

Ready, the Ad Council and Disney Encourage Emergency Preparedness for Kids with “Big Hero 6”

Recognizing that children have the ability to play an important role in preparing themselves, their families and their communities for a disaster, FEMA’s *Ready Campaign*, along with the Ad Council and Disney, released new [Public Service Advertisements](#) (PSAs) as an extension of Ready Kids’ ongoing outreach. These PSAs highlight several steps that kids can take to prepare for emergencies: Make a Plan, Build a Kit and Know The Facts. The new English and Spanish PSAs feature leading characters from Walt Disney Animation Studios’ recently released film “[Big Hero 6](#),” and they encourage viewers to visit www.ready.gov/kids to learn how to prepare for emergencies.

Research shows that it is important to educate and empower young people to prepare for disasters. A 2010 study from Oregon State University showed that 14 percent of children and teens had experienced a disaster during their lifetime, and four percent had been in a disaster within the past year. Of those who had experience with disaster, a quarter reported experiencing more than one. In September, FEMA announced a new strategy to educate young people about disaster prevention, protection, mitigation, response and recovery. The [National Strategy for Youth Preparedness Education: Empowering, Educating and Building Resilience](#) (National Strategy) couples attention on emergency and disaster preparedness with community action that focuses specifically on youth readiness for disasters and related events. The National Strategy was developed in partnership with the American Red Cross and the U.S. Department of Education, and more than 25 organizations have affirmed their support.

