

A priority of this Department is focusing on the well-being and safety of each member of our workforce and their families so that we can continue to safeguard U.S. security. To help ensure that our Service members, civilians, and installations are prepared for the types of disasters they may encounter, all DoD Components are requested to participate in the April 2015 America's PrepareAthon! campaign.

— Deputy Secretary of Defense Robert Work,
March 2015



AMERICA'S PrepareAthon!™

BE SMART. TAKE PART. PREPARE.

APRIL 2015 DOD OVERVIEW



SUCCESS STORY



Ramstein Air Base, Germany: The Civil Engineer Emergency Management Airmen, Red Cross, and the Army Office of Emergency Management collaborated on their first America's PrepareAthon!. "Being prepared for disasters is a shared responsibility," said Tech. Sgt. Bradley Iseminger. They worked together to utilize social media, conduct outreach with local first responders and community schools, and held an information booth where they offered guidance and answered questions on topics such as how to build emergency preparation kits.

Ramstein also utilized the American Forces Network radio to reach 57,000 through preparedness segments and a commercial that aired once an hour during April. Airman 1st Class Robert Ridgway added, "Our job is to get the information out there so people are prepared."

HAZARD AWARENESS

> The campaign provides a recurring opportunity to learn more about the hazards that threaten our communities and to practice actions that will help minimize vulnerabilities.

Hazards most promoted:



166
COMPONENTS AND
INSTALLATIONS PARTICIPATED

99

93

72

63

56

44



Fort Huachuca, AZ

Conducted a multi-faceted preparedness campaign over five-weeks targeting preparedness actions for the installation, workforce, and their families reaching over 10,000 people. The emergency notification system AtHoc and the Army Disaster Personnel Accountability and Assessment System were tested and updated. Extensive public service announcements were broadcast on the Commander's TV channel and local radio channels several times a day. An Army Ready table was included at the Month of the Military Child Fair. Numerous emergency preparedness briefings were conducted with the American Red Cross for the base population.

Naval Weapons Station Earle, NJ

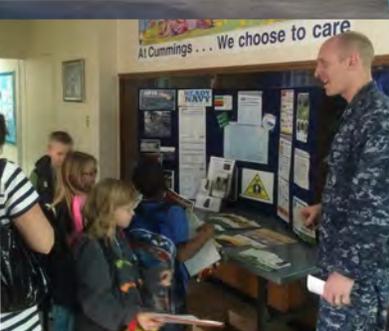
An Emergency Family Assistance Center exercise was conducted that demonstrated the importance of planning for pets during times of emergency, as people would not evacuate without their pets. To address these issues, Earle consulted with New Jersey emergency managers for insights. While every installation is unique, Earle will now include pets in on-boarding documentation, and provide emergency shelter on base as the preferred option for personnel with pets.

DLA, Defense Supply Center Columbus, OH

On a single day, a tornado drill and mass evacuation exercise was held across the installation to include over seven Components, including the Police Department, that reached over 7,000 people. Between these two events, mass warning and notification system messages were conducted, the workforce tested their emergency action plans and shelter in place locations, and installation Dispatch and the Emergency Operations Center were tested. An after action review will be utilized to improve employee safety during emergencies.

Marine Corps Logistics Base Albany, GA

Conducted an outreach campaign that reached over 78,000 people through combined preparedness activities to include social media outreach and a full-scale exercise. Albany partnered with surrounding installations, city and county first responders, Police, and Public Health on their America's PrepareAthon! activities.



FACEBOOK

1,136 POSTS
55,525 LIKES



TWITTER

161 TWEETS
78,985 VIEWS
1,201 RETWEETS



INTERNAL & EXTERNAL WEBSITES

1.8 MILLION VIEWS

