

Talking Points

May-June 2007

- codeReady is the name of a new effort to get Minnesota ready for crises and emergencies.
- codeReady is about more than just public awareness. We want individuals and families in Minnesota to be ready for an emergency – with a plan and emergency supplies.
- codeReady is more than a campaign – it is the new “brand name” for emergency preparedness in Minnesota, tying together efforts by a wide range of partner groups and organizations to educate the public about emergency preparedness.
- codeReady is a collaborative effort, involving the state departments of public safety and health, as well as local emergency managers and public health agencies all across the state
- codeReady also includes a broad group of partner agencies and organizations representing:
 - The corporate and nonprofit sectors
 - Faith-based organizations
 - Professional groups and associations
 - Health care and emergency medicine providers
 - Law enforcement
 - The academic community
 - People with special needs
- codeReady means being ready for many different kinds of emergencies, including:
 - Floods, tornados and other natural disasters
 - Pandemic flu and other major public health emergencies
 - Chemical spills or nuclear incidents
 - Intentional acts of destruction, including terrorism
- codeReady is being launched this spring with a statewide advertising campaign, including:
 - Radio, outdoor and print advertising
 - A new, highly interactive website
 - A series of media events involving the state commissioners of public safety and health
 - A tour of the state by teams of codeReady spokespersons in specially marked codeReady vehicles
- The codeReady website (www.codeReady.org) will include a comprehensive set of tools that Minnesotans can use to
 - Create an individual emergency plan and build a custom kit of emergency supplies
 - Learn more about individual, family and community emergency preparedness
 - Link to web resources maintained by codeReady's many partners