

FAQ

This fact sheet, developed jointly by the Minnesota Department of Health (MDH) and the Minnesota Department of Public Safety (DPS), provides answers to frequently asked questions about codeReady, the statewide emergency preparedness campaign.

What is codeReady?

The codeReady brand has been developed under a State of Minnesota contract to establish an easily recognizable identity for a statewide emergency preparedness public information campaign. The term codeReady, used in a unique graphic design, is meant to be a Minnesota-specific signal promoting personal and family emergency preparedness. It will be used in publications, billboards, advertisements, fact sheets, a website and other materials that promote emergency preparedness. It can be used only in Minnesota and only for the emergency preparedness message. It was designed to complement the federal “ready” campaign, as well as other state and local efforts using the term “ready” that are underway.

Why does Minnesota need an emergency preparedness campaign like codeReady?

National studies by organizations such as the American Red Cross have found that, despite large-scale emergencies such as Hurricane Katrina and the 9/11 terrorist attack, only about a third of Americans are ready for a serious emergency. The MDH participated in a statewide public opinion research study of 803 adult Minnesotans (2006 Minnesota Statewide Survey) to evaluate Minnesota’s readiness. The results show that Minnesotans are “slightly above average,” with at least 44 percent of respondents having taken one or more actions to prepare for emergencies. That still leaves half of households surveyed without a plan. Regional and local public health and emergency management officials have expressed concern that a serious emergency, such as a large-scale natural disaster, pandemic influenza outbreak or terrorist attack, would be impossible to manage without a more prepared, self-reliant citizenry.

Is codeReady a state-sponsored campaign?

The codeReady campaign is a State of Minnesota effort implemented by the MDH and DPS using funding appropriated by the Minnesota Legislature. It has been developed with the advice and participation of the Governor’s Office, several state agencies and multiple other partners to be the state’s emergency preparedness campaign umbrella. Materials created under the codeReady brand will not carry the MDH or DPS logos, since they are intended for use by many partners. The codeReady campaign has not been developed to replace other emergency preparedness efforts at the federal, state or local level, but is designed to be an umbrella for all the efforts already taken to prepare Minnesota for serious emergencies.

Will codeReady be introduced statewide or only in the Twin Cities metro?

Emergencies happen everywhere in Minnesota, so the codeReady campaign will be everywhere as well. The codeReady emergency preparedness messages will be introduced statewide through local radio stations, newspapers, billboards and events.

When will the codeReady campaign begin?

The campaign kick-off is planned for the week of April 30, 2007. The public will likely begin to see billboards, advertisements and broadcasts on or around that time, and special events have been planned throughout the state to introduce the codeReady campaign.

Will my organization be able to use the codeReady materials?

Yes, and we encourage your organization to join the campaign! The Emergency Preparedness Campaign Tool Kit contains a variety of materials including:

- Art files of the logo (color, black-and-white), print ads, posters, flyers, emergency kit grocery checklist, window cling, and a template for campaign news releases
- Materials for a localized campaign, a preparedness competition and drive, frequently asked questions list, PowerPoint® template, and a topical article to be used in local publications
- Instructions on how to use the Tool Kit

Materials can be “co-branded,” meaning that your organization’s logo can appear with the codeReady brand. We welcome partners throughout the state to use the materials. The Tool Kit is suitable for:

- Regional and local public health and emergency management organizations
- Public safety organizations
- Community groups, such as Lions Club, Rotary, neighborhood groups, district councils, Girl Scouts/Boy Scouts, senior groups and more
- Faith-based communities
- Educational institutions, from K-12 to college/university to adult community education
- Businesses working with employees on personal and family emergency preparedness
- Hospitals, clinics and healthcare organizations
- Volunteer organizations

Can I adapt my materials to fit the codeReady campaign?

Yes, regional and local partners have worked hard to prepare communities for emergencies, and have materials that are targeted, local and effective. By adding the codeReady brand to these existing materials, local partners can benefit from the advertising, publicity and events scheduled to promote codeReady.

How can I support the codeReady campaign?

Get informed, get prepared, and get connected. If every individual or family in Minnesota is informed and prepared for an emergency – using the codeReady tools or other excellent existing resources – the state will be able to sustain a response to a large-scale disaster. Get connected by finding out what your city, employer, school, church or other organization has done to plan for a community-wide disaster. And don’t forget to volunteer: to fight fires, donate blood, provide meals, check on neighbors, provide health care, and shelter the displaced.

How will the codeReady campaign be sustained?

The Tool Kit, website and other campaign elements will be available for use on an ongoing basis and are self-sustainable. Further development of the codeReady campaign is planned, including:

- Working with specific audience channels (businesses, faith-based communities, education) to reinforce the emergency preparedness message
- Developing tools and materials in other languages for populations with limited English proficiency
- Focusing on audience groups with other types of communication or functional barriers to emergency preparedness, such as elders, people with disabilities, people with developmental disorders, people with mental illnesses and other “special populations”
- Encouraging preparedness for emergencies that could be statewide in scope, such as pandemic influenza
- These or other methods may support ongoing codeReady efforts to achieve improved readiness among Minnesotans.

How will the codeReady campaign be evaluated?

The State has established evaluation measures for the campaign:

- The MDH obtained baseline public opinion data through the 2006 Minnesota Statewide Survey of 803 adults. The same survey, occurring annually, will be conducted in the fall of 2007, and the State will ask the same questions to determine whether Minnesotans acted on the information and improved their emergency preparedness.
- The codeReady website “hits” will be counted for specific measures, such as the number of users who created and downloaded their own personal/family emergency plan.

Who do I contact for more information on codeReady?

For more information, contact:

- Emily Litt, MDH, (651) 201-5556 or emily.litt@health.state.mn.us
- Doug Neville, DPS, (651) 201-7562 or douglas.neville@state.mn.us