



FOR IMMEDIATE RELEASE

Crawford County Health Announcing Launch of “Be Ready!” Campaign

Preparedness is the state of being ready to respond to emergencies, hazards, and incidents. Quick and effective action is required when an emergency or disaster happens, and preparedness allows individuals, families and communities the ability to efficiently respond.

Preparedness activities involve analyzing risks, developing plans, training people, collecting supplies, arranging evacuations, public messaging, mutual aid, disaster training and exercises. Many organizations implement preparedness plans and activities including government, business, healthcare and non-profits. Successful response to emergencies takes a multi-sector approach with the common goal to save lives and mitigate damage.

Public Health’s role in preparedness focuses on the potential health impacts and resilience of communities and includes a full range of response, recovery, prevention and mitigation activities. The health department continually works with community partners to assess, plan, practice and implement strategies to ensure the health and safety of our community.

Individuals have a role in preparedness as well. Having plans for emergency situations, like a house fire, before they happen and making sure others understand the plan is one way to be prepared. Another way to prepare is to be aware of potential threats and take action to eliminate or mitigate risks. Monitoring the weather forecast is one way of being aware, while dressing appropriately or preparing to take shelter is how individuals take action.

The health department is kicking off their “Be Ready!” campaign in an effort to share all the preparedness efforts that are happening, encourage individuals and organizations to implement preparedness strategies and learn more about efforts so that our community can be safe and healthy when emergencies present.

“Everyone plays a role in preparedness” says Dawn Adams, Public Health Specialist for Crawford County Health Department, “our hopes with the “Be Ready! Campaign is to encourage everyone to plan ahead, stay informed, and be prepared to respond to emergencies.”