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READY NEW YORK CAMPAIGN EXPANDS REACH WITH NEW PRINT AND MULTIMEDIA OFFERINGS

Suite of resources include video series, mobile application and more

December 31, 2014 - NYC Emergency Management's Ready New York campaign, which encourages New Yorkers to be prepared for all types of emergencies, has expanded to include a new set of emergency preparedness resources for New Yorkers of all ages, including new interactive books for students, a revamped video series, and a mobile application.

"It's even easier for New Yorkers to get prepared, whether on your phone, on the web, by watching a video, or by reading an interactive storybook," said Commissioner Joseph Esposito. "When you make a plan, gather supplies and get informed, you not only ensure the safety of yourself, but also the safety of your family."

During 2014, the Ready New York community outreach team educated a variety of audiences about emergency preparedness and hazards in NYC. From children to senior citizens, more than 63,500 NYC residents learned how to be Ready New Yorkers at 780 educational events across the city. In 2014, New York City students were presented with Ready New York's latest teaching aids, the "Be Ready, Be Safe" coloring book and the "Choose Your Own Path to Preparedness" emergency preparedness storybook series. The coloring book's cartoon characters engage children in a discussion about emergency preparedness using stickers, games, and activities, while the "Choose Your Own Path to Preparedness" series designed for students ages 9 to 13 years leads young readers through one of four emergency scenarios, and allows them to pick what they would do to prepare for and respond to an emergency. These storybooks are accompanied by specially designed materials for parents and classroom teachers, including monthly newsletters with tips, resources, and activities for language arts, math, science, and social studies. Posters are also available for display in classrooms to reinforce lessons taught in the corresponding in-school presentation and in the storybooks.

Ready New York multimedia resources have also expanded with the debut of the "What's Your Plan?" video series. The series includes two five-minute videos — "A Well Planned Escape" and "Hindsight is 20/20" — which depict New Yorkers faced with emergency scenarios, and underscore why it's important to plan ahead. Additionally, members of NYC Emergency Management's Community Emergency Response Teams (CERTs), the New York City Fire Department, the New York City Police Department, the New York City Department of Education and the American Red Cross of Greater New York contributed to the series. The videos are available in English, Chinese, Russian, and Spanish, and can be viewed on NYC Emergency Management's YouTube channel.

Ready New York also developed a one-stop shop for emergency preparedness with the Ready NYC mobile application. Available for Apple iOS and Android devices, the app was developed with the NYC Department of Information Technology & Telecommunications (DoITT), and allows New Yorkers to store important information, including emergency contacts, meeting places, and supply checklists for a Go Bag and emergency supply kit. Other key features include emergency tips and alert feeds from Notify NYC — the city's free, official source for emergency information and important updates.

The *Ready New York* campaign outlines three important strategies to preparing for emergencies:

- **Get Prepared: *Make a Plan* —** Develop a disaster plan and decide where you and your family will meet in the event of an emergency.

- **Get Prepared: *Gather Supplies* —** Gather emergency supplies – some to keep in your home and others to keep in Go Bags, in case you must leave your home in a hurry.

- **Get Prepared: *Get Informed* —** Learn how to keep informed about the hazards you may face in New York City. Sign up for Notify NYC to receive emergency messages through the telephone, text message, and more; or get updates by becoming a fan of OEM's Facebook page or following us on Twitter.

Staying in Touch with OEM
New York City Emergency Management communicates directly with the public through a variety of tools, including Notify NYC. This is just one way the City of New York communicates urgent information to city residents. In addition to sending e-mails, text messages, and phone calls, the emergency notification office has the ability to activate NYC's Emergency Alert System (EAS), which sends information immediately via television and radio. Residents can also visit Facebook, Twitter, and the agency's website, nyc.gov/oem for more information. The public can sign up for Notify NYC by calling 311 or going to www.NYC.gov/notifynyc.

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