



# Drill Down for Safety

*Making the Country Prepared, Not Scared™.*

Presented by...

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# Safe America: a 16-Year Success Story

- ▶ Began 'from scratch' in 1992 following a \$1 million grant from Travelers Foundation
- ▶ Since that first million, Safe America has raised over \$30 million for innovative safety education programs
- ▶ Won 'Lifesavers Award' in 1995 from DOT for creating innovative programming
- ▶ In 2009, Safe America helped Americans be Prepared, Not Scared™... how to be 'ready' to handle future emergencies through a program called 'Drill Down for Safety'
- ▶ As of April 2010, Safe America has coalesced over 5 million partners to support 'Drill Down' in 2010 - including national PTA, IAEM, NEMA, Medical Reserve Corps, NEDRIX, All Hazards Consortium, ALAN, NAEMT, NASEMSO, NAGC, AARP, and others
- ▶ Recent meetings - with DHS, FEMA, U.S. Chamber of Commerce, Harvard, Booz Allen Hamilton, - have reinforced support for a national 'texting drill' to help wireless users know how to text during an emergency

# Personal Preparedness in America

## 2009 Citizen Corps National Survey

- ▶ 43% do not have disaster supplies in their homes
- ▶ 50% are not familiar with community alerts/warning systems
- ▶ 56% do not have a household emergency plan
- ▶ 58% were not familiar with community evacuation routes
- ▶ 74% have not participated in a workplace shelter-in-place drill; however, 42% did participate in a workplace evacuation drill
- ▶ 77% have not volunteered for community preparedness activities; however, 34% did volunteer during a crisis in their community
- ▶ 80% have not completed a home evacuation drill
  
- ▶ Key Summaries
  - Individuals have a high expectation of assistance from the emergency responder community
  - Practicing response protocols and drills are critical actions that are needed and easily sustainable

# Goals – ‘Drill Down for Safety’

To engage Americans in doing a preparedness activity in September, which is National Preparedness Month

To engage youth in doing a preparedness activity in September

To engage Americans to text first during a crisis thereby allowing voice communication systems to be more robust

To establish research benchmarks on why Americans will or will not engage in preparedness activity

To establish sustainable partnerships with government, business, nonprofit, and other stakeholders on ‘Drill Down for Safety’

# Objectives

1. A 'drill' that gives people something to 'do' – a practice exercise that they can build meaningful training around... and some emotional satisfaction from having gone through it.
2. A network of corporate, nonprofit, government, and community leaders that can spearhead a grassroots campaign across the nation.
3. An educational element focusing on youth, thereby engaging them in demonstrating preparedness and sharing the importance with other youth.
4. A research component that helps FEMA, American Red Cross and other integral organizations that addresses the reasons why people are or are not prepared.
5. Memorable messaging, including our themes of be *Prepared, Not Scared™* and *Text First, Talk Second™* in concert with national preparedness goals and objectives.
6. The 2010 'Drill Down for Safety' campaign has a special focus on texting with people encouraged to text 78247 and insert the word 'safe' in the body. In turn, participants have demonstrated a preparedness activity, are "registered" and provided preparedness information.
7. Creation of a dedicated website to helping Americans to being prepared and profiling the 'Drill Down for Safety' campaign at [www.SafeAmericaPrepared.org](http://www.SafeAmericaPrepared.org).

# 2009 'Drill Down for Safety'

- ▶ Year 2009 was the inaugural campaign resulting in:
  - Over 400,000 Americans doing a preparedness activity
  - Included was 127 sites/cities in 24 states across the nation
  - Some examples of activities are: CNA Insurance, UPS, Hill and Knowlton, Medical Reserve Corps and San Diego County

# Preparedness Activities

- ▶ Do a preparedness activity in September!
  - Go to [www.SafeAmericaPrepared.org](http://www.SafeAmericaPrepared.org) and click on 'Take the Pledge' now which registers you and is your commitment to doing an activity.
  - Send a text to 78247 and insert the word 'safe' in the message body; you will receive a reply from Safe America asking for your email in order to be registered as a participant.
  - Other preparedness activities include: an evacuation drill, doing a shelter-in-place drill, putting together a disaster preparedness kit, family review of preparedness actions, attending a preparedness related course or workshop, organization sending out a practice emergency alert notification to employees, doing a tabletop exercise, organizational training, completing organizational risk/threat assessment, on-line training courses through FEMA (free), volunteer for local Community Emergency Response Team (CERT), and numerous other activities.

# 'Drill Down for Safety' – Texting for Preparedness

*A program designed to encourage the voluntary exercise by Americans of all ages to 'drill'... by texting and reach out to family, friends, employees, and others to practice connectivity (as they might in a disaster).*

Msg - Hey mom, with Sarah, we r ok



Msg - To all employees evacuate bldg via south exits



Msg – hey son, Dad is ok, be home soon



Msg- kids, are you ok? Dad





# Key Events – ‘Drill Down for Safety’

- ▶ Former U.S. Secretary of Transportation Norman Mineta is chairing the 2010 ‘Drill Down for Safety’ campaign
- ▶ West Virginia First Lady Gayle Manchin is the National Spokesperson for the 2010 Texting campaign
- ▶ June 24<sup>th</sup> Pre-Event Meeting, USA TODAY, McLean, VA
- ▶ June 30<sup>th</sup> Texting/Wireless Summit, NBCU, NYC
- ▶ July 15<sup>th</sup> Task Force Meeting, Motorola, Schaumburg, IL
- ▶ August 24<sup>th</sup>, Kick-Off Meeting, NBCU, NYC
- ▶ Research: Pre/Post Surveying of Americans on Preparedness
- ▶ Webinars: July – September at [www.SafeAmericaPrepared.org](http://www.SafeAmericaPrepared.org)

# Past and Current Supporters




Booz | Allen | Hamilton

ChoicePoint



# Prepared Website Resources

- ▶ Connect with us via Facebook, Twitter, LinkedIn, Flickr and You Tube
  - ▶ Safety Training Information
  - ▶ Practice Drill Information
  - ▶ Disaster Training Toolkits: Business, Family, Special Needs, and others
  - ▶ Podcasts: Introduction to 'Drill Down for Safety' and other podcasts
  - ▶ 2009 Webinars: Drills–Why and How to Plan for an Emergency and other webinars
  - ▶ Additional information on Safe America, its programs, and partners
- 

# Take The Pledge

HOME News, Articles & Press  
TOOLKITS For Business and Family  
WEBINARS Participate and Download  
PODCASTS Video Media Podcasts

Mission & History Board of Directors Membership Our Staff Safe America Store Pledge

## TAKE THE PLEDGE - MAKE AMERICA SAFER

While millions will pause and reflect on the events of 9/11, the Safe America Foundation invites you to join in helping Americans be prepared to handle emergencies by practicing a 'drill' at home or work. Click here to [Pledge Now!](#)



## SECRETARY NORMAN MINETA HONORARY CHAIR



Secretary Norman Y. Mineta hosted a joint press conference at the U.S. Chamber of Commerce

## Why Are These Men Smiling?



Safe America Volunteers and Staff (l-r) Chuck Banks, Len Pagano, Scott Propp and Jeff Gordon were among those pleased at results of Safe America Task Force meeting in Chicago HQ of Motorola.

The 'key developments' include finalized plans for a multi-state 'drill season' in September, with details to be shared June 24 at USA TODAY HQ and June 30 meeting at NBC in New York. For more details, contact [brit.weber@safeamerica.org](mailto:brit.weber@safeamerica.org).

## Brit Weber Joins Safe America Foundation



Safe America Foundation President and CEO, Len Pagano announced today the hiring of noted Michigan State University safety expert Brit Weber. Looking to build on the success of the inaugural 2009 *9/11 Drill Down for Safety* campaign, Mr. Weber has joined Safe America as its Executive Vice President for Homeland Security and Preparedness Programs.

## SAFETY TRAINING



[Family Preparedness Resources](#)



[Business Preparedness Resources](#)



[Texting Preparedness Resources](#)

## CONNECT WITH US



## PRACTICE DRILLS



Practice Drills for Businesses, Families and Dependents with special needs

Click Below to Download:  
[Business, Family and Special Needs](#)

## DONATE TO SAFE AMERICA

Amount  \$10.00  
 \$20.00  
 \$30.00  
 \$100.00

# What Can I Do?

- ▶ Go to [www.SafeAmericaPrepared.org](http://www.SafeAmericaPrepared.org) and Take the Pledge, which registers your commitment to do a preparedness activity in September.
- ▶ Send a text to “78247” with the word “safe” in message. Safe America will ask for your email and then you will be registered as completing a preparedness activity.
- ▶ We need your help! Share this information with others and through your assistance we will reach one million Americans!
- ▶ Or, send us contacts that you have and we will follow-up with them.

# Summary....

To engage Americans in doing a preparedness activity in September, which is National Preparedness Month

To engage youth in doing a preparedness activity in September

To engage Americans to text first during a crisis thereby allowing voice communication systems to be more robust

To establish research benchmarks on why Americans will or will not engage in preparedness activity

To establish sustainable partnerships with government, business, nonprofit, and other stakeholders on 'Drill Down for Safety'

With your help in spreading the word, registering by Take the Pledge at [www.SafeAmericaPrepared.org](http://www.SafeAmericaPrepared.org) and doing a preparedness activity – we collectively will help more Americans to be Prepared, Not Scared™



# Drill Down for Safety

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# Thank You!



Presented by...

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