

The Virgin Islands Consortium

FEMA Launches Updated Ready Campaign Webpages for Kids

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FEMA's Ready Campaign relaunched newly updated [Ready.gov/kids](https://ready.gov/kids) webpages was relaunched last week. The relaunch is part of week three of National Preparedness Month, which focuses on the importance of including young people in disaster preparedness.

[Ready.gov/kids](https://ready.gov/kids) is the youth preparedness platform for the Ready Campaign, FEMA said. The updated website is a one-stop shop with interactive search features, tools and resources to help engage kids and young people on emergency and disaster preparedness. It also includes educational games and activities for kids to learn how to be prepared for disasters and why it is important.

If you know what to do in an emergency, you can help keep yourself and others safe. Parents, caregivers and educators are encouraged to go to [Ready.gov/kids](https://www.ready.gov/kids) for tools to create a family communications plan, a checklist to build an emergency preparedness kit, and resources to talk with children and teens about disasters that may occur where they live.

[Ready.gov/kids](https://www.ready.gov/kids) also has resources to support the integration and implementation of children's disaster-related needs into preparedness, planning, response and recovery efforts. State, local, territorial and tribal governments and other stakeholders responsible for the temporary care of children can find tools for developing emergency operations plans, trainings, guidance, policies and more on the updated [Ready.gov/kids](https://www.ready.gov/kids) webpages.

In August, FEMA and the Ad Council jointly launched new public service announcements for the Ready Campaign featuring this year's National Preparedness Month theme, "Prepared, Not Scared." These announcements promote the importance of preparing children and teenagers for possible emergencies and disasters. [Click here](#) to view and download the announcements in both English and Spanish.

Launched in 2003, the Ready Campaign is a national public service campaign designed to educate and empower the American people to prepare for, respond to and mitigate disasters and emergencies. The goal of the campaign is to promote preparedness through public involvement. Each September, the Ready Campaign recognizes National Preparedness Month to promote family and community disaster and emergency planning. Learn more about preparing for disasters and emergencies at [Ready.gov](https://www.ready.gov).