

The Ad Council/FEMA

Ready Campaign: Video Script FINAL

“We Prepare Everyday”

<i>No two days are alike.</i>
<i>So, every day, you PREPARE</i>
<i>for yourself</i>
<i>for those you love</i>
<i>for whatever the day may bring.</i>
<i>Being prepared is a part of who you are.</i>
<i>But in the case of a disaster, preparation isn't always front of mind.</i>
<i>In an emergency, when help and resources may not be available for days,</i>
<i>being prepared is more important than ever.</i>
<i>It's up to everyone to BE INFORMED about what types of emergencies might occur where you live or visit</i>
<i>Knowing the best responses for your personal circumstances</i>
<i>is the key to maintaining your health, safety and independence.</i>
MAKE A PLAN
<i>that covers where you'll go in an emergency</i>
<i>and how a personal support network can assist you.</i>
BUILD A KIT
<i>that contains the specific things YOU need to survive for several days:</i>
<i>food and water</i>

medication and supplies

As well as any important documents you may need.

Being prepared is a part of who you are,

and disaster preparation is no different.

There's no one more capable of planning for your situation, than you.

Be Informed. Make a Plan. Build a Kit. Get Involved.

Ready.gov/myplan