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**OEM ANNOUNCES RECORD YEAR FOR READY NEW YORK PROGRAM**

*More Than 400 Emergency Preparedness Events Held in 2009, a 58% Increase Over Last Year*

The New York City Office of Emergency Management (OEM) today announced a record year for its *Ready New York* emergency preparedness program. In 2009, the *Ready New York* program more than doubled the number of training presentations it offered in 2008, and saw significant increases in literature distribution and web traffic. In addition, using technology, OEM was able to expand its outreach efforts by establishing a presence on the social networking sites Facebook and Twitter, and developing an 11-minute *Ready New York* video to supplement existing presentation materials. OEM also broadened outreach by introducing *Ready Schools*, a partnership with the Department of Education, and by training Community Emergency Response Team (CERT) and NYC Service volunteers to present at *Ready New York* events. Finally, OEM enhanced accessibility to the *Ready New York* program by translating preparedness materials into nine additional languages (bringing the total to 23), introducing audio tapes of its guides and expanding outreach to non-English speaking businesses.

“What began with a single household preparedness guide in 2003 is now a professional and dynamic program that has educated millions of New Yorkers about the importance of preparing for emergencies,” said OEM Commissioner Joseph F. Bruno. “We still have a lot of work to do, and I commend the staff and volunteers who, year after year, make this program a continued success.”

**Ready New York Events**

In 2009, the *Ready New York* program increased the number of preparedness training presentations it offered by roughly 58%. OEM staff and volunteers presented to more than 15,700 people at 280 *Ready New York* training sessions. In addition, OEM distributed literature from *Ready New York*'s suite of 11 guides to 119,500 people at 130 preparedness fairs, a 15% increase over 2008.

**Preparedness Guide Distribution:**

The *Ready New York* program also saw significant increases in literature distribution and web traffic in 2009. Through mailings, events, and downloads, OEM distributed more than 550,000 *Ready New York* guides, a 30% increase over 2008. The most requested guide in 2009 was *Ready New York: Pandemic Flu*, which OEM and the Department of Health and Mental Hygiene introduced in April. Since it was published, OEM has distributed more than 200,000 pandemic flu guides. In 2008, the most popular guides were the *Ready New York for Kids* and *Ready New York Pocket* guides, with more than 100,000 of each distributed. OEM's expanded incident-based distribution program, which sends preparedness materials to people affected by emergencies, contributed to the increase in 2009.

**Social Media and Web Outreach**

In 2009, the *Ready New York* program expanded its web-based outreach efforts by establishing a presence on Facebook, Twitter, and YouTube. With more than 1,700 fans, OEM's Facebook page links users to a variety of preparedness materials and offers updates about *Ready New York* programs and events. OEM's Twitter page is linked to the Notify NYC, the City's emergency notification program, and offers more than 850 followers real-time information about emergencies in all five boroughs.

OEM also developed 15 short *Ready New York* video clips (each less than three minutes), which can be viewed free of charge on YouTube. The YouTube clips are segments of an 11-minute preparedness video the *Ready New York* program debuted in January. The video was filmed in high definition by NYC TV and stars Karen Duffy, a former MTV host and current CERT volunteer.

Along with an expanded presence on the web, OEM saw more than a 20% increase in the number of *Ready New York* materials downloaded from the agency's website. In 2009, more than 100,200 preparedness guides were downloaded from [www.nyc.gov/oem](http://www.nyc.gov/oem). With 32,000 downloads, *Ready New York: Pandemic Flu* was the most popular guide online.

### **Ready Schools:**

After a successful pilot program in Brooklyn, the *Ready New York* program launched *Ready Schools* in all five boroughs at the start of the 2009/2010 school year. *Ready Schools* is a joint effort between OEM and the Department of Education (DOE) to teach students about the importance of preparing for emergencies through in-school and after-school workshops and presentations. This school year the *Ready New York* program plans to hold more than 100 *Ready Schools* events and reach more than 25,000 students.

### **Trained CERT and NYC Service Volunteers**

In an effort to expand the *Ready New York* Speakers' Bureau, OEM staff trained 90 Community Emergency Response Team (CERT) and NYC Service volunteers to present at preparedness events. The volunteers have already participated in more than 50 events this year and will soon be presenting alongside OEM staff members at *Ready Schools* assemblies.

### **Language Accessibility**

In 2009, the *Ready New York* program took a number of steps to increase the accessibility of its preparedness materials. In April, *Ready New York: Pandemic Flu* became the first guide to be offered in 23 languages. Many of *Ready New York*'s other guides are available in 14 languages. In addition to printing materials in many languages, *Ready New York* also created audio tapes of all of the program's guides and added Spanish, Chinese, and Russian subtitles to its 11-minute video. *Ready New York* also expanded outreach to non-English speaking businesses. Roughly 3,700 of the 12,000 *Ready New York for Business* guides OEM distributed in 2009 were in languages other than English.

For more information about the *Ready New York* program visit [nyc.gov/oem](http://nyc.gov/oem) or call 311.

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