

## 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 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](http://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