all leads and speakers			
	Bring vendor forms for payment			
	Bring script book for podium			
	Greet volunteers and brief them on their responsibilities			
	Confirm which volunteers will stay for clean up			
	Examine venue to ensure all details have been covered			
	Set up venue with signage, favors, awards, etc.			
	Perform sound, video, and lighting checks			
	Set up registration table at least 30 minutes before event start time			
	Post-Event Clean Up			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Post Event Day

Done	Task	Due Date	Responsibility	Comments
	Conduct survey of attendees to gauge success			
	Hold event review to examine successes and areas of improvement			
	Send thank you notes to participants, volunteers, and staffers			
	Collect all needed invoices and process for payment			
	Make list of notations for the next event			
	Pull tear sheets and media clips for your file			
	Complete file with documents of record			

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Best Practices

- Allow plenty of time for set up
- Create a “booth kit” including:
 - o Pens
 - o Tape
 - o Scissors
 - o Safety pins
 - o Paperweights, in case of wind
 - o Water and snacks
 - o Extra name tags
 - o Extra materials
- Draw people in:
 - o Bring appropriate activities for your audience like a game wheel or trivia game
 - o Offer giveaways with your agency name or fun prizes
 - o Raffle preparedness kits
 - o Create a “passport” that turns into a raffle ticket. Have people earn stamps by visiting various booths for bite-size learning moments. After earning 3+ stamps, they are eligible to enter the raffle.
- Have plenty of your business cards on hand to give out
- Wear comfortable shoes
- Have fun!

Be Seen and Be Heard: How to Host a Successful Preparedness Event

Bringing Disaster into Focus

National Preparedness Month - September

National Preparedness Month
www.ready.gov



September is National Preparedness Month. This awareness month is sponsored by the Ready Campaign in partnership with Citizen Corps. National Preparedness Month is held each September and is designed to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and communities. For more information on what it means to become a coalition member, how to become a member, how to register your organization, and more click on the National Preparedness Month link found at <http://www.ready.gov>.

Great Shakeout - October

The Great California ShakeOut
www.shakeout.org

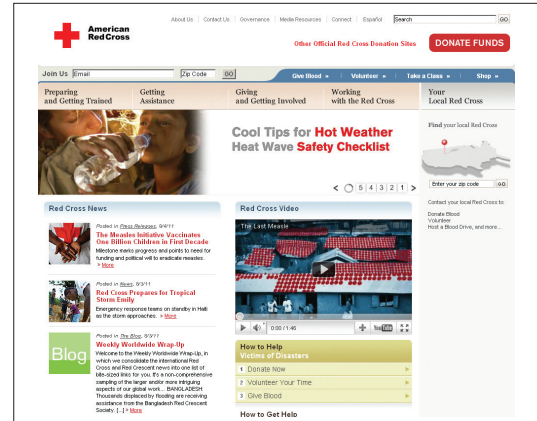


The Great California ShakeOut is a day of special events featuring the largest earthquake drill ever, organized to inspire Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes. What we do now, before a big earthquake, will determine what our lives will be like afterwards. The drill will occur in houses, businesses, and public spaces alike throughout California on the morning of the third Thursday of October each year.

Free registration at <http://www.shakeout.org/register> will pledge an individual's or group's participation in this important preparedness event. Participants will receive information on how to prepare for the inevitable major earthquake in the region and what actions to take during and after the shaking.

Please visit the following websites to download additional resources.

American Red Cross
www.redcross.org



As a community-based, humanitarian organization, the American Red Cross provides relief to those affected by disasters and empowers individuals in our community to prevent, prepare for and respond to emergencies. By helping people learn how to take care of their families and neighbors, the American Red Cross strengthens the community and readies it for all types of disasters including home fires, earthquakes, wildfires and health emergencies. The American Red Cross provides 24-hour assistance to people affected by disasters, and as one of the region's largest educational providers, trains residents in lifesaving skills through multi-language, online, community and workplace courses.

California Emergency Management Agency
www.calema.ca.gov/

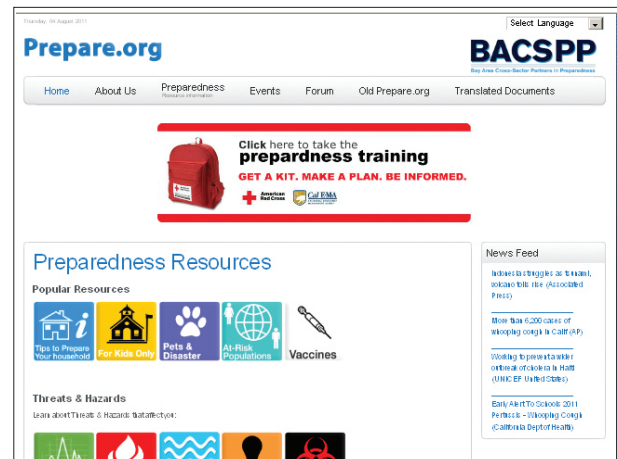


CalEMA is responsible for the coordination of overall state agency response to major disasters in support of local government. The Agency is responsible for assuring the state's readiness to respond to and recover from all hazards – natural, manmade, war-caused emergencies and disasters – and for assisting local governments in their emergency preparedness, response, recovery, and hazard mitigation efforts.

Navigating Resources

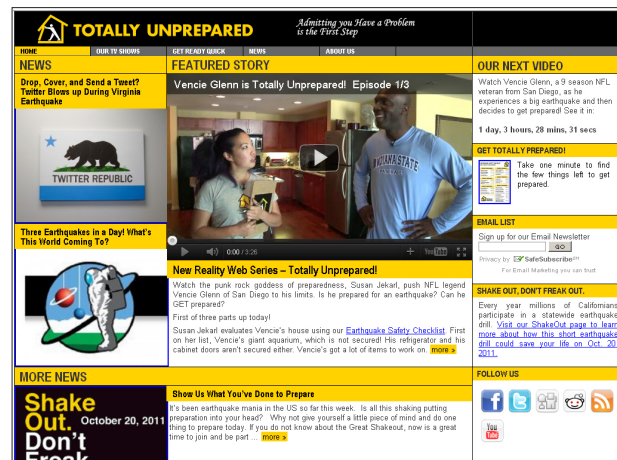
Please visit the following websites to download additional resources.

Prepare
www.Prepare.org



Prepare.org is hosted by the American Red Cross Bay Area Chapter and Bay Area Cross Sector Partners in Preparedness, an organization dedicated to developing an effective network to build collaboration and interaction among and within sectors to prepare and respond to pandemic and other large scale emergencies within the Greater San Francisco Bay Area.

Totally Unprepared
www.totallyunprepared.com



Totally Unprepared is what happens when you put forward-thinking state agencies, earthquake geeks, social media nerds, a web analytic genius, a professional filmmaker, a hot firefighter or two, and a bunch of unsuspecting Californians in a blender and hit frappe. The plan was to educate Californians about earthquake preparedness, but we did not want to bore you or ourselves to death with tedious lists and bone-dry commentary so we made earthquake materials that would be entertaining to us. We hope you have as much fun visiting these pages and watching our videos as we have had creating them.

Games and Activities

How Ready Are You Already?

Give yourself 10 points for each item that is true for you and determine your personal readiness rating.

I Have Created a Home Disaster Plan

- ☐ My family and I have identified two places to meet after a disaster.
- ☐ My family and I have identified an out-of-area phone contact.
- ☐ My family and I have identified escape routes out of our home.

I Have Developed a Home Disaster Supplies Kit

- ☐ I have a 3-day supply of food, water (1 gallon per person, per day), and special items* for all members of my household.

*(*Special items may include emergency supplies for your pets, extra eyeglasses, baby food, diapers, medication, food to meet special dietary needs, important family documents, denture needs, etc.)*

- ☐ I have a flashlight, battery-powered radio, and extra batteries.
- ☐ I have a well-stocked first aid kit.

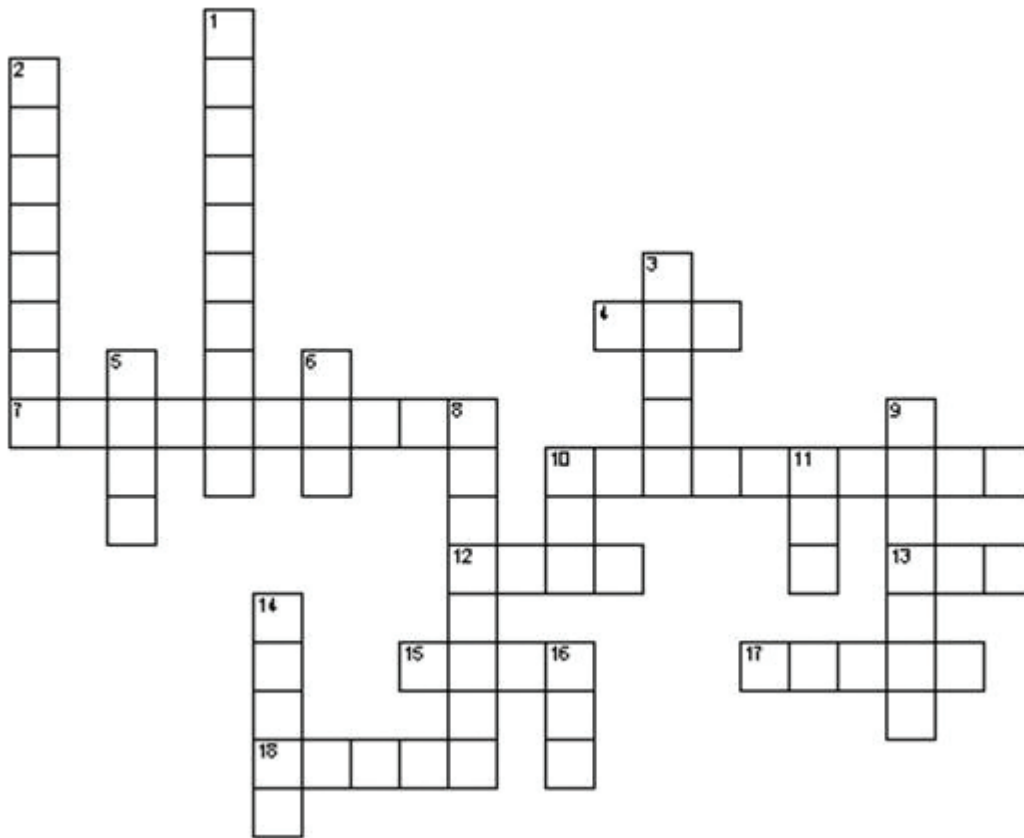
I Have Been Informed about what to do in a Disaster

- ☐ I have learned what disasters may occur in my area and how they might affect me and my loved ones.
- ☐ I have learned the various methods used to stay informed during a disaster. (*Such as tv, radio, internet, local emergency warning system, etc.)
- ☐ I have learned how to drop, cover and hold on in case of an earthquake, to shelter-in-place if needed, and evacuate safely or signal for help if I am unable to exit in case of fire.
- ☐ I am currently certified in first aid and CPR.

Readiness Rating

- 90-100 points = excellent
- 80 points = very good
- 70 points = a solid foundation
- < 70 points = still more to do!
- ☐ My Total Readiness Rating

Disaster Preparedness Crossword



Across

4. Type of phone you may need in a disaster
7. Disaster risk in the Bay Area
10. Test this once a month to prepare for a fire (2 words)
12. Keep petty _____ on hand for emergencies if ATMs fail
13. Life-saving training taught by the American Red Cross
15. Be prepared to take care of your own needs for 3 to 5 _____
17. Store 1 gallon/person/day as part of disaster kit
18. _____ valuable papers in a watertight, fireproof container

Down

1. Keep a _____ with batteries by your bed in case of a disaster
2. _____ your disaster plan by conducting drills twice a year
3. Battery-operated device used for emergency news
5. _____, cover and hold on in an earthquake
6. Don't _____ outside right after an earthquake
8. To leave your home or neighborhood
9. Install _____ on cupboard doors to protect items during an earthquake
10. Universal distress signal
11. Type of fire extinguisher
14. Put _____ aid supplies in an emergency kit
16. Rotate water & food supplies every _____ months

Answers on page 29

Dare to Prepare - Quiz Board

Create your own Dare to Prepare game and quiz your community on their disaster preparedness knowledge. Here are instructions on how to create and play the game.

DARE TO PREPARE			
First Aid	Disaster	Fire	Earthquake
100	100	100	100
200	200	200	200
300	300	300	300
400	400	400	400

Materials:

- Blank Display Board
- Colored Construction Paper (4 different colors)
- Scissors
- Double-Sided Velcro Tape
- Computer & Printer
- Laminating sheets

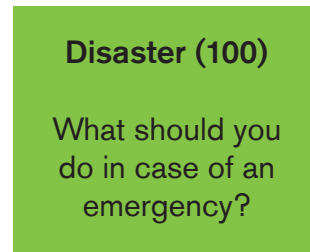
Navigating Resources

1. Type up and print “DARE TO PREPARE”
2. Using the Question and Answer Guide, type up point values and question cards. Remember to format so that the questions align with their corresponding point value on the back side of the card. See example below:

FRONT



BACK



3. Print the point values and question. Use one color of paper per category. For example, all Disaster questions are printed on green paper, while all Fire questions are printed on red paper
4. Laminate all pieces, ensuring that the point value is displayed on the front of the card and the question is displayed on the back of the card.
5. Attach double-sided Velcro to the cards and board. See example for placement. Attach the soft Velcro to the board and the rough Velcro to the front and back side of the card. This allows you to display both sides of the card on the board.
6. Congratulations! You are ready to play.

Set –Up:

1. Arrange the board with all point values displayed under the categories.
2. Determine how to score the game.
 - a. Giving away raffle tickets 100 points = 1 ticket, 200 point = 2 tickets, and so on. This works well if people do not have enough time to play the game all the way through.
 - b. Play the entire game and give a bigger prize to the winner.
3. Gather a group of 2-6 people.
4. Make sure you have the Question/Answer Guide.

How to Play:

1. Take turns answering questions based on point value. The higher the point value, the more difficult the question.
2. The person with the most points wins!

Question/Answer Guide

Fire

- 100Q: Name a place where you can meet your family in case of a house fire
 - 100A: Make sure that you can escape safely- You and your family can meet at a park nearby your home or go to your designated meeting place right outside your home.
- 200Q: What should you do if your clothes catch on fire?
 - 200A: STOP DROP AND ROLL!
- 300Q: What should you do if you are in your bedroom and there is thick smoke or flames on the other side of the door:
 - 300Q: Make sure you check the door handles with the back of your hand before opening door, if the door is hot and you cannot exit, look for an alternate route. If smoke, heat or flames block your exit routes preventing you from getting outside safely, hang a sheet or towel outside your window to let the fire department know where you are.
- 400Q: How do you test a smoke detector? How often do you need to test it to make sure the batteries still work?
 - 400A: Test smoke alarms by pushing the test button on each alarm. If it does not work, replace the battery and test again. If it still does not work, replace the alarm. You should test your smoke alarms once a month.

Earthquake

- 100Q: What three steps do you take when there is an earthquake?
 - 100A: DROP, COVER and HOLD ON!
- 200Q: What should you and your parents do to ensure your house is safe for an earthquake?
 - 200A: Determine your family disaster plan. Make a Plan, Get a Kit, Be In formed. Identify potential hazards (hanging objects, objects on open shelves, furniture, water and gas pipes, water heater, in the kitchen, home electronics) in your home and begin to fix them.
- 300Q: Are doorways a good place to be during an earthquake?
 - NO! Each doorway is structurally different. Doors may be swinging so they are not a safe place to be during an earthquake. At max only two people can be in a doorway. May need to evacuate.
- 400Q: What is an aftershock?
 - 400A: An aftershock is a smaller earthquake that occurs after a previous large earthquake in the same area (the main shock).

Disaster

- 100Q: What should you do in case of an emergency?
 - 100A: Call 911 if you see anything that needs an immediate police, fire or emergency response.
- 200Q: Name three types of disasters that can occur in the Bay Area
 - 200A: Fire, earthquake, flood, pandemic flu, tsunami, etc.
- 300Q: True or False: Candles should be part of disaster kit?
 - 300A: False-use a flashlight
- 400Q: How many gallons of water do you need for each person in your household?
 - 400A: 1 gallon of water per person per day for drinking for approximately 3-5 days.

First Aid

- 100Q: Name three items that should be included in a First Aid Kit
 - 100A: Water, food, flashlight, first aid kit, medications, battery operated or Crank radio, tools, clothing, sanitary supplies, cash in small denominations, contact information, map, personal items, additional items, etc.
- 200Q: What is the #1 way you can prevent spreading germs or illness?
 - 200A: Consistent hand washing!
- 300Q: You come upon a scene where someone seems to be hurt. What should you do first?
 - 300A: Make sure the scene is safe!
- 400Q: What care should you give first to a victim who has burned his or her hand?
 - 400A: Stop the burning. Safely put out the flames or remove the victim from the source of the burn. Cool the burn. Use large amounts of cool water to cool the burn.

Prepare Yourself and Your Family

Be Red Cross Ready Brochure and Emergency Contact Card

Every single person needs to ensure they are personally prepared for disasters large and small. Only in this way will all of us in the community be able to ensure the safety of our families and assist our neighbors. Learn how with this brochure and emergency contact card. Download it now at www.redcrossbayarea.org



California Volunteers Family Plan Instructions

It is important to make sure your family has a plan in case of a disaster. California Volunteers Family Plan Instructions serves as a guide for each of your family members, letting them know how you will get in contact with one another, where you will go and what you will do in an emergency. Keep a copy of this plan in your disaster supply kit or another safe place where you can access it in the event of a disaster. To make your plan, please visit www.californiavolunteers.org/familyplan/plan.html to download customized instructions to help prepare your family.



FEMA Ready Kids

Hey Kids! Are you ready to help your family get prepared for the unexpected? Your family can use this website to create a plan that will help you be ready for many different kinds of unexpected situations. Every day you get your homework done, get to music or sports practice on time, and plan where and when you'll meet up with friends. But how do you get prepared for emergencies? It's simple! It just takes planning and practice, and these fun activities from Ready Kids can help!

Click on these easy steps, talk to your family, and make a plan and put it in a safe place. When you're all through, you'll be ready to graduate from Readiness U!

Check it out at www.ready.gov/kids/home.html

Preparedness Safety Guides

Visit <http://www.prepare.org/home/> to download safety guides for Flu Prevention, Earthquakes, Floods, Tsunamis, Pets, Power Outages, Taking Care of Your Emotional Health, Wildfires, and more.



My Hazards

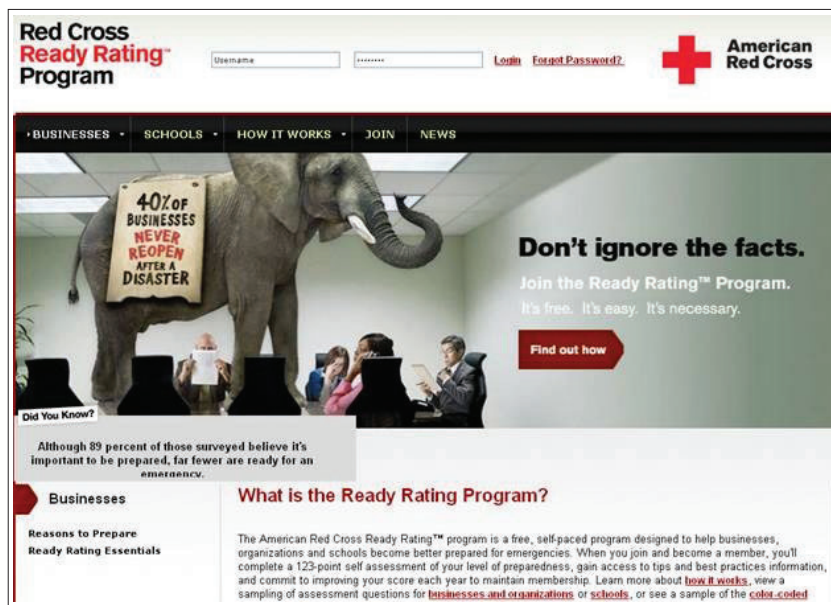
The best way to recover from disasters is by reducing the risks before a disaster strikes. This website reveals the hazards that exist in your area and teaches visitors how to reduce their risk. To find out what natural hazards exist in your area, enter a street address, a city name or zip code or a landmark.

To learn more, visit My Hazards <http://myhazards.calema.ca.gov/>

Prepare Your Organization

Ready Rating for Businesses, Organizations and Schools

The American Red Cross Ready Rating™ program is a free, self-paced program designed to help businesses, organizations and schools become better prepared for emergencies. When you join and become a member, you'll complete a 123-point self-assessment of your level of preparedness, gain access to tips and best practices information, and commit to improving your score each year to maintain membership. Learn more about how it works, view a sampling of assessment questions for businesses and organizations or schools, or see a sample of the color-coded score card generated after your assessment has been completed. Remember, your business, organization or school can only access these tools after creating an online profile. To learn more, please visit <http://readyrating.org/>



Disaster Planning for Businesses

Disaster Plan for Small Business: www.tnema.org/Library/Plans/BUSDISGD.PDF

Shelter in Place Plan: www.tnema.org/Library/Plans/ModelSIP.pdf

Emergency Management Guide for Business & Industry:
www.tnema.org/Library/Plans/bizindst.pdf

American Red Cross Business & Industry Guide:
www.redcross.org/services/disaster/beprepared/busi_industry.html

Developing a Preparedness Plan and Conducting Emergency Evacuation Drills:
www.tnema.org/Library/Plans/NFPA-Evac.pdf

Prepare Your Community

Map Your Block

The Map Your Block or Map Your Neighborhood project is an all hazards response tool educating members of the community to become more prepared during the pre-planning and response phase of a large scale emergency. The project provides the community with the tools and resources they need to increase community capacity and self-sufficiency during a disaster. The program is designed for “already organized” community or neighborhood groups (i.e. Home-owners Associations, Neighborhood Watch groups, faith-based organizations, etc.) to help them assess and map their resources. It also walks community members through a process to develop a community response plan. A neighborhood can be defined as a group of people with diverse characteristics who are linked by special ties, share common perspectives, and/or engage in joint activities within a geographical location or setting.

http://72hours.org/pdf/map_your_neighborhood.pdf

English Language Learners

Visit www.prepare.org/home/ to find downloadable brochures translated into languages including Arabic, Chinese, Farsi, French, Hmong, Japanese, Khmer, Korean, Lao, Russian, Spanish, and Vietnamese.

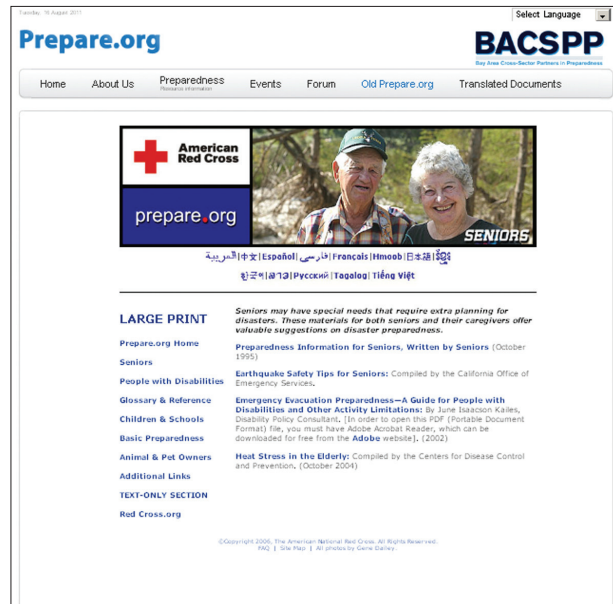
The screenshot shows the Prepare.org website. At the top, there is a navigation bar with links: Home, About Us, Preparedness (Resource Information), Events, Forum, and Old Prepare.org. Below the navigation bar is a red banner with a backpack icon and the text: "Click here to take the preparedness training GET A KIT. MAKE A PLAN. BE INFORMED". Logos for the American Red Cross and Cal EMA are also present. Below the banner is a section titled "Preparedness Resources" with sub-sections: "Popular Resources" (including Tips to Prepare Your household, For Kids Only, Pets & Disaster, At-Risk Populations, and Vaccines) and "Threats & Hazards" (including Earthquake, Fire, Flood, Power, and Biohazard). On the right side, there is a sidebar titled "BACSPP Bay Area Cross-Sector Partners in Preparedness" with a "Translated Documents" section listing various languages: Arabic, Chinese, Farsi, French, Hmong, Japanese, Khmer, Korean, Lao, Russian, and Vietnamese.

Navigating Resources

Seniors

Seniors may have special needs that require extra planning for disasters. These materials for both seniors and their caregivers offer valuable suggestions on disaster preparedness.

www.prepare.org/home/old-prepareorg.html



People with Access and Functional Needs

This section contains information designed to assist people with disabilities and medical concerns to prepare for disasters.



Answers for crossword puzzle on page 18:

Across

4. PAY 7. EARTHQUAKE 10. SMOKE ALARM 12. CASH 13. CPR 15. DAYS 17. WATER 18. STORE

Down

1. FLASHLIGHT 2. PRACTICER 3. RADIO 5. DROP 6. RUN 8. EVACUATE 9. LATCHES 10. SOS 11. ABC 14. FIRST 16. SIX




With heartfelt thanks

Writers: Kelsey O'Hara and Rebecca Fleming

Designer: Patricia Murino

Sponsor: California Emergency Management Agency

Partners: American Red Cross Bay Area, AmeriCorps and New Sector Alliance



For more information regarding CalEMA please visit
www.calema.ca.gov

For more information regarding American Red Cross
please visit www.redcross.org