



# Department of Defense America's PrepareAthon! Spring 2016 After Action Questionnaire



America's PrepareAthon! (AP!) is a year-long national campaign of action to increase preparedness and resilience through heightened awareness of the hazards that threaten our communities and to increase the practice of preparedness actions to minimize our vulnerabilities. The campaign culminates two times each year – in the Spring and Fall – in America's PrepareAthon! Day to further amplify the importance of taking action to prepare. Please complete the questionnaire to ensure your Component or installation's activities during the Spring 2016 campaign (April 10<sup>th</sup> –May 28<sup>th</sup>) are counted in the report to the Deputy Secretary of Defense and the White House on DoD's participation.

Questionnaire responses will be accepted until June 10, 2016. To submit your completed questionnaire, please email: [osd.natlprep@mail.mil](mailto:osd.natlprep@mail.mil). Should you have any questions, please email: [osd.natlprep@mail.mil](mailto:osd.natlprep@mail.mil).

1. Please identify your top-level Component:

Please identify the representative within your Component/installation who is responsible for this submission.

Name:

Title:

Component/Office:

Email:

Army:

Navy:

Air Force:

Marine Corps:

Combatant Command:

OSD Component:

DefenseAgency:

2. Name of your Component site, installation, facility, or site:

3. Country:

State:

City:

4. Approximate total number of personnel/population in your organization at your Component, installation, facility, or site:

5. Indirect information awareness outreach. Did your Component or installation participate in indirect preparedness outreach activities (e.g., sending memorandum or e-mails; record a video or public service announcement; or create a newsletter or article)?  Yes  No

-How many indirect information awareness activities were taken?

-Total approximate number of individuals reached through these indirect information awareness activities?

6. Direct information awareness outreach. Did your Component or installation participate in direct preparedness outreach activities (e.g., preparedness booth or fair; 5K Preparedness Run; in-person speaking engagement)?  Yes  No

-How many direct information awareness activities were taken?

-Total approximate number of individuals reached through these direct information awareness activities?

7. Did your Component or installation conduct a preparedness discussion, training, drill, or exercise? If so, please consider providing additional detail in the final question.  Yes  No

- How many preparedness discussions, training, drills, or exercises were taken?

- Total approximate number of individuals that participated in discussions, drills, training, or exercises?

8. If your Component or installation promoted the AP! campaign or preparedness activities through social media and communications channels, please provide quantitative totals.

- Internal Website Page Visits:

(NOTE: Metrics being gathered are for visits and views of your specific internal preparedness site in the Spring 2016 America's PrepareAthon! campaign. Count only the exact webpage/site being promoted, not main websites where, for instance, an image is rotating or badge is promoting your preparedness or campaign site.)

- Internal Website Page Views:

(NOTE: In this case, a visitor is someone who visits your specific preparedness site and is tracked by the cookie placed in their browser. As such, a single visitor can have multiple visits to your site after any 30 minute period of inactivity.)

- Public Website Page Visits:

(NOTE: Metrics being gathered are for visits and views of your specific external preparedness or campaign site during the Spring 2016 America's PrepareAthon campaign) -

- Public website Page Views:

- Facebook Posts:

(NOTE: Metrics being gathered are for total number of Facebook Posts during the Spring 2016 America's PrepareAthon! campaign, or on preparedness topics.)

- Facebook Likes:

(NOTE: Metrics being gathered are for the accumulated total "Likes" among all Facebook site during the Spring 2016 America's PrepareAthon! campaign.)

-Twitter Total Tweets:

(NOTE: Metrics being gathered are for total number of Tweets on the Spring 2016 America's PrepareAthon! campaign, or on preparedness topics.)

- Twitter Total Views:

- Twitter Total Retweets:

(NOTE: Metrics being gathered are for the accumulated total "Retweets" among all Tweets for AP! or on preparedness.)

- YouTube/Video Posts:

(NOTE: Total number of videos placed on YouTube on the America's PrepareAthon! campaign, or on preparedness topics site during the Spring 2016 America's PrepareAthon! campaign.)

- YouTube/Video Views:

(NOTE: Metrics being gathered are for the accumulated total "Views" among all YouTube posts for

AP! or on preparedness site during the Spring 2016 America's PrepareAthon! campaign.)

- Other social media or communications channel: ; and statistics:

9. Did your Component or installation promote any of the following ways to participate in the Spring 2016 America's PrepareAthon! campaign? Please check all that apply.

- Develop and test emergency communication plans.
- Sign up for local alerts and warnings, or download emergency-oriented applications.
- Assemble or update emergency supplies or kits.
- Document property and obtain appropriate insurance for relevant hazards.
- Collect and safeguard critical documents (e.g., insurance policies and birth records).
- Make property improvements to reduce potential injury and mitigate property damage.
- Plan with neighbors to help each other out and share resources.

10. Did your Component promote hazard informational awareness? Please check all that apply.

- Flood
- Wildfire
- Hurricane
- Power Outage
- Active Shooter
- Tornado
- Earthquake
- Winter Storm
- Extreme Heat
- Tsunami
- Volcano
- All Hazards
- Other:

11. Did your Component or installation collaborate or partner with an internal or external stakeholder to participate in activities of common interest supporting Component or installation and/or community preparedness efforts? Please check all that apply.

- Local First Responders
- City EM
- County EM
- Local Public Health
- State/Territory EM
- International EM
- NGO
- Private Sector
- FEMA
- Other Federal Partners
- Other military installations or sites
- Community Schools
- Specify your own value:

12. Does your installation have reciprocal agreements with surrounding municipalities?  Yes  No

- a. If yes, how many agreements?, and did your installation exercise any of these agreements during this campaign?  Yes  No
- b. Are there gaps that your installation is planning to address with additional agreements and/or exercises?  Yes  No

13. Did your Component or installation register its preparedness activity participation or an event on the America's PrepareAthon! campaign website at [www.ready.gov/prepare](http://www.ready.gov/prepare) to be counted in the national total?

Yes  No

Explain:

14. Please highlight any exemplary efforts, engagements, or outreach activities taken during the Spring 2016 America's PrepareAthon! Please also provide any external web-links that detail your activities. This information is vital to our reporting, public affairs efforts, and selection of letters of recognition.